



Chase Software
Advertising Management Systems



Chase Advertising Management System

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Run Smarter » Deliver Sooner » Bill Earlier



Facing high-speed promotions and challenging budgets, agencies must continually outperform themselves.

Can your agency work efficiently with isolated processes and disparate software?

The **Chase Advertising Management System** brings continuity and transparency to your operations with a suite of unified tools that deliver a true end-to-end business solution.

From management to accounting to business intelligence, Chase is the most complete purpose-built system in the advertising and media industry today.

Many respected ad agencies have discovered that Chase:

- **Is easy to use**
- **Boasts an intuitive web interface**
- **Increases productivity**
- **Saves time**
- **Improves controls**
- **Promotes collaboration**
- **Scales to small, medium and large business needs**
- **Gets the right information to the right person at the right time**

Chase can energize your agency without heavy customization, unlike standard ERPs and job management systems. Our system is fit for purpose; it's less costly and quick to implement.

ONE TEAM »

Multiple vendors with different approaches bring confusion to your processes. Chase is made by one team with a single goal - your success.

Chase users deal with just one service provider throughout the entire lifecycle of work being carried out. There's no need to sync duplicate data for the sake of additional functionality, pay more fees for missing features, or train users on a variety of systems. Chase does everything.

It's made for advertising by advertising experts who work with you to solve real business problems every day.

So you'll enjoy top class consulting during implementation, go-live and far beyond, to help you excel in every area. We follow a strict implementation methodology and close project monitoring, and provide ongoing support thereafter.

History » As an agency owner, a co-founder of the business and current Resources Director, Alan Borain faced the same challenges felt by agency managers and workers today. When he determined to create a comprehensive agency management system, Chase Software was born. Almost 2 decades later, Chase is a complete, powerful and modern management tool exclusively suited to the advertising industry and allied markets.

Our Customers » To stay ahead of the curve, over 450 agencies with 13,000+ users in Africa, the Middle East and UK prefer Chase over any other solution. They include renowned groups like **Ogilvy, Y&R, FCB, McCann, JWT, Lowe, Saatchi & Saatchi, DDB and Publicis** - big names who know their market and how to stay ahead in business.





Unity » One login provides all the management tools and information you need. Chase's centralised database eliminates duplication of data. And with the most complete system for agencies ever, your staff can work as a unit to rapidly close campaigns.

Efficiency » Chase's comprehensive toolset achieves outstanding operational velocity, maximizes resource output, and accelerates delivery.

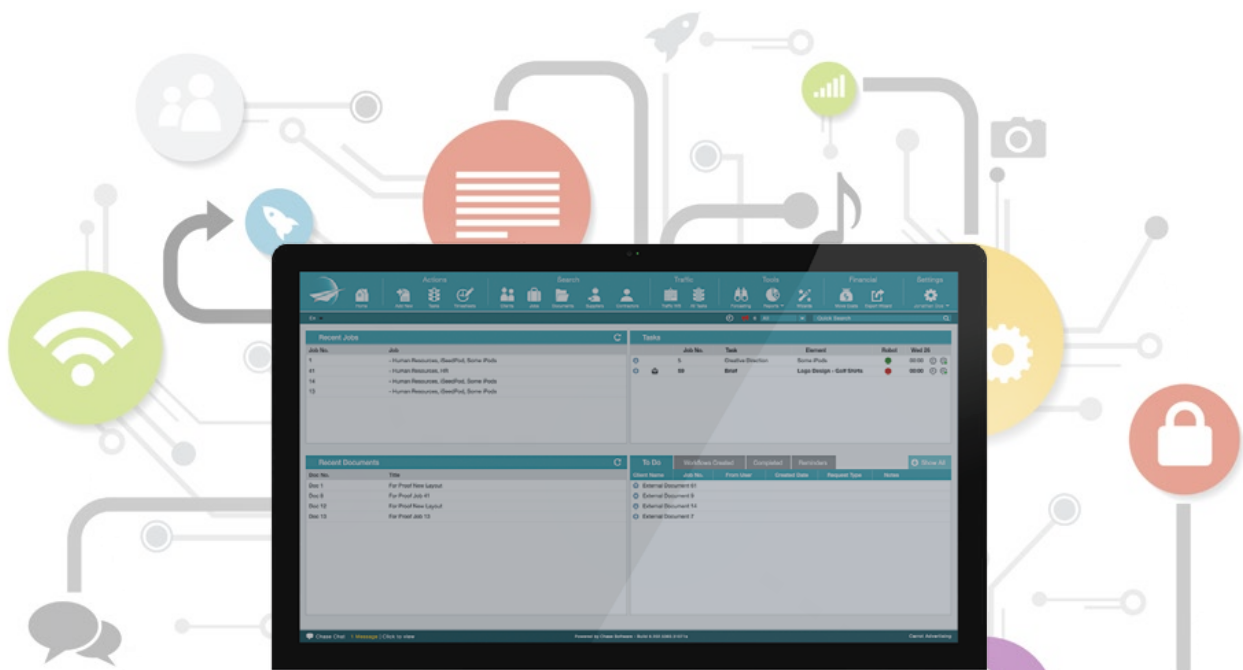
- **Cost estimates and quotations.** Chase cost estimates provide an accurate assessment of work and the fees involved, for both internal and client assurance.
- **Purchases and expense management.** Gain total control of vendors and procurement, including subcontractors and freelancers.
- **Media planning.** Complete media planning lifecycle management for agencies and corporates.
- **Job management.** Fine-grained management information and control of every job bag in play.
- **Project management.** Professional project tools to control resources, time and costs, including tasking and gantt charts.
- **Time and billing.** Time tracking and timesheets let you profit from every second of work.

Collaboration » Chase empowers stakeholders to share work and information securely, to get to approval faster.

- **Client Portal.** Centralise important project communications and activities. Clients can manage and approve their CEs, briefs, project documents, invoices and credit notes, and upload project assets for access by all stakeholders.
- **Supplier Portal.** Fast-track procurement with minimal queries. Vendors can access their RFQs, upload quotes directly, and be automatically notified of quotation acceptance or rejection.
- **Online proofing.** Clients can proof and approve project assets directly in the client portal.
- **Chase Chat.** Chase users can message each other and receive live updates from Chase about projects and activities they're involved in.

Control »

- **Financial management.** Chase offers a full ERP backend for enterprises and groups, and can integrate seamlessly with popular accounting packages for smaller agencies, giving you the right financial management tools for your business. It also provides:
 - Financial reporting designed for agencies
 - Agency financial controls
 - Agency group reporting
 - Financial group consolidation
- **Workflows.** Chase's advanced workflow functionality models simple or complex operational processes and strictly enforces business rules. Workflows include automated checks, escalation and approvals.





Intelligence » Chase's Business Intelligence tools and reporting functions encourage smart decisions while highlighting operational requirements.

- **Dashboards.** An instant visual overview of selected performance indicators in one unified display update dynamically to keep you informed.
- **Management reporting.** A powerful, central interface automates and streamlines management reporting according to your preferences.
- **Key performance indicators (KPIs).** Performance metrics, displayed in a simple, graphical format can be drilled into to identify patterns or problems.
- **Scorecards.** KPIs in digital scorecards provide an at-a-glance snapshot of performance against targets.
- **Alerts and report scheduling.** Schedule and automate report delivery and alerts, ensuring users get critical information in advance.
- **Standard reports.** Get over 75 standard reports on billings, payments, margins, time, tasks, and more. Reports can be created or customised to suit your needs.
- **Forecasting.** Make sales forecasts per client based on expected performance and history.

AGENCY ACCOUNTING »

Chase's certified add-on for Microsoft Dynamics NAV addresses agency specific requirements in the finance department and will allow the finance team to work faster and smarter.

- **Flexible financial and management reporting.** The Chase web-based financial management reporting dashboard allows for rich and flexible financial and management reporting. Share and collaborate with seamless integration to Microsoft Excel.
- **Cash flow forecasting.** The cash flow forecasting functionality provides a real-time view of the company's liquidity by including cash receipts, cash disbursements and the liquid funds you have available. The functionality can be configured to automatically include future liabilities such as VAT and salaries to provide an accurate forecast with little effort. Automatically consolidate cash flow information from different companies into a single view to generate a consolidated view.
- **Profit & loss and client revenue forecasting.** Use the budget and forecasting functionality to generate a Microsoft Excel template with pre-populated information from a previous forecast. Update the information and import it from Microsoft Excel to create a new forecast and run reports to compare client revenue actuals to client revenue forecasts. You can create any number of forecasts for a financial period, enforce business rules such as divisional or departmental forecasting and save each forecast for comparison purposes.
- **Group consolidation.** Consolidate different legal entities into a single consolidation company to avoid the usual nightmare of consolidating companies with different local currencies. Our consolidation feature also allows for the consolidation of budgets, forecasts, and debtors and creditors transactions to allow you to have a view of age analysis information across the group. *[continued overleaf]*





- **Bank statement imports.** Import your bank statement and set up matching rules to streamline the process of collection. This feature saves time, reduces effort and has a positive impact on your cash flow.
- **Group reporting.** The automated upload of financial information to group reporting systems such as Cartesis and HFM offers a rich set of features to allow the setup of reporting units, automated adjustments and caters for the extraction of actuals from the general ledger, information from budgets, forecasts, client revenue actuals, client revenue forecasts as well as debtors and creditors age analysis information.
- **Electronic journal approvals.** The electronic journal approval functionality can be configured to enforce business rules such as attaching supporting documentation to allow for a full audit trail on journal history.

COST »

Chase is affordable, offered on a monthly rental that translates to zero capital expenditure. The fee covers licenses, support, ongoing training, and funding for continuous software improvements.

THE ADVANTAGE »

Achieve outstanding performance and unprecedented visibility across your agency. No other solution offers business intelligence, job bag management, media management and ERP in one powerful package. So you'll avoid costly customisations to expensive, disparate applications that generalise commercial activities.

Chase is backed by red-carpet customer service and support. You'll also have a wealth of industry intelligence at your fingertips, delivered as professional consulting and effective training.

GET CHASE »

With Chase managing your agency, there's more time for business strategy and growth. But Chase is bigger than one document can describe. We invite you to request a full demonstration of the system's capabilities.

Contact us today on one of the channels below. We're ready to assist you.



CHASE SUPPORT:

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REQUEST LIVE DEMO:

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