





The platform that provides unparalleled insight and control over agency workflow for all independent agencies.

In a fast-changing environment, you need a vast infrastructure to handle operations and spend with efficiency, intelligence, and effectiveness across all teams. Spectra is that infrastructure solution, delivering the critical workflow automation, data management, access, and controls you need to meet your clients' goals. So you can get maximum output at the lowest operational costs.

 <p>MAXIMISE WORKFLOW EFFICIENCY WITH OUR MEDIA SYSTEM</p>	 <p>FROM BRIEF TO BILL, CONTROL YOUR COSTS AND INCREASE YOUR PROFITS</p>	 <p>INTEGRATE, CUSTOMISE, AND SCALE TO FIT YOUR NEEDS</p>	 <p>FINANCIAL CONTROL AND BUSINESS INTELLIGENCE, STABLE AND SECURE</p>
<ul style="list-style-type: none"> Works at campaign level Integrated across all media types and currencies Automate your client marks ups, so buyers don't have to manually calculate Media management is synced to bill/pay and reporting, giving greater insight into agency-wide activity 	<ul style="list-style-type: none"> A single entry point for all departments, accommodating multiple workflows and reporting in real time Estimate and compare against real costs See Timesheets, Orders, Expenses, and Purchase Invoices as they are entered- no reports needed Faster billing and fewer write offs 	<ul style="list-style-type: none"> Applications are browser-based, easy to access across platforms from Macs and PCs Add more modules as you need them, to complete a fully integrated media, creative, administrative, and financial system Customise your order and invoice templates Export your data via ODBC into Access, Excel, Crystal Reports, Cognos, and more 	<ul style="list-style-type: none"> Manage business data, control spending, and find solutions for billing, accounting, and workforce time management Real-time reporting allows you to easily track and analyse performance Stable, uncorrupted, and secure data with easy retrieval for ongoing planning