

agencyadvisor – FAQs

what is the agencyadvisor?

The agencyadvisor is a list of brand and procurement-approved creative agencies to support your marketing requirements. Like TripAdvisor, the agencyadvisor will also include reviews and ratings for these vendors' projects, to help you choose the one most suitable for your needs.

why do we need an agencyadvisor?

In order to ensure **brand uniformity and creative consistency** across Amdocs, we are consolidating the creative agencies we work with in order to achieve the following:

1. Cost economies of scale
2. Utilize design assets between various projects
3. Improve familiarity with the Amdocs brand and the businesses it targets

what does this mean?

All design-led and design-oriented projects will need to be placed with a vendor on the approved list within the agencyadvisor. Projects with agencies not on the approved vendor list will have their purchase orders rejected.

how were these vendors chosen?

Following a comprehensive review and survey, an RFP was issued to the vendors listed within our procurement system asking them to detail their various offerings and services for all design-related deliverables. Procurement then negotiated with them an agreed SAP pricing list moving from a cost per hour to a cost per item structure. New agencies are continually being sourced and the agencyadvisor will be updated.

what elements were included as part of the RFP?

The vendors were asked to price on all design-related elements such as project concept design, creation of collaterals for print and online and PowerPoint design work.

what process do I now follow?

The process you follow hasn't changed – the way you receive a quote has. Once you brief a new project, the quote will now include a cost per item as per the agency's agreed pricing structure rather than a cost per hour. Raise your purchasing paperwork as normal.

what happens if i want to work with a vendor not on the agencyadvisor list?

No creative or design-oriented projects can be initiated with vendors who do not appear on the approved vendor list.

can i raise a PO for an agency not listed on the agencyadvisor?

No purchase orders will be raised for agencies not listed on the agencyadvisor.

IMPORTANT: All frame POs will automatically be closed by procurement at the end of each financial year.

how can I add my preferred vendor?

Contact your procurement prime with your business case for adding a new vendor. A rigorous RFP process involving procurement, brand and design will then determine if this agency can be added.

have all vendors been updated on this new process?

All vendors on the agencyadvisor have been informed of this new platform where their creativity, responsiveness, professionalism, quality and value will be rated per project basis.

what happens if a vendor gets a bad rating?

We will use the agencyadvisor to rate the effectiveness of our current design agencies. If bad ratings are received we will follow a process to understand the issues they are facing and offer guidance. If a vendor consistently receives bad ratings, their agreement with Amdocs will be reviewed.