

Ford GAMT Facts



450+
fee-based annual
SOWs



650
agency evaluations
2x/year



7
global & US agencies
of record

SOLUTIONS

With Scope Manager GAMT can:

- establish a global database of SOW deliverables, priorities, labor rates, titles, mix across all agencies for reporting on resource utilization, competitiveness and overall cost to budget
- roll up total agency costs regionally and globally, while tracking workflows automatically
- report in USD and local currency to enable agency resource studies at the scope, regional, and global levels

With Evaluation Manager GAMT can:

- conduct evaluations and gather feedback automatically, in real time
- generate fast, accurate and detailed reports that reflect current data, for speedy and data-backed decisions
- consistently conduct 100+ agency self-evaluations and client evaluations for 4 global and 3 US agencies of record
- collect, capture and analyze qualitative and quantitative feedback quickly

OVERVIEW

Ford's Marketing and Sales, Global Agency Management Team (GAMT) is responsible for managing agency of record relationships including, but not limited to, processes for scopes of work (SOW) and performance evaluations globally across all divisions.

GAMT managed a global, standardized process manually prior to 2020 via Excel spreadsheets, emails, and many meetings. An alternative process was needed for managing SOWs, performance evaluations and executive reporting.

CHALLENGES

GAMT's goal was to source and implement a mechanized system for managing SOWs, performance evaluations and executive reporting. The timeline was aggressive, driven by the desire to conduct mid-year performance evaluations in June, 2020.

Once the evaluation module was implemented, the team would shift their focus to the SOW implementation. This included completing training, User Acceptance Testing (UAT) and other key milestones. The complexity was high based on the number of agencies, business owners, purchasing stakeholders and finance stakeholders who would require access, and the corresponding user rights that had to be established within the system.

IMPACT

1 Reduced scope of work management time

A change in the approval process let GAMT better track, and therefore shorten the time of scope processing, from scope submission to approval, driving efficiency gains.

2

Transformed complex, previously manual processes

GAMT transformed their agency management program by fully automating their SOW and evaluation process globally.

3

Ensured data accuracy with live dashboards & reports

Leveraging real-time, centralized data for dashboards and reports, year-over-year comparison and other trends are easily identified and improved knowing data is accurate, valid and easily accessed.

4

Managed ongoing improvements with greater visibility

GAMT can leverage lessons learned and results driven to undertake deeper analyses as required to track and improve processes, results, and trends over time.

For more information, reach out to us at:

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