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Macey Noyes Associates

Transition Project Overview & Status
Technology Positioning
Challenges/Issues
Recommendations

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- >Tactical Vision
- >Initiatives
 - MediaBank
 - Celoxis integration
 - Creative Manager
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 - Email generated on behalf of Macey Noyes

KNOWLEDGE + PROCESS = SPEED

Business process outsourcing (BPO)[†] is not a new concept or innovative in the creative services world. However, to MNA, it is a unique opportunity to leverage existing relationships and enhance the value added proposition within specialized advertising (packaging) and retail brand development.

Macey Noyes needs to embrace proven business solutions, to be competitive, as they transition from a small to medium size business. The “old ways” of doing business will need to adapt to support multiple geographic locations.

Specialized advertising “packaging” has great potential for template automations and MNA should think “out of the box” to ensure creative excellence and executional optimization.

MNA has a series of challenges that impact the risk and level of success that can be obtained. Solutions on accelerated schedules for implementation, while having the highest impact of return and process efficiency, also carry significant risk. And although demand for a variety of business process outsourcing services continues to increase in the small and midsize business segment, a trend to “reinsource” certain processes has risen for three successive years. †

As the philosophy of Macey Noyes Associates and the organizations business objective’s can be defined and prioritized then a strategic vision and technology roadmap can be aligned to meet those needs.

Until Macey Noyes has a clear mission statement and core corporate values, building a technology roadmap is difficult. Until then, the tactical focus should be on-boarding proven technologies. These technologies are critical and will eventually become key drivers in the technology vision as they integrate to support the business model.

With adoption of key business solutions across three core aspects with creative technologies that have been proven in the top 10 agency segment for years.



Macey Noyes technology roadmap must consider all critical business issues

- > Market and customer analysis
- > Beating the competition
- > High-tech marketing and sales
- > Planning and managing for profitability
- > Business partnerships and acquisitions

Initiatives



- >MediaBank
- >Celoxis integration
- >Creative Manager
- >Job Manager
- >Career/Growth Development Plan
- >Enterprise-wide business tools
- >Accounting package
- >Build out of new corporate headquarters

Phase I - Using MediaBank for archive/released work

>Current status

- Phase I pilot launch with American Color (hosted solution)

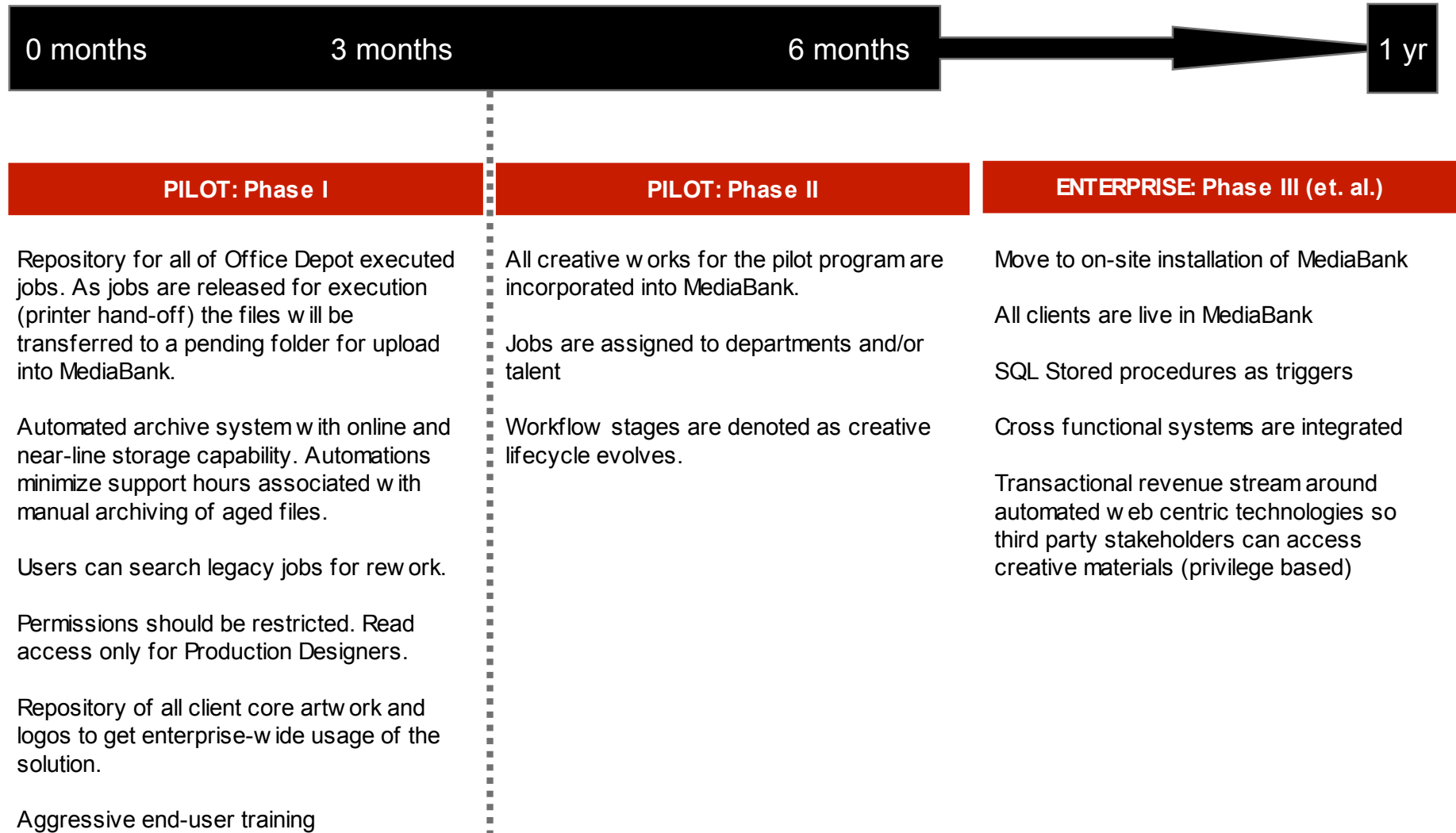
>Critical milestones

- On-site visit to MediaBank install location
- Consolidate released mechanicals from Office Depot
- Batch import after file name resolution utility (special characters)
- Benchmark performance
 - Office Depot
 - Wilton, CT
 - Remote
- Train creative support lead for help desk issues
- Select pilot test training group
 - File name convention change to comply with restricted characters
- Launch

MediaBank Vision

- >To create a central repository for all creative works – in-progress and archived – with enterprise wide permission based access
 - Allows for workforce to be utilized across all regions
- >To integrate SQL technologies using SQL stored procedures or customized development to keep all systems in sync
 - Repository will have creative, history of agency level of effort, talent, financials
 - Build best practices for forecasting effort, budgets, etc. to ensure agency profitability through dynamic, on-going learning.
- >To maximize workflow components of MediaBank to easily identify creative lifecycle checkpoints and build triggers to ensure efficiency
 - Oversight when job triggers certain conditions
- >To allow the easy tagging of creative excellence for growing the business
 - RFP
 - Agency book
- >To build an incremental revenue stream or enhance MNA offering to as clients or other stakeholder's need access to graphic assets

MediaBank (Continued)



Evaluation stage

>Critical milestones

- Compare solution against Job Manager
 - Need real time, task level tracking
 - Handoff notes
- Increase bandwidth pipe to 3Megs
- User interface submission to developer for ease in high speed data entry
 - More efficient user interface
 - Consoliedated data input screens
- Move solution on-site strategy
- SQL store procedures for triggers
- SQL store procedures to prevent re-keying of data into multiple systems

Office Depot Project Management Tool

>Critical milestones

- Identify which checkpoints and data will need to be populated by MNA
 - Identify electronic source for data
 - Evaluate data desirous of pushing into Celoxis and re-define process if needed
- Develop customized automations to import data from MNA systems seamlessly, automated and to prevent re-keying of information
 - Re-keying is inefficient and promotes systems being out of sync

>Key Challenges

- Product based offshore
 - India
 - Does not integrate via SQL stored procedures in ASP model
 - India not customer service focused around customized development
 - Solution may be populating HTML form which will require development and some cooperation from developer

Draft version of deck and internal communication (booklet)

- > Review deck and align philosophy with draft version
- > Identify information to communicate to workforce
- > Import new copy into internal communication
- > Develop hard-copy survey
- > Develop Filemaker database or use web centric survey solution

MNA should implement real-time, task level tracking mechanism like Job Manager

- > Obtain solid level of understanding around agency level of effort vs. timesheet submission
- > Real-time, task level tracking is critical to business success
- > Demonstration of Job Manager

Core business tools should be implemented

>Mail, Calendaring, Messaging

- Microsoft Exchange w/MSN Messenger
 - Ensure internal/external email capabilities the same
 - Remote working
 - Develop email policy from top down
- Firewall, Spam Filtering
 - Deploy solid solution that ensure relevant email is received and filters mail not critical to business

Build out of New Corporate Headquarters

Based on 2003 Market Research, NYC cost per sq. ft. was approx \$50/sq ft, Miami \$31/sq ft, Ft. Lauderdale \$27/sq ft., and Boston \$35.00 sq ft. I would say they were a little higher than that in 2004. This is all for Class A office space.

Furniture contact:

- WB Wood in NYC
 - W B Wood CO
100 5th Avenue Floor 12, New York, NY 10011
(212) 206-9500
 - Source on new & used cubicle furniture
 - Susan Kupfer
 - George Grecco is the Herman Miller
- Recommendation
 - Herman Miller cubicles.
 - There are others, but not as sturdy and long lasting

Build out of New Corporate Headquarters

Creative space is unique and requires many considerations during build out.
Customized workspace can boost productivity > 30%

>Creative workforce different animal

- More emotion and engaged through passion and community

>Build outs are complex and often go way over budget

- Experienced Project Manager & Proper Planning can eliminate budget issues)
- Requires experienced project managers in creative build outs
- Capability heads should interface with architects and FM Project Manager
- One point of contact is key to not making endless changes).

>Creative Specific

- Spray mount ventilation (expensive)

>IT/Infrastructure

- > Computer room
- > Client security audit requirements
- > Segmented servers

>Phone System

>Security

>General Office Infrastructure

- Offices/Cubicles
- Special Areas (spray room etc.)
- Furniture (functionality and adjacencies)
- Lighting
- Ventilation
- Acoustical
- Printer/Fax Locations
- Special Equipment (ie; plotters; color printers)
- Filing Areas
- Conference Rooms
- Kitchen
- Bathrooms

>Space should be branded to Macey Noyes identify, "look feel/vibe"

>Client Non-Compete / Proprietary Issues

- >Key pad/separate floors
- >HVAC/OSHA & ADA requirements
- >Permits

Identify robust accounting package solution

- >Contact Microsoft for solution information
 - Microsoft Solomon
 - Traverse
- >Integrate Creative Manager into accounting solution
 - Restricted until move to on-site installation (SQL to SQL solutions)
- >Is Creative Manager capable of being a complete solution?
 - Data integrity validation
 - What safeguard (i.e posting of charges) does the solution offer
 - Exception/Error reporting
 - Exposure billing/charge issues they become relationship issues

Challenges & Risks



- >No proven formalized written creative process
 - Legacy of working (in years)/Informal prototype process will not work for executional work
- >Geographic challenges
 - Office Depot not same culture as MNA Wilton, CT
 - Resistance to corporate initiatives already apparent
 - Corporate may not be capable of building solution
 - Solution needs to be built in new environment not in a vacuum
- >Lack of organizational cooperation and proactive sharing of information
- >No enterprise-wide vision to the workforce
 - Passion filled
 - Evangelism
- >Fragmentation or re-organizational challenges with key leaders/partner's
- >Technology investments are significant (forecasted at >100-350K capital annually plus operational expenses)
 - Revenue forecasting needs to tie to capital/operational investment requirements
- >Risk that tactical workforce will be come demoralized
 - Culture/people will be the driver of retention
- >Too many concurrent initiatives will fragmented focus
 - Major commitment to implement many core technologies
- >Key leadership team does not have experience to support vision
- >Business Process Outsourcing cost savings significant when offshore resources are used.
 - Does MNA model open up vulnerability to other provider's who take outsourcing to the next level? Offshore.

Recommendations

 **MaceyNoyes** *Associates*

Recommendations

- >Technology lead should be based at the corporate headquarters
 - Geographically independent with confidences
 - Macey Noyes needs to be able to understand scope of initiatives and analysis/evaluation/recommendation process
- >Technology lead should be full-time employee
 - Leadership role needs to be set up correctly within organization†
 - Consultantcy-based role ambiguous role/term of contract does not support leadership within organization
 - Difficulty getting compliance (especially with I.T. function)
 - Leadership can be through knowledge respect only after extensive analysis and solution implementation
- >Commitment to a business travel plan (70:30 split) to remote locations
 - consistency in frequency and duration long enough to build one to one relationships with key staff
 - Solutions can not be built in a vacuum and need to consider all geographic environments
 - On-site satellite will have additional challenges
- >Cooperation and lack of proactive knowledge sharing can be overcome by partnering with key contact at Macey Noyes
 - Shared office with Jessika
 - Historical background and comprehensive understanding of business
 - Availability to share knowledge greater than key leaders
 - Shared office promotes passive learning by being part of day to day issues as they arise
 - Alternatives not efficient or do not promote shared information
 - intrusive and disruptive when asking questions
 - No real sense of business operations when segmented
- >Embrace and adopt best practices with proven business tools
- >I.T. support function needs to be responsive and embrace change in organization with emphasis on 5-star customer service

Business Contacts

 **MaceyNoyes** *Associates*

MACEY NOYES ASSOCIATES : KEY CONTACTS

Initiative: MediaBank

Contact	Company	Contact Person	Phone Number	Relationship	Email
Primary	American Color	Terry Tevis, Vice President	203-722-7652	MNA	terry.tevis@americancolor.com
Primary	American Color	Peter Gunther, Project Manager	845-661-4995	MNA	peter.gunther@americancolor.com
Developer	Wave Corp	Charles Roberson, Vice President	407-585-0250	Digitas/Professional	croberson@wavecorp.com
3rd Party Developer	DPCI	Joe Bachana, President & CEO	212-575-5609	Digitas/Personal	joseph.bachana@databasepublish.com

Initiative: Celoxis

Contact	Company	Contact Person	Phone Number	Relationship	Email
Primary	Celoxis (in India)	Jatish Mathew	000-000-0000	MNA	jatish@celoxis.com
Client	Daymond Worldwide	Sherri Fuller, Project Manager	561-438-7505	MNA	sfuller@daymond.com

Initiative: Creative Manager

Contact	Company	Contact Person	Phone Number	Relationship	Email
Primary	Creative Manager	Ron Ause	800-203-7684 x 3051	Digitas/Professional	rona@creative-manager.com
Technical	Creative Manager	Steve	via Email	MNA	support@creative-manager.com
End-user	o2 ideas	Steve Creel	205-949-9494	MNA/Pending	steve@o2ideas.com
End-user	Push	Rich Wahl	407-841-2299	MNA/Pending	rwahl@pushhere.com

Initiative: Apple Computer

Contact	Company	Contact Person	Phone Number	Relationship	Email
Primary	Apple Computer	Leslie M. Schwartz, Sales	917-885-9540	Digitas/Professional	leslie@apple.com

Initiative: Connectivity

Contact	Company	Contact Person	Phone Number	Relationship	Email
Primary	E-Technologycorp	Jay McDougall	917-885-9540	MNA	jay@etechnologycorp.com

Initiative: Job Manager

Contact	Company	Contact Person	Phone Number	Relationship	Email
Primary	Meta-Communications	Mark Guthart	800-771-6382	Digitas/Professional	mguthart@meta-comm.com

Appendix: Emails

