

# Charles Cuninghame

copywriter



**Client:**  
Agency Pro

**Project:**  
Copywriting for prospecting brochure.

## Do you make these studio management blunders?

*Efficient studio management is essential for any successful graphic design company. But on every job there's potential for dozens of leaks to occur, eating into your bottom line.*

Do you ever:

- realise timesheets haven't been filled in and have to guess how much time has been spent on a job
- forget to assign purchase orders to their jobs
- spend hours every week producing WIP reports
- overrun estimates of time and costs without realising, or
- lose track of what client changes have been agreed to?

Studio Pro is a powerful studio management tool that lets you take control of your workflow. It enables management to accurately manage projects, profits and client relationships. Studio admin is streamlined so design staff can concentrate on producing great work.

### Freedom from admin drudgery

Designers love to design. But often they're not so keen on filling out purchase orders and timesheets. Agency Pro takes the hassle out of these essential tasks. It's been developed in conjunction with graphic design studios to incorporate best practice workflows. It reduces designers' workloads and lets them get on with what they do best.

- online timesheets are quick and simple to fill out
- generate purchase orders and simultaneously assign them to jobs
- quickly produce letters, faxes, emails, phone call messages and meeting minutes
- with a user-friendly layout, Agency Pro is simple to learn and easy to use

### Stress-free WIP monitoring

How do you prepare your weekly WIP reports? On a whiteboard? With a spreadsheet? Either way, it's probably a lot of double-handling, time and effort. With a huge range of customisable WIP reports, Agency Pro makes it easy to track time, costs and progress on all jobs.

- automatic WIP reports give you up-to-the-minute information on the progress and costing of every job

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- Agency Pro tracks deadlines and alerts you to overdue items
- create a central online repository for all financial, timesheet and design information for every job

## Proactive cost management

Don't you hate it when you realise after a job has closed you've forgotten to invoice a purchase order? Or worse, you lost money on a job because you spent too much time on it. Agency Pro alerts you to potential cost blowouts and ensures all expenses are recouped.

- compare how job costs and profits are tracking to estimates at any time
- all job expenses are recorded and costed
- no need for double entry – data from timesheets and purchase orders is automatically allocated to jobs
- invoicing is easy, especially with built-in MYOB synchronisation

## Client history at your fingertips

Agency Pro helps improve your client relationship management. All job details and correspondence are stored in the system to create a full client history. There's no need to shuffle through filing cabinets to find out what stock was used for the client's brochure two years ago.

- all correspondence is stored in a searchable database for easy retrieval
- historical job cost information makes quoting quicker and more accurate
- reduce conflicts over add-ons and changes
- store clients and suppliers' contact details in the electronic address book

## Boost your bottom line

In the design industry, time is money. Accurately capturing expenses and time spent on jobs is crucial to maximising your profit. Increased efficiency also bolsters the bottom line. By streamlining studio management, Agency Pro increases efficiency, accountability and profits.

- reduce lost hours, errors, unassigned expenses and misused time
- decrease reliance on admin staff and reduce time spent on day-to-day admin
- keep an eye on the progress of jobs to avoid blowouts in time or expenses

## Other key benefits

- sophisticated estimating features with flexible quoting
- Agency Pro can easily be customised to suit your workflows
- incorporate your corporate identity into document templates for a consistent look
- scalable – easily expands as your organisation does
- runs on Macintosh (9.x/OS X) and Windows (98/2000/ME/XP)

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## Who uses Agency Pro?

Since 1998 Agency Pro has been used by more than 30 studios in Australia and New Zealand, including LKS Landor, Billy Blue Creative, Morton, Sydney Harbour Foreshore Authority and Challenger International.

## Agency Pro price guide

Number of users	Excluding FileMaker licenses	Including FileMaker licenses*
5	\$6,900	\$10,375
10	\$8,900	\$14,350
15	\$10,900	\$18,325
20	\$12,900	\$22,300
Additional 5 user pack	\$2,000	\$3,975

\*Includes FileMaker Server, FileMaker Pro 6.0 for each user, and FileMaker Maintenance (free upgrades for 12 months).

## Support and customisation

To get you started with Agency Pro we include 20 hours on- and off-site implementation support. We'll familiarise your staff with the system and customise it for your workflows and corporate identity.

## Call us for more information

If you'd like to find out more about how Agency Pro can help you take control of your studio management please contact Nick Duke:

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