

# THE MISSING PIECE IN YOUR BUSINESS STRATEGY

## A Marketing & Creative Technology Managed Service

A Managed Service allows you to outsource marketing and creative technology projects and personnel to a strategic partner, which will recruit a qualified onsite team for the project. A Managed Service oversees the project and upholds the outlined success metrics in the service level agreement. Meanwhile, you get to focus on running your business.

### WHO IS THE PERFECT CLIENT?

Medium to large businesses seeking a scalable cost savings plan to ramp up personnel for either:

- a long-term creative, marketing or web development project
- an ongoing project that can be strategically managed and executed by a team of onsite contractors



### AVERAGE SAVINGS FROM A MANAGED SERVICE PROGRAM

10%-25%  
of overall spend

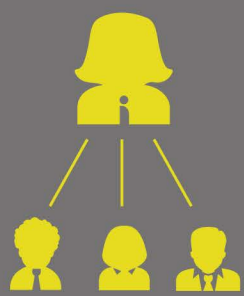
Stay within budget with fixed monthly costs through controlled spending, where there are no surprises.



### WHAT POSITIONS ARE MOST POPULARLY OUTSOURCED?

#### Project Management

Marketing Account Managers, Web Project Managers



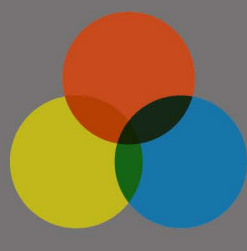
#### Editorial

Copywriters, Editors, Proposal Writers, Proofreaders



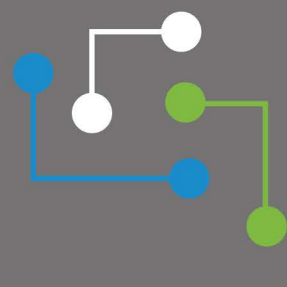
#### Creative

Graphic Designers, Production Artists, Presentation Specialists



#### Technical

Quality Assurance Analyst

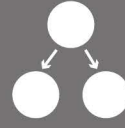


### A comprehensive team to complete a long-term project

For example: Profiles' comprehensive team for a new website redesign would include: Web Strategist, Wireframe, Design, Development, QA, Project Manager



PROJECT MANAGER



WEB STRATEGIST



DESIGNER



WEB DEVELOPER

### WHAT ARE OTHER BENEFITS?

#### Scalability

Add personnel only during influx of project needs and steer your resources towards critical initiatives.



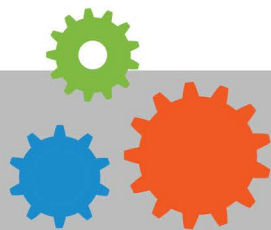
#### Cost Savings

Earn volume discounts.



#### Efficiency

Expedite onboarding qualified staff and increase productivity.



#### Talent Retention

Reduce turnover rates.



#### Focused Expertise

Leverage qualified resources fulfilling SLAs and get projects done right the first time with trained experts.



#### Quality Assurance

Service level agreements ensure standards are upheld.



#### Reporting

Proof of success is in the metrics.



SOURCES:

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