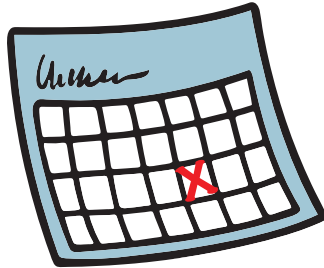


★ **TIMING** of agency audits can significantly impact the value of the investment



★ **ALIGNMENT** of finance & stakeholders ensures efficient use of resources and can reduce agency turnover

★ **RAPID EVOLUTION** of DIGITAL MEDIA



means forming new partnerships with specialized agencies

WHY

Enhancing the Return on Agency Contract Compliance Audits

4 KEY TIMES

1

DURING OPERATIONAL & STRUCTURAL CHANGES



- ★ increase risk
- ★ inefficiency, payment & loss

2

PRIOR TO ENDING AGENCY RELATIONSHIPS OR INITIATING AGENCY REVIEWS



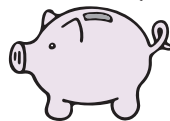
before a new service is posted for bid

★ **CONTROL** audit = improvement in communication, efficiency & transparency

★ **RECOVERY** audit = may uncover overstated, invalid or duplicate charges



SAVINGS!



3

DURING HIGH RISK AGENCY PARTNERSHIPS



★ complex contract audit ensures compliance

★ audit can spur agency to invest in improved internal controls



& ★ detection of overpayments

4

THROUGHOUT LONG-TERM AGENCY CONTRACTS



★ a small issue can result in serious consequences over time

★ small agencies may lack resources to implement controls

