



Scaling Systems and Operational Teams for High Revenue Growth

- **System Implementations:** Assess / audit current processes and systems. Selection of new and replacement systems to fit business size and need. Future-proofing your most critical business systems (ad server, CRM/Salesforce.com, content or order management) and ensuring your company is getting the most from these investments.
 - Determine if you need a new system or can optimize existing system
 - Get more out of existing system
 - Ensure team is fully utilizing features
 - System / vendor comparison
 - Get more out of your Salesforce.com investment
 - Determine if you need the new product Salesforce is recommending
 - End-to-end project management services for implementations
- **Process Analysis & Improvement:** Assess current processes and measure efficiency as compared to similar businesses in your industry. Eliminate low-value tasks, introduce and prioritize high value best practices. Ensure team is fully educated and performing new tasks, including change management practices.
 - Process assessment / work flow optimization
 - Measure your team's success
 - Define benchmarks for communication, performance reviews, bonus programs
 - Change the conversation from negative to positive (ex: instead of measuring lost revenue, measure accuracy and recaptured revenue)
 - **Ad Ops process** & best practices (proposal and inventory review, inventory order and campaign management, workload balancing across individuals and regions)
 - **Sales Ops process** & best practices (media planning, sales support)
 - Improve working relationship and hand off points between teams (Sales, Ops, Finance)
- **Business Intelligence & Analytics:** Transforming data into business reports which clearly answer what happened, why did it happen, what will happen in the future and how can we make it happen?
 - Get started with reporting, analytics and business intelligence
 - Assessment of existing reports, including how they are created (manual vs. automated), how they compare to industry standards, how well they are being used throughout organization)
- **Organizational Development:** Increasing efficiency and productivity of your teams.
 - Develop a culture of continuous improvement
 - Improve communication, cooperation and alignment
 - Employee development (training and skill development programs, ensure key team members are up to speed on industry changes)
 - Change management during times of organizational, process or system change (merged teams / companies, downsized, underperforming team, struggling manager)
 - Product / service enhancement
 - Manage and reduce attrition
 - Individual **mentoring / coaching** to develop your company's future leaders
- **Additional services:**
 - Recruiting services in the AdOps core roles
 - Set up and manage a world class outsourced organization (in India, Europe, etc.)
 - Outsourced services via European partnership
 - Temporary (ex: high volume) or permanent staffing for trafficking, optimizations, creative review, reporting & order preparation, sales support