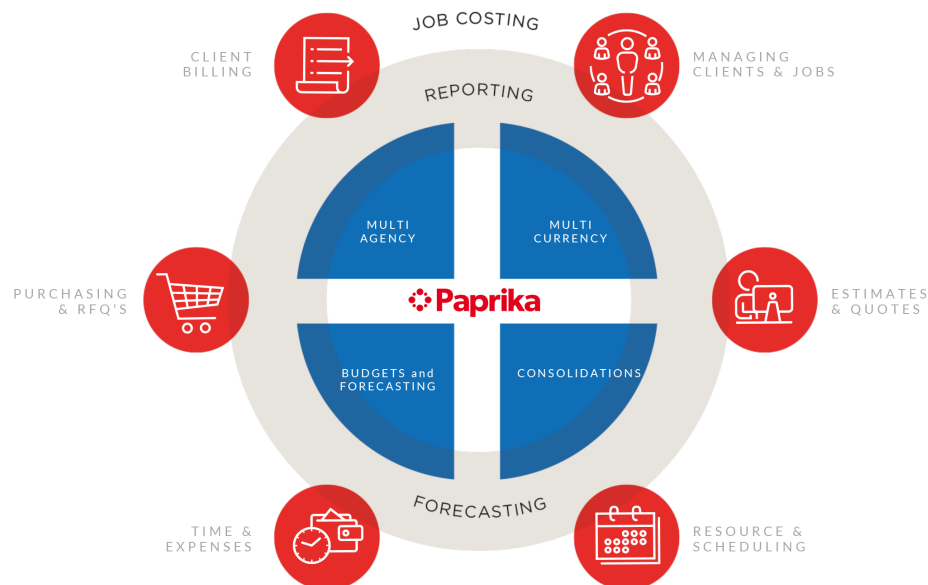# Paprika
Your agency all joined up

COMPLETE VISIBILITY & CONTROL OF YOUR CREATIVE AGENCY FROM A SINGLE, INTEGRATED PLATFORM

At Paprika we believe **together** is about so much more than simply being connected. We live in a connected world, but often this does nothing to foster deeper understanding.

But what does **together** mean?

FOR US, **TOGETHER** IS ABOUT UNITY AND PURPOSE.

Our single, integrated system has been designed for the creative and marcomms sector to seamlessly knit together all the functions that make up a creative agency. This ensures agencies have total visibility, understanding and control of all of the things that drive their business, so they can focus on giving their clients the best service possible.

WHAT IS PAPRIKA?

JOB COSTING, BILLING, WORKFLOW MANAGEMENT & ACCOUNTING IN ONE COMPREHENSIVE PLATFORM

Paprika is the leading job costing, workflow management and accounting system for creative agencies. Our fully integrated system helps drive efficiencies, streamline processes, increase profitability and enable agency growth.

TICK ALL THE BOXES WITH PAPRIKA!

- ✓ SIMPLE, SCALABLE & FLEXIBLE
- ✓ CENTRALIZE DATA FROM MULTIPLE DEPARTMENTS
- ✓ A SINGLE, INTEGRATED SYSTEM
- ✓ SEND INSTANT NOTIFICATIONS VIA AUTOMATED EMAIL ALERTS
- ✓ IMPROVE FORECASTING & VISIBILITY
- ✓ WORK SEAMLESSLY FROM DIFFERENT LOCATIONS
- ✓ INTERNATIONAL CAPABILITY
- ✓ MULTI-CURRENCY SYSTEM
- ✓ STREAMLINE WORKFLOWS
- ✓ EFFECTIVE COLLABORATION TOOLS

CLIENT BILLING
JOB COSTING
REPORTING
MANAGING CLIENTS & JOBS
MULTI AGENCY
MULTI CURRENCY
Paprika
ESTIMATES & QUOTES
PURCHASING & RFQ'S
BUDGETS and FORECASTING
CONSOLIDATIONS
RESOURCE & SCHEDULING
TIME & EXPENSES
FORECASTING

Paprika starts with a simple principle: data should only ever have to be entered into the platform once. From there it should be accessible to whichever part of the organization requires it, adding insight and clarity across the business.

Our purpose is to flawlessly integrate every agency function – client and contact management to job-costing and quoting, to project and resource management, all the way through to invoicing and accounting to ensure that the flow of data, intelligence and insight in your business is frictionless.

WATCH PAPRIKA PRESENTATION

WE HAVE OFFICES IN 7 COUNTRIES

London
Milan
Madrid
New York
Hong Kong
Singapore
Sydney

OVER 35 YEARS
OF EXPERTISE

900 AGENGIES

30.000 USERS

CLIENTS IN 20
COUNTRIES

WE SPEAK 15 LANGUAGES!

TALK TO US

English	Mandarin	Catalan
French	German	Malay
Spanish	Hindi	Bulgarian
Italian	Hungarian	Cantonese
Russian	Portuguese	Belarusian

OUR PARTNERS

Alliance of Independent Agencies

PRCA — The Power of Communication

Advertising Council Australia

design business chamber singapore

dba

thenetworkone

IPA — Incorporated by Royal Charter

AMI — Australian Marketing Institute — Corporate Member

OUR CLIENTS

Syneos Health

Citypress

exposure

Omnicom Public Relations Group

HOTWIRE — THE GLOBAL COMMUNICATIONS AGENCY

FREUDS

SECNewgate — Communications. Advocacy. Research.

four — the independent integrated agency

Ketchum

dentsu

Uncommon Creative Studio

IRIS

CLIENT SUPPORT
93%
of our clients rate the support and solutions team as
ABOVE AVERAGE or **EXCELLENT**

CUSTOMER SERVICE
92%
of our clients rate the customer service as
ABOVE AVERAGE or **EXCELLENT**

CLIENT SATISFACTION
90%
of our clients are **SATISFIED OF VERY SATISFIED** with our company

TRAINING AND IMPLEMENTATION
80%
of our clients rate the training and implementation
as **ABOVE AVERAGE** or **EXCELLENT**

MORE THAN 1/4 OF THE PRWEEK TOP 150 UK PR AGENCIES ARE USING PAPRIKA

33 out of 150.
Their combined turnover was $342M and
they collectively employ **2,400 people**

WE ARE ISO ACCREDITED

United Registrar of Systems — URS — CERTIFIED QUALITY MANAGEMENT SYSTEM — ISO 9001

United Registrar of Systems — URS — CERTIFIED INFORMATION SECURITY MANAGEMENT SYSTEM — ISO 27001

AGILE PROJECT MANAGEMENT

Use simple, visual and collaborative tools to improve your workflow. Kanban and Interactive Gantt charts help you see in real time where project stands and how different tasks are progressing instantly.
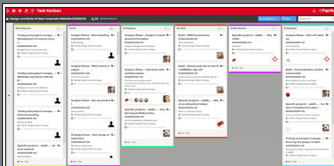
CREATE BUDGETS & TIMELINES

Save endless hours of spreadsheets. Create estimates from templates, cost projects accurately using rate cards and schedule timelines with tasks. Quickly turn an estimate into an invoice and email directly to your client. All budget information is collated for quick and easy reporting.
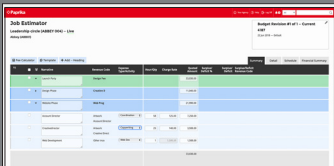
RESOURCE PLANNING

See each team member's schedule on a weekly or monthly basis in a simple grid view. Spot availability easily, drag & drop to distribute time at project or task level and directly upload into their timesheets.
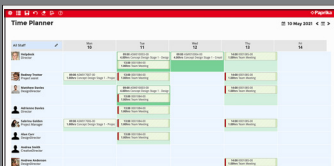
STAFF CAPACITY MANAGEMENT

Plan ahead and manage the future needs of your agency. Review and adjust individual staff member's workloads. Staff availability and utilization reports help you to make informed decisions.

POWERFUL FORECASTING

Our billing and revenue forecasting helps you understand where you've come from, where you are now, and where you're headed. By giving you an idea of what to expect in the future, you can make informed decisions and take the necessary actions to improve your performance.
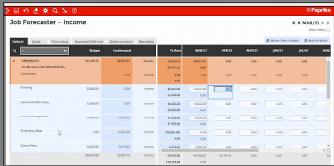
EXPENSES & TIMESHEET APPS

Enter expenses straight from your mobile app; take a photo of your receipts and directly attach to the claim. Instantly notify the approver with automated email alerts. Job done. Use the Timesheet App to enter your hours on the go and check what's next on the agenda at anytime.

CREDIT CONTROL

Easily track profitability and invoice status on a particular client. Colour coded Aging makes it easy to see what's unpaid and the days overdue. Optimize billing time and manage cashflow efficiently with Aged AR report, Job Cashflow reports and cash projection option.
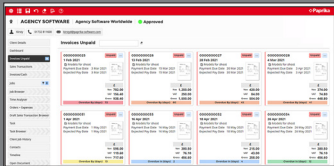
REPORTING TOOLS

Monitor your business performance at a glance. Highlight your goals, issues, track projects and teams progress. Reports can be filtered, automated and customized to suit your business needs.

TALK TO OUR CONSULTANTS TODAY!

We are here to help you adapting to the new working model & empower your teams to be more efficient no matter where they are.

Contact us to discuss your requirements and arrange a FREE demonstration.

📞 866-995-0379
✉ info.us@paprika-software.com

BOOK

WHY THEY LOVE PAPRIKA

"I love Paprika. It is a very robust and flexible system which is what you need if you work for an agency because things are changing constantly. We are very happy with the software."

Dennis Ziel
Finance Director at Seven C3

"We began with Paprika as a finance system but that has developed over the years into a number of processes throughout the business. When new functions become available, we discuss together how they might fit in with our business and specifics, whether we need that function and how it can be of use to Hotwire. Sometimes, it works the other way round, where we have an issue for which we need a solution, Paprika develops a way to introduce a process specifically for us that meets our need."

Bilal Tarawneh
Finance Director at Hotwire UK

"I love Paprika and the tools it offers for agencies whether small, medium or large, to manage their finances, resources and projects. Whilst an FD and a consultant I put Paprika into several agencies and they have always been amazed at the transparency it gives them as to where their profitability (or lack of it) is coming from. I wouldn't hesitate to recommend Paprika to any agency looking to upgrade their software."

Deborah Broadbent
Founder at Vision FR

"Our whole team is working from home and it's a huge relief to have Paprika now as our other systems didn't work well remotely!"

Katherine Diaz
Finance & Operations Director
at Aurora Healthcare Communications