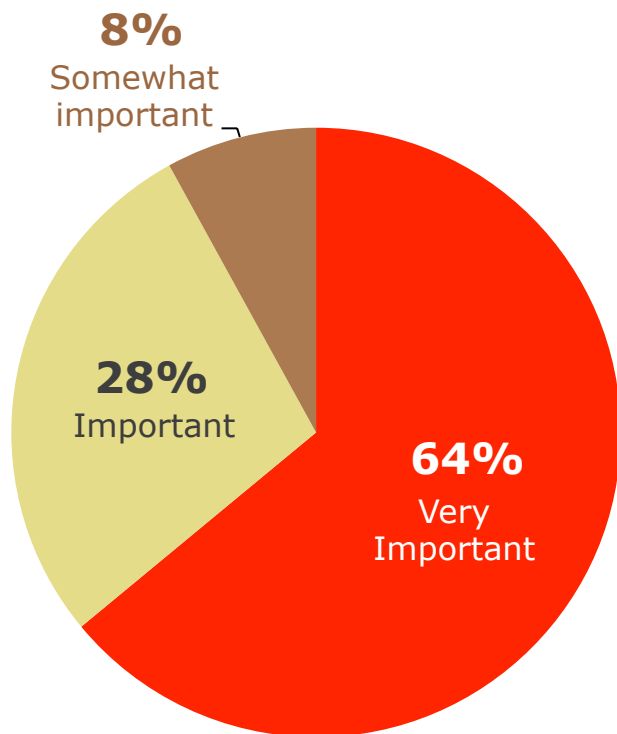


2015 COUNSELORS ACADEMY
AGENCY TECHNOLOGY
BENCHMARK STUDY

TECHNOLOGY

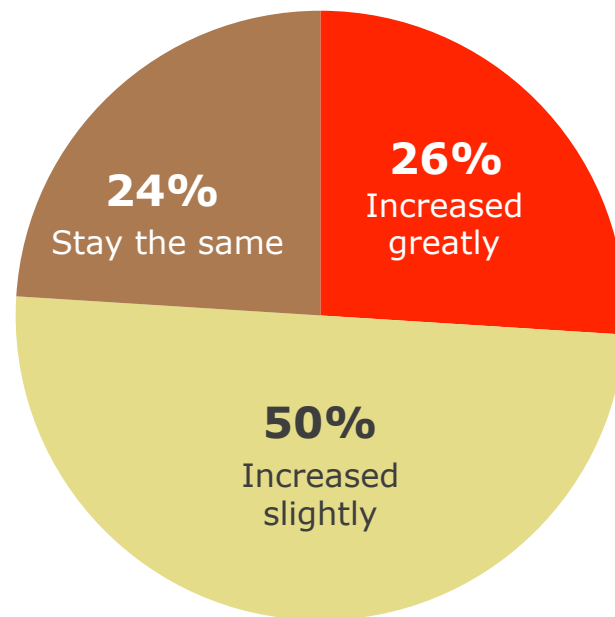
Keeping up with technology is important to agency leaders.

How important?



The vast majority of firm leaders say technology has aided in increasing agency revenue.

How great has the bottom-line impact been?



TECHNOLOGY

The technology issues challenging firms today are:



70%
Costs



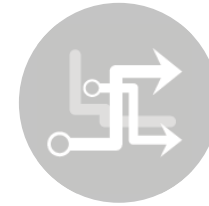
50%
Maintenance



45%
Reliability



45%
Security

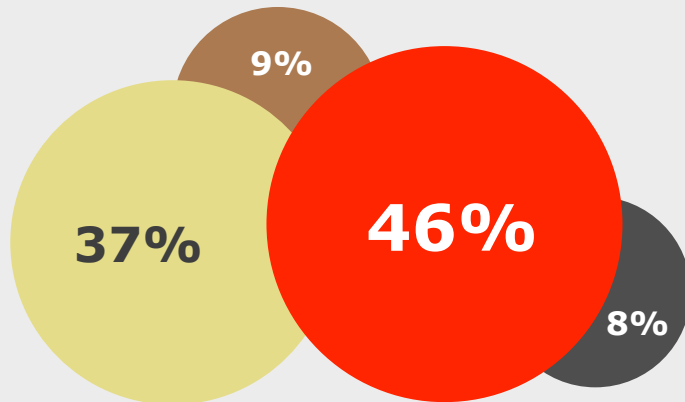


41%
Complexity

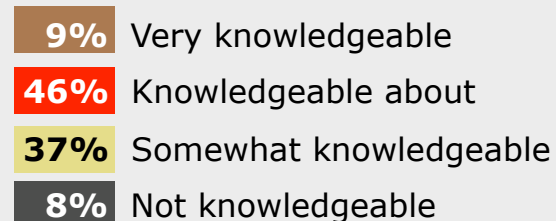


39%
Employee training

6% Employees wanting to bring their own devices to use at work (i.e. smartphones, tablets, etc.)

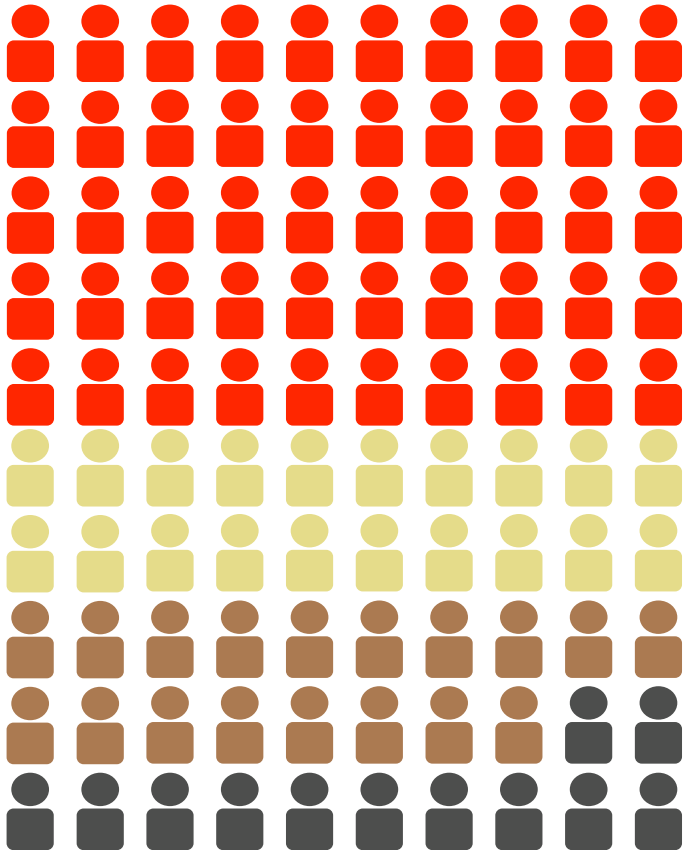


How knowledgeable agency leaders on cloud technology?



STAFFING

How do agencies staff IT?



50% Outsource

20% Do not have dedicated IT support

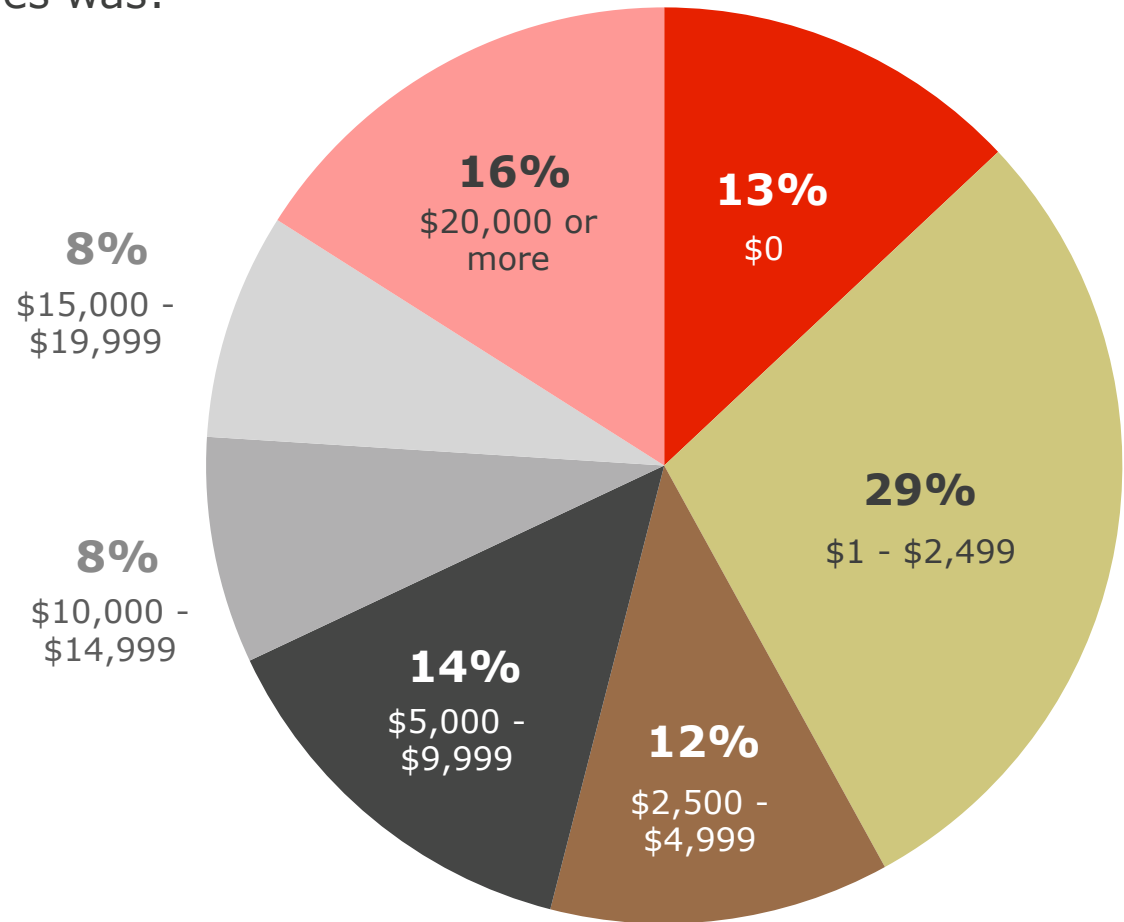
18% Combination of in-house and outsourcing

12% In-house position(s) (full-time)

Of those that have in-house IT the magic number of IT employees they have is **ONE!**

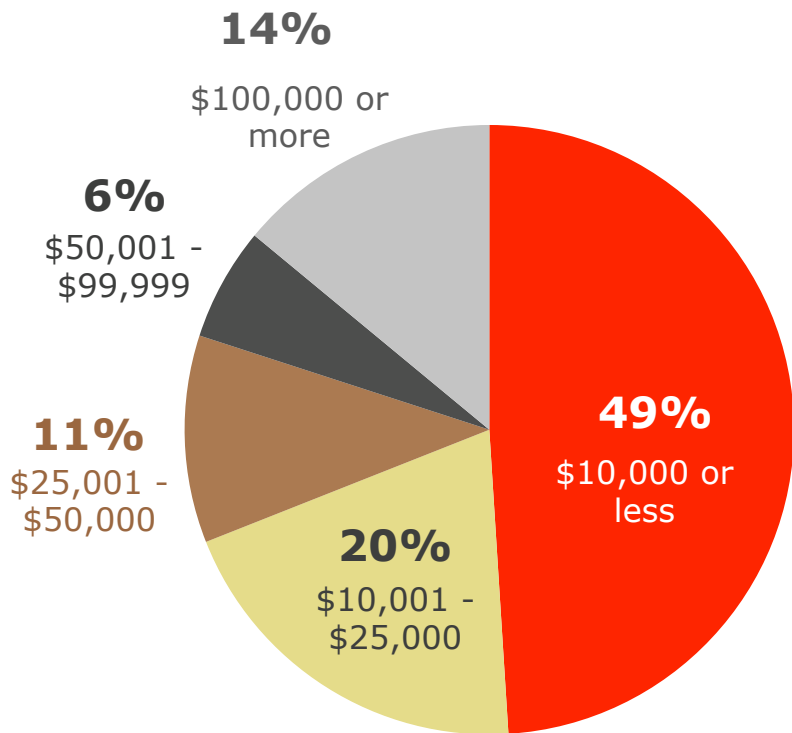
SPENDING

The 2014 spend on outsourced IT services by agencies was:

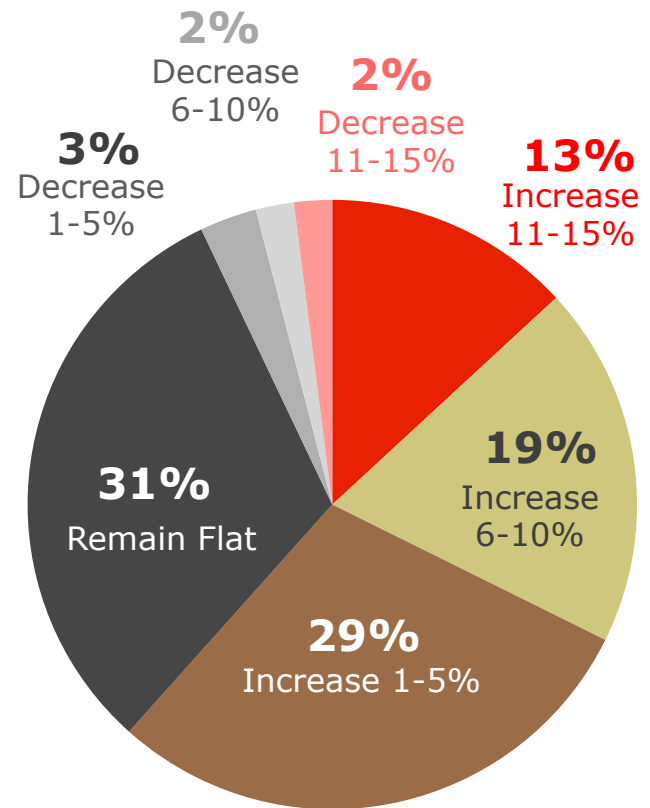


SPENDING

2014 overall technology spend (outsourced services, subscriptions, software and hardware) by agencies was:



Tech budgets are up in 2015. Agency leaders report 2014 technology spend versus 2015 technology budgets as follows.



SPENDING

The technology issues challenging firms today are:



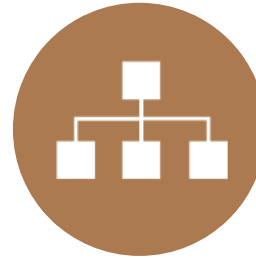
64%

Computer hardware
(i.e. desktop, laptops)



50%

Media monitoring
services and tools



45%

Agency management tools
(i.e. timesheets, accounting,
project management)



44%

Social media
management tools



43%

IT infrastructure
(i.e. servers or
cloud storage)



30%

Mobile hardware
(i.e. tables, smartphones)



22%

Customer relationship
management (CRM)
systems



21%

Accounting system



12%

Marketing
automation tools

1% We have NO technology investments planned for 2015

AGENCY TECHNOLOGY

The agency management tools reported to be in use by agencies include:



38%



functionfox

13%

HARVEST

13%



8%

CLIENTS & PROFITS

7%

17%
We do not use agency management tools

5%
Workamajig

3%
Mavenlink

2%
Asana
ClickTime
Trello

1%
AccountWorks
Act
Admin
Function Point
LiquidPlanner
WorkFront (formerly At Task)
Wrinkel

AGENCY TECHNOLOGY

Agency leader say the accounting systems most often in use include:



67%



19%



My Agency Management System is my accounting system

15%



2%



2%

4%

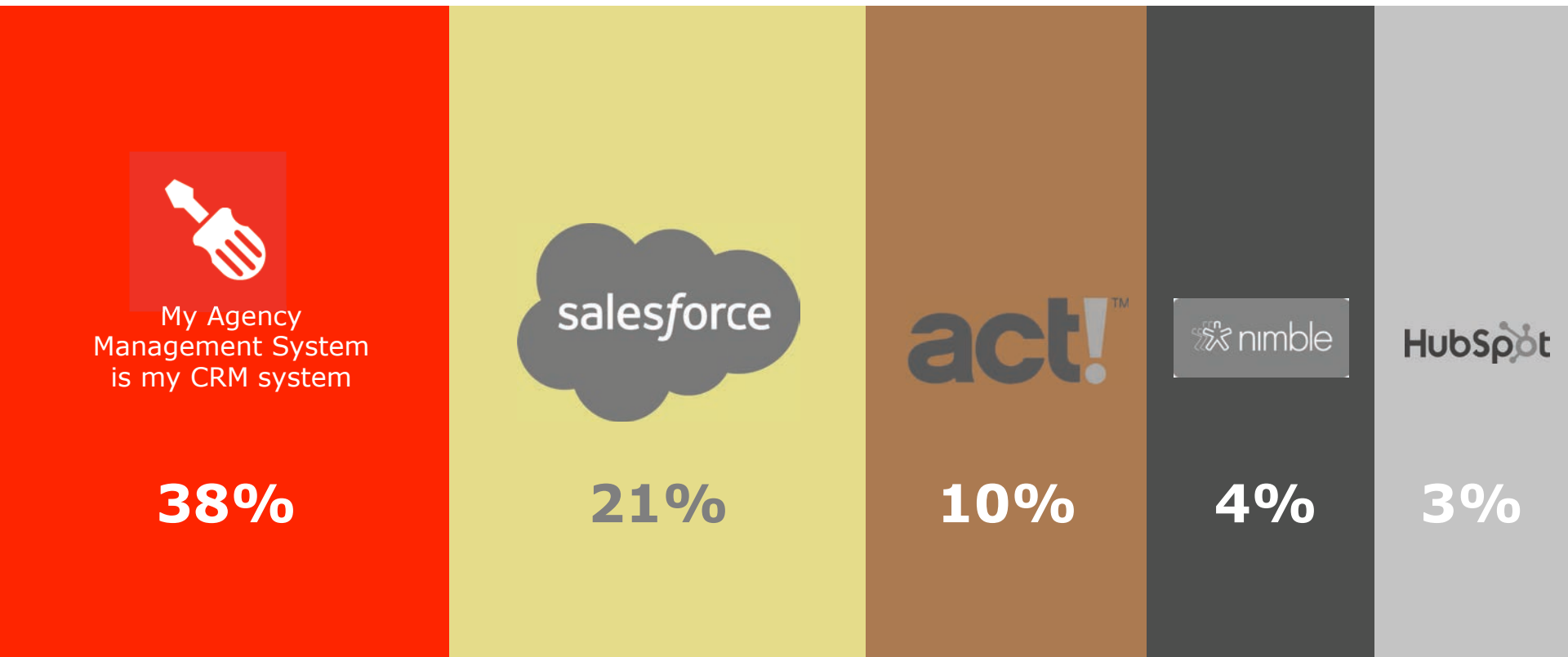
We do not use an accounting system

1%

Accpacc
FreshBooks
Juris
MYOB
Peachtree Software
SAP
Timeslips

AGENCY TECHNOLOGY

The Customer Relations Management systems (CRM) most used by firms are:



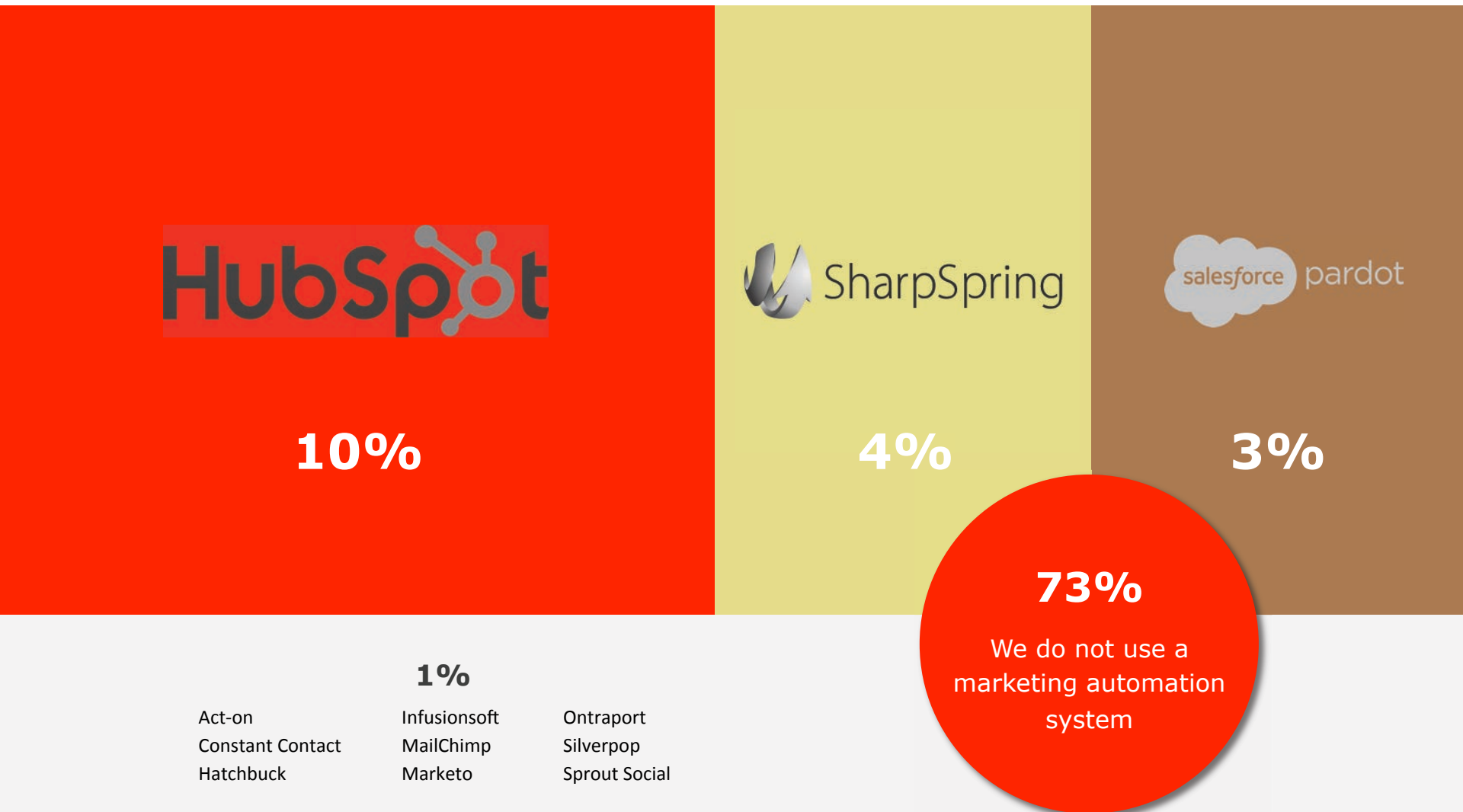
1%

Hatchback
Highrise
Insightly
Outraport

Pipedrive
Sage
SharpSpring
Sugar

AGENCY TECHNOLOGY

Nearly three-out-of-four agencies say they don't use marketing automation technology inside their firms. The tools that are in use include:

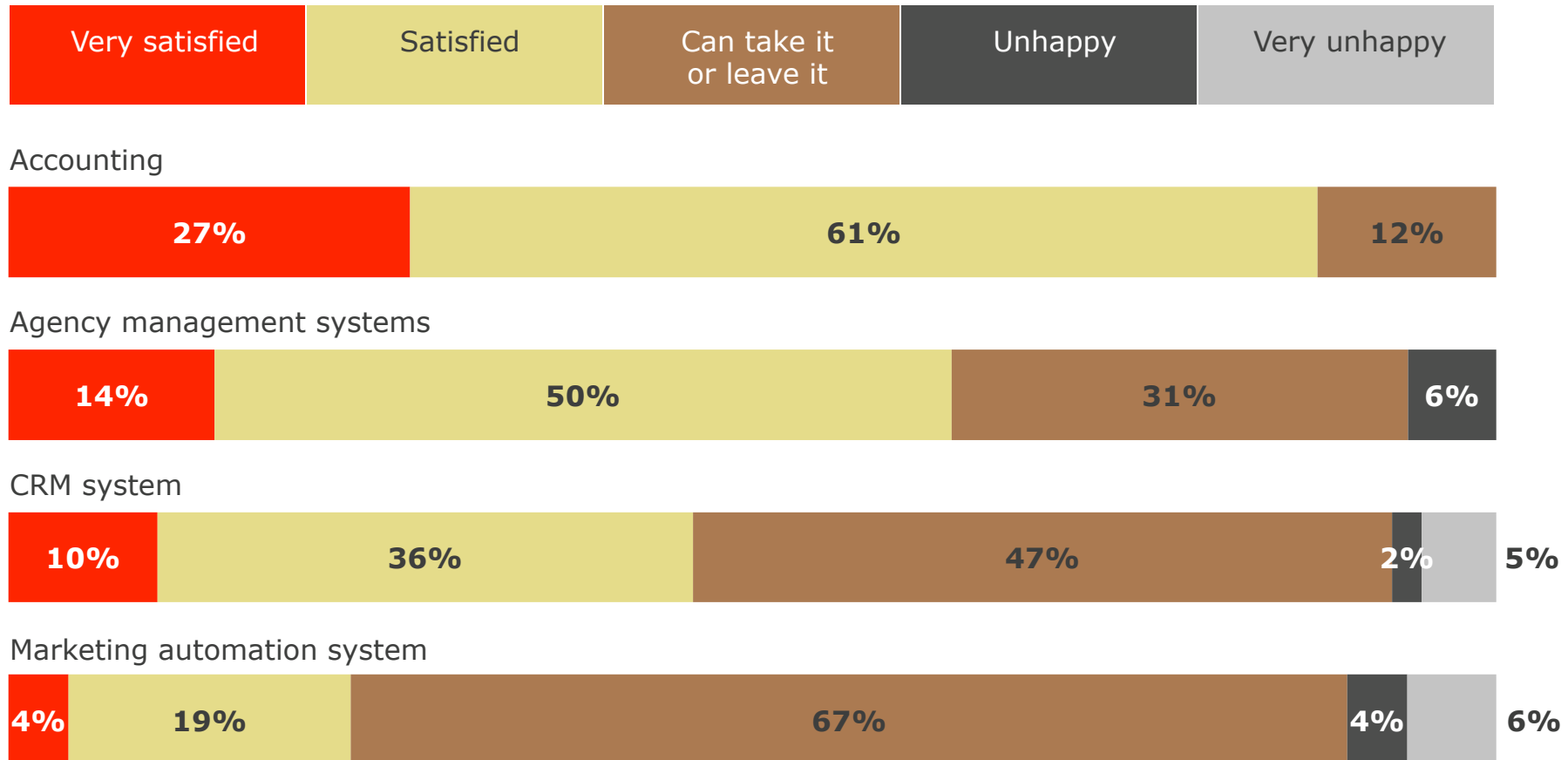




**SHAME
ON YOU...**

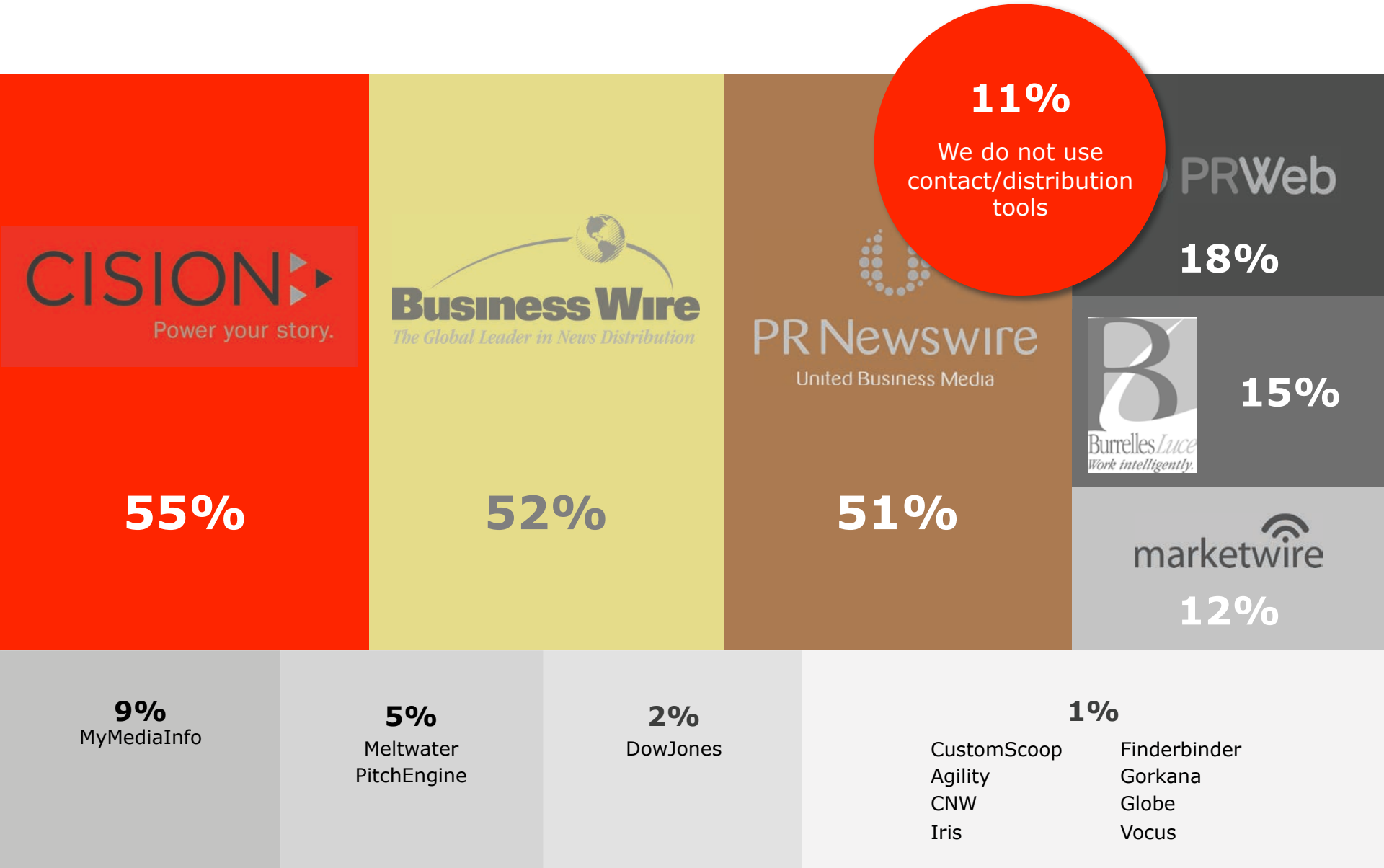
AGENCY TECHNOLOGY

Across the board, satisfaction with the back-end technologies use to run agencies is high. How satisfied are agency leaders with these technologies?



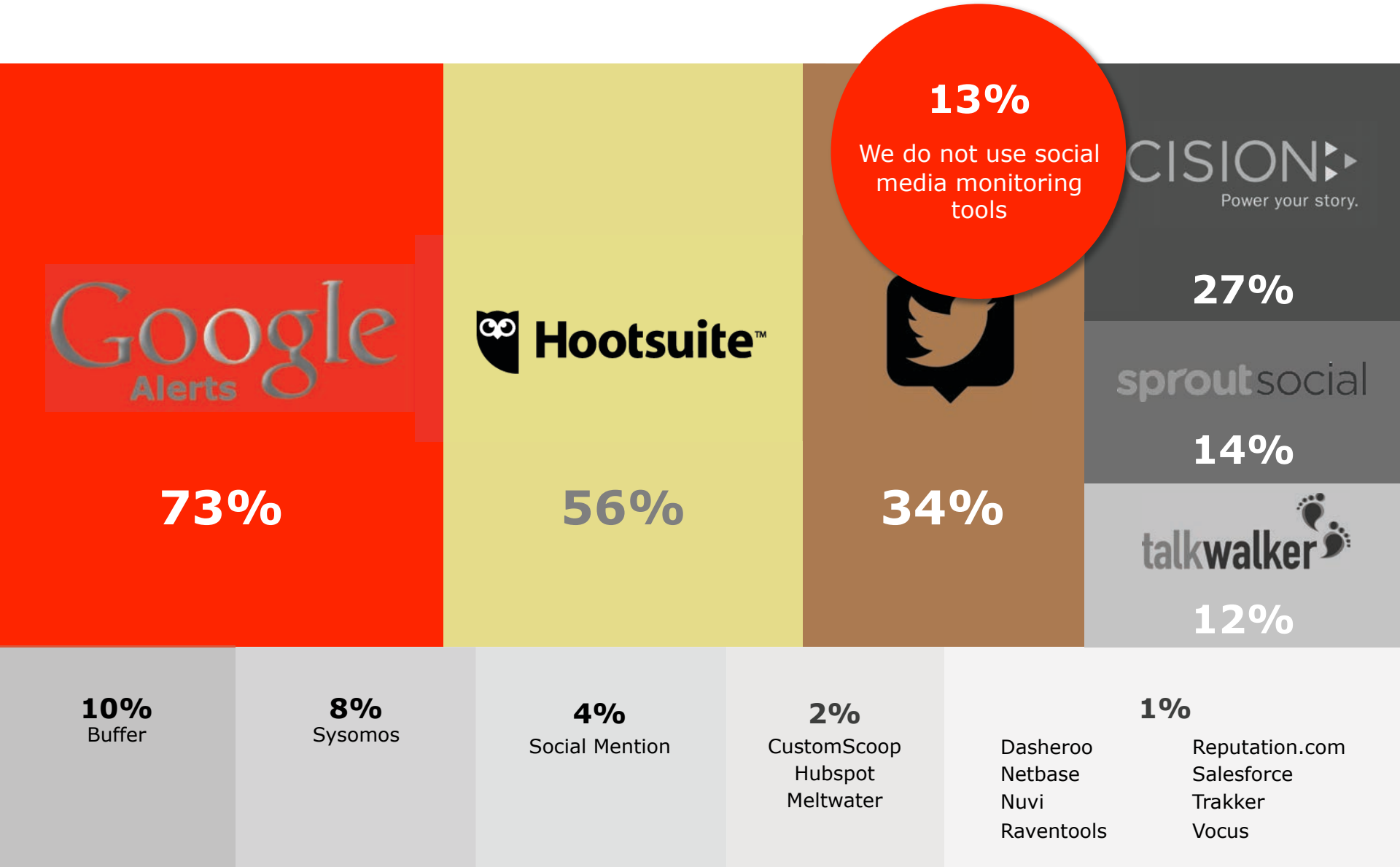
CLIENT SERVICE TECHNOLOGY

What's the media contact or distribution tools used by agencies today?



CLIENT SERVICE TECHNOLOGY

Social media monitoring tools in play at agencies today include:



Google Alerts

73%

Hootsuite™

56%

13%

We do not use social media monitoring tools



34%

CISION▶
Power your story.

27%

sproutsocial

14%

talkwalker

12%

10%
Buffer

8%
Sysomos

4%
Social Mention

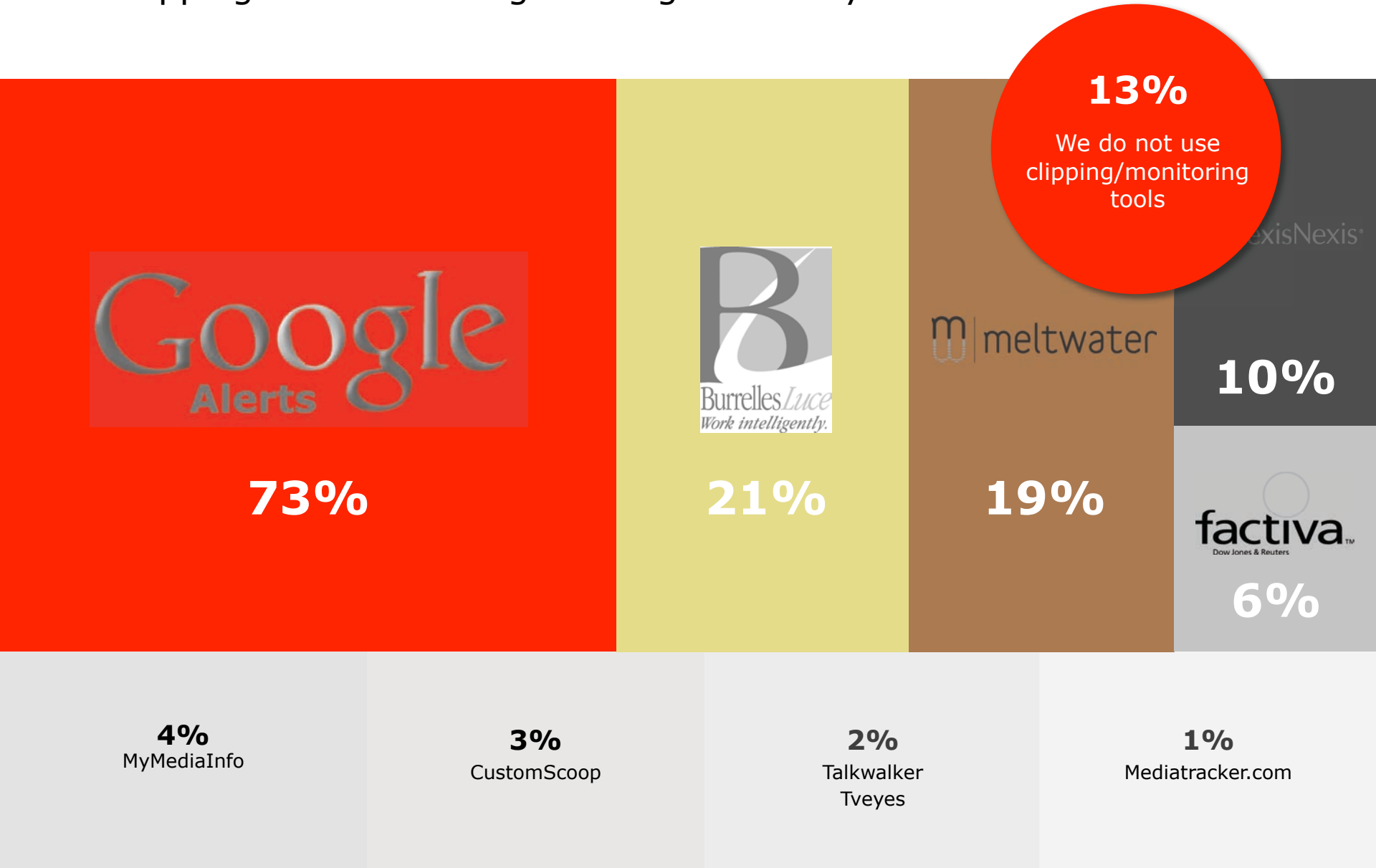
2%
CustomScoop
Hubspot
Meltwater

Dasheroo
Netbase
Nuvi
Raventools

1%
Reputation.com
Salesforce
Trakker
Vocus

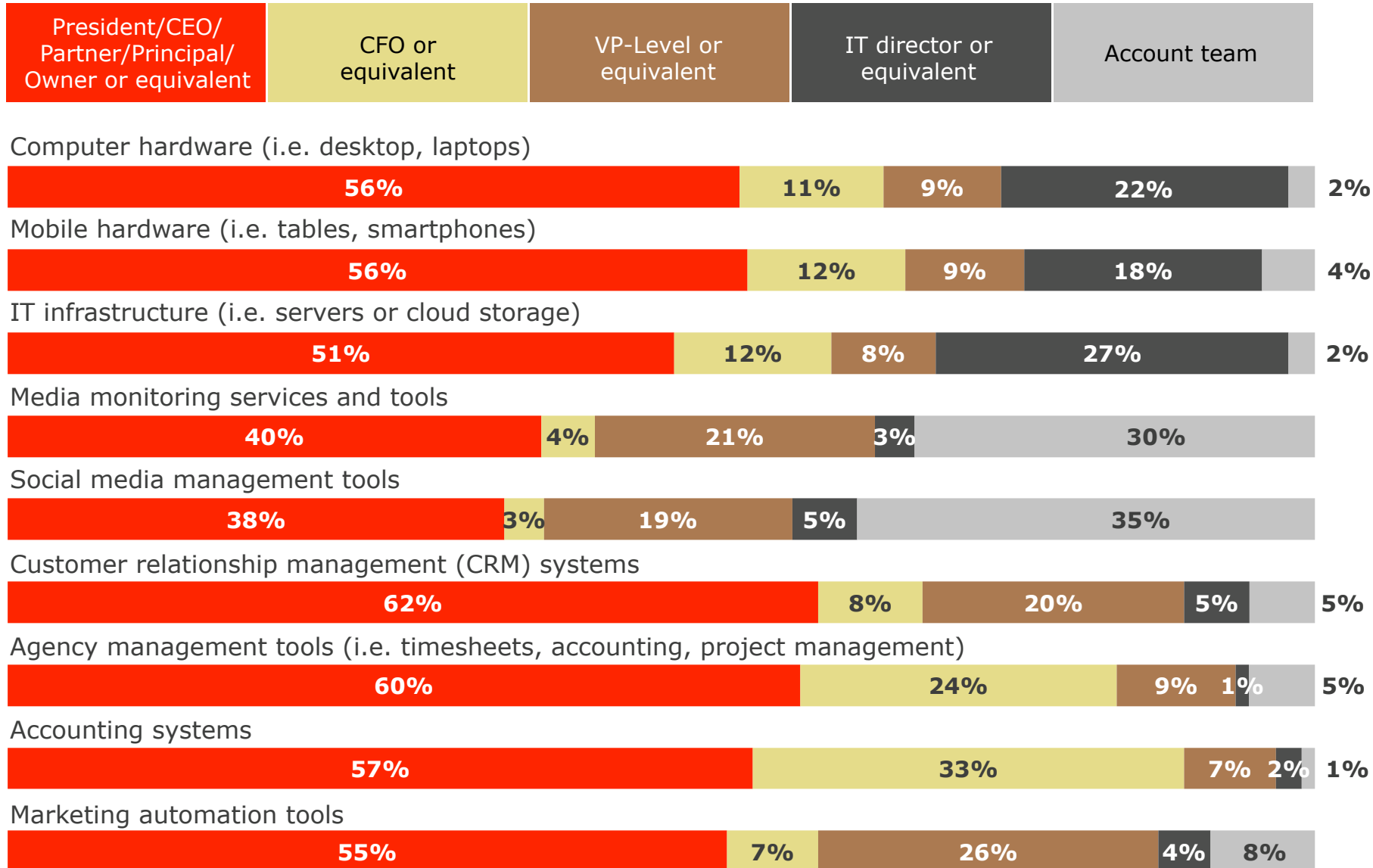
CLIENT SERVICE TECHNOLOGY

The clipping and monitoring tools agencies rely on are:



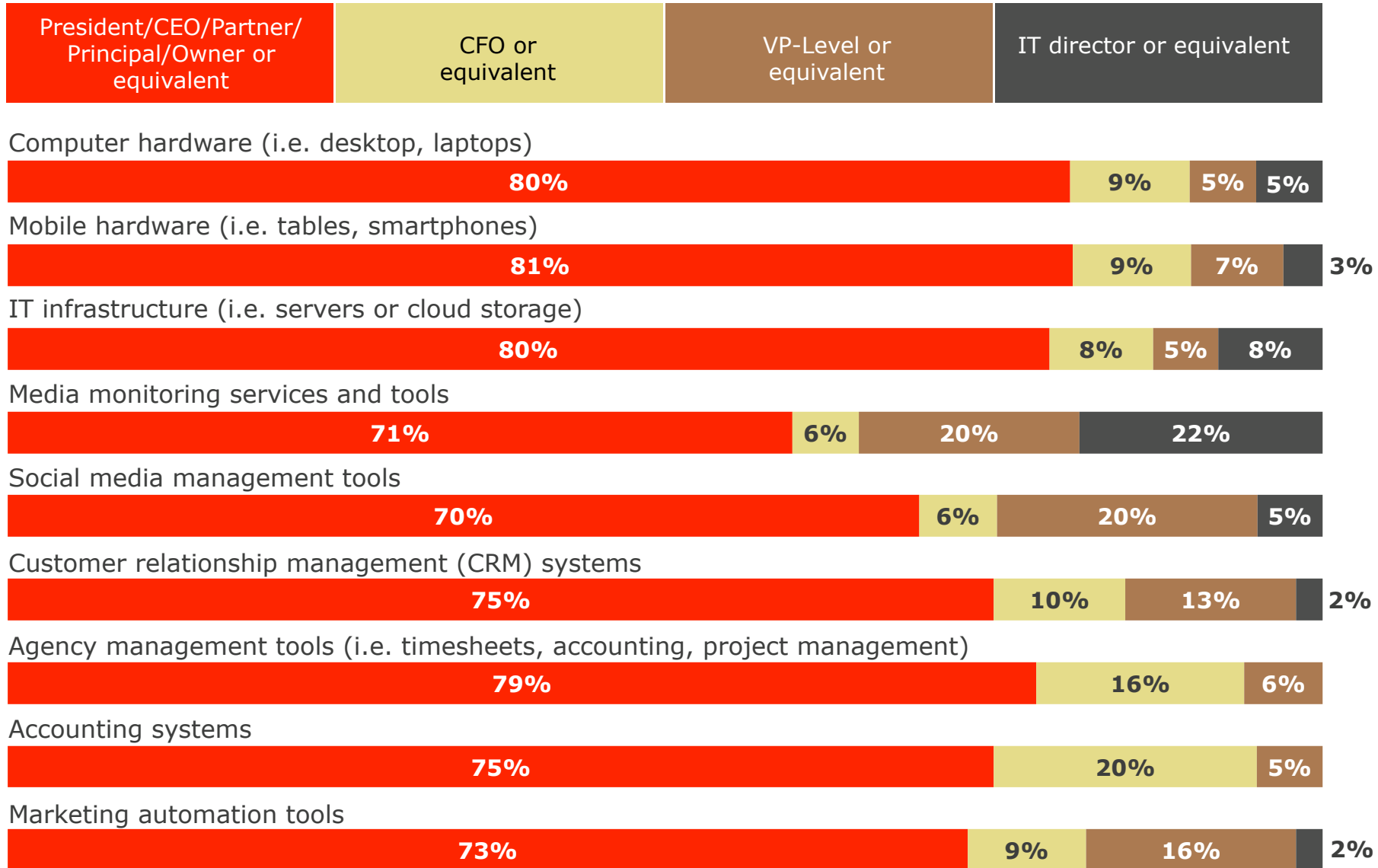
PURCHASE POWER

Who's responsible for researching and recommending agency technology?



PURCHASE POWER

Who's making the ultimate purchase decisions on agency technology?



WHO ARE YOU

57% President/CEO
29% Principal/Partner
9% Vice President
1% Director

TITLE

8% none
40% 1-5
17% 6-10
16% 11-20
10% 21-50
10% 51+

FULL-TIME
EMPLOYEES

30% \$500K and under
19% \$500,001-\$999,999
22% \$1M-\$1,999,999
5% \$2M-\$2,999,999
6% \$3M-\$4,999,999
10% \$5M-\$9,999,999
9% \$10M and higher

ANNUAL FEES



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WANT THIS DATA?