

Control Room Invest

Answer your questions in less than 5 seconds

Control Room Invest is the Global Production Investment platform for marketers, procurement & advertising agencies.

Simplicity, Transparency and Speed

MCA

Control Room

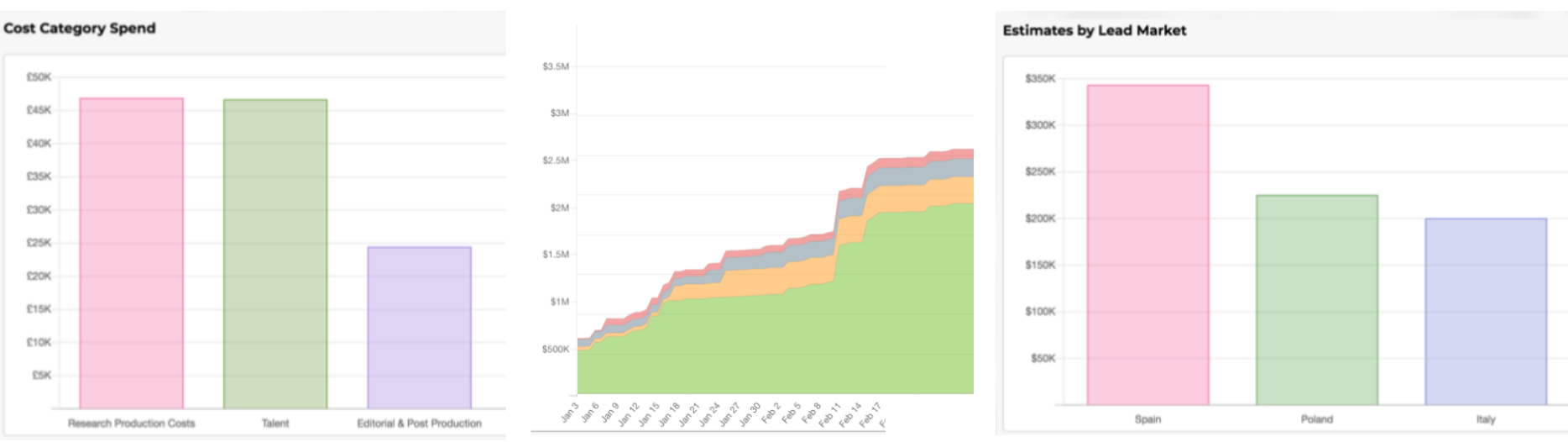
Product Roadmap

By the end of 2022, Control Room Invest will be an end-to-end budget management platform.

Original Build 2019	Currently	Q1/Q2 2021	Q2 2021	2022
Estimate Approval Tool	Production Investment Process from Budget to Actualisation	Benchmarking Tool	Budget Management Tool	End-to-End Investment Management Tool
<ul style="list-style-type: none">•Estimate Approval•Cumulative, Regions and Cost Category Reports	<ul style="list-style-type: none">•Budget Setting•Campaign set up•Estimate set up including itemised and categorised deliverables•Clone/Not Clone•Supplementary Costs•Estimate Approval•Campaign close•Savings and Actualisation•Cumulative, Regions and Cost Category Reports•Budget Management, Deliverables, Campaigns and Insights Reports	<p>Production Classification Model:</p> <ul style="list-style-type: none">•Deliverables, including # Originals, # Edits & Media Usage•Complexity tick box & Added Value tick box•Media, Shooting, Editorial & Post-Production, Talent & Music parameters•Originals & Edits durations•Vendors, Celebrities, Directors <p>Plus Production Investment Process from Budget to Actualisation features</p>	<ul style="list-style-type: none">•Match workspaces with budgets•Additional campaign metadata•Budgets moveable on live reports <p>Plus Production Investment Process from Budget to Actualisation and Benchmarking Tool features</p>	<ul style="list-style-type: none">•Align produced assets with budgets and DAM metrics•Integrate media budgets and performance metrics•Integrate agency fees & MCA fees <p>Plus Production Investment Process from Budget to Actualisation, Benchmarking Tool and Budget Management Tool features</p>

Instant live data visibility delivers actionable insights.

Answer your questions. Keep control of your budgets.



- How much is spent on production vs post production?
- How much is spent for research, talent, taxes, music, agency management or agency travel?
- How much did we spend producing a similar campaign one year ago?
- How many productions are currently pending approval or have been approved?
- How much budget have we approved?
- How much budget did I spend for productions that were on air in June vs productions that were on air in September?
- What is the busiest time of the year, by region?
- How many productions are currently pending approval in Canada?
- How much budget did I spend for productions on air in Italy vs productions on air in Spain?
- What's the average spend?
- How much budget have we saved so far?

Usage data visibility reveals process optimisation opportunities

- Know how often**
- The triple bidding rule is followed or is not followed, and where.
 - Production estimates are approved by **one approver or two approvers** and more, and where.
 - Your team is approving production estimates for **between \$50K and \$100K or for >\$100K investment**.
 - Your team is requesting a change in a production estimate or a project is cancelled
 - An **MCA consultant is involved** in production planning and negotiations
- Know how many**
- Productions you are working with each of your **agencies**, by product category and by region.
 - Productions you are working with **a local agency, out of the big agency worldwide groups**.
- Know how much**
- Budget is spent for **operational costs** like air travel, image bank subscriptions, tech licenses etc., how often and where.
- Meet**
- Your **most engaged employees** within the platform and learn which their best practices are for everybody to follow

Simplicity, Transparency and Speed

Control Room Invest live data delivers unparalleled insight into your production budget management, from reviewing multiple bids and approvals to instant clarity on what's been invested, what's over or under budget and what savings have been made.

1step

Agencies create campaigns and estimates.

2step

You review bids and approve.

3step

Agencies actualise.

Production Company

Director

Studio/Shoot Location

Shoot Days

Bid 1

RSA

Ridley Scott

London

1

Forever young memories

#2485 - Relaunch campaign 2020

Q2 2020

Spain

Blue Cola Xero I Soft Drinks

Approved

\$284,000

Invoice #	PO #	Document	Amount
8107	070801	-	\$6,400.00
ADD INVOICE			Actual to Date \$6,400
CLOSE ACTUALISATION			Estimate total \$6,400
			\$0

Over 500 users have been on-boarded

Control Room Invest supports strong, responsive relationships between client & agency teams.



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Please contact janet.inglis@murphycobb.com for more information.