

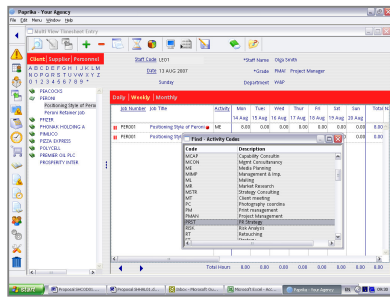
# Paprika in PR Agencies

Paprika is an integrated software solution used in many PR Agencies. Paprika provides a menu of tools that agencies can draw upon to manage their clients more cost effectively.

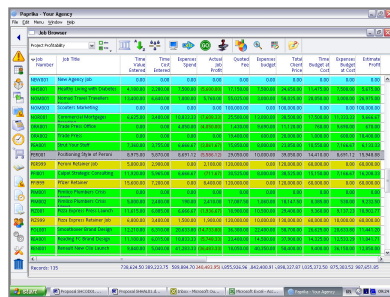
At its core is an accountancy package that includes a set of distinct modules, e.g., job costing, timesheets, billing, project management, CRM etc. However Paprika offers more than just a method of capturing information- it is the backbone of agency stability and business growth.

Paprika helps agencies to identify gaps in their knowledge of billable services and realise where they can be more productive. Users can take an agency-wide view of the business using tools to model and forecast client activity.

Paprika allows you to take control of client billing- charge-out rates and margin. This flexibility provides valuable options when you need to adjust margins and recover costs. You can mitigate the effects of over-servicing, and organise your billing to ensure you are recovering all the time and resources you are expending on your clients. Paprika supports different remuneration models.



Sample Timesheet entry



Sample Job Browser report

### License Types:-

Full User (e.g. MD/FD, Finance Controller, Bookkeeper etc)

- Client Management
- Job Costing
- Estimating
- Resource Scheduling
- Timesheets
- Purchasing
- Reporting

### Client Management

(e.g. Account Director/Manager/Exec)

- Client Management
- Purchasing

### Studio and Creative

- Timesheets
- Expenses

### Paprika Modules

Each Paprika module enables a wide range of business processes, such as contact management, estimating, job costing, billing and accounting. PR Agencies working with retained clients are expected to maximise the value of the client coverage they achieve, so it is crucial that performance measures are robust.

Paprika supports a wide variety of tasks assigned to client projects and monitors the activities of colleagues and suppliers associated with these. This ensures that the income generating aspects of the client relationship are fully realised, and the agency can manage its resources accordingly

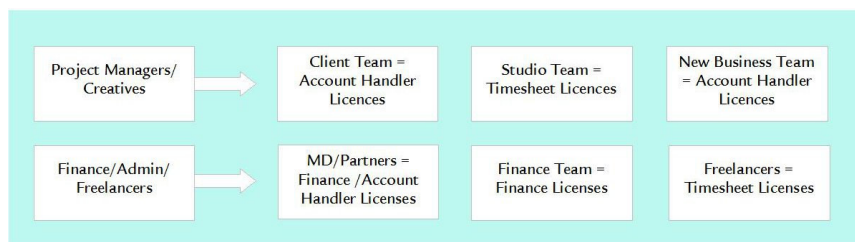
### Paprika Integration

Paprika helps agencies to identify gaps in their knowledge of billable services and realise where they can be more productive. Users can take an agency-wide view of the business using tools to model and forecast client activity.

As an integrated solution, Paprika avoids the need for separate management software: All users contribute to a common set of client data, which improves efficiency and performance.

Access to all the functions of Paprika is based on job roles: This reduces the cost of licenses and training, and allows the agency to enable more functions as the business adapts to the needs of its clients.

### Typical Paprika Configuration



**Paprika** is the fully integrated software solution designed to maximise the potential of a creative business. For timesheets, job costing, contact management, project planning, traffic control, reporting and accounting use. Over 400 creative companies use Paprika to help them manage their businesses more profitably.