



■ BACKGROUND

TracyLocke is the integrated marketing agency for companies that understand an important truth; The only way to create and grow great brands is to create and grow loyal users. Over 500 employees who understand how to move people to brands.

■ CHALLENGES

- Needed to manage increasing volume and complexity of production jobs without increasing resource headcount
- Lacked a central infrastructure to enforce a structured work process
- Lacked visibility into status and resource commitments across hundreds of active jobs occurring at any given moment
- No ability to report on the 15,000+ jobs performed each year

■ APPROACH

- Deploy Production Workflow to manage the creation and lifecycle of all creative jobs across the agency
- Define structured processes by job type to enforce consistency across all projects
- Manage reviews and approvals of materials online
- Create online Job Jackets to centrally manage all information related to individual jobs
- Capture work time to allow for charge-back to clients

RESULT

- Gained real-time visibility into the more than 15,000 jobs executed each year
- Facilitated reassignment of resources previously dedicated to manually compiling weekly status reports
- Formalized agency-wide job processes that reduced rush jobs by eliminating gaps in information & approvals
- Reduced the cycle time for the approval of creative materials
- Captured critical compliance and audit trail data
- Increased revenues by accurately capturing rework time previously not billed to clients

