



**ACCOUNTABILITY™**

## Empowering the strategic CFO

The agency CFO is increasingly seen as a change agent and strategic leader. Accountability serves as the foundation for your financial operations, so you can focus on driving growth and uncovering commercial opportunities.

### COMPREHENSIVE FINANCIAL MANAGEMENT EXCLUSIVELY FOR AGENCIES

More than ever, you need real-time, actionable data on your agency's financial health to drive business outcomes. A platform that connects your entire agency, while giving each department control of their process, is foundational in a highly dynamic industry.



### KEY FEATURES



#### EXECUTIVE-LEVEL DASHBOARD

At-a-glance view of your agency's KPIs through a customizable dashboard, with the option to drill down to specific job or media transactions in real-time. Access a list of pre-built views or create custom views for your agency.



#### COMPREHENSIVE JOB MANAGEMENT

Job, Estimate, and Purchase Order management with integrated time tracking designed specifically for agencies. Monitor work-in-progress (WIP) and enforce approval gates at key phases of the workflow to prevent budget overruns.



#### END-TO-END ACCOUNTING

Centralized General Ledger, Receivables, Payables, Revenue and Budget Management, with an extensive library of reports to assess your financial health in real-time. Access specific job details or media finance transactions without leaving the platform.



#### INTEGRATED WORKFLOW

Two-way integration with your project management tools of choice, like Workfront, among others. Deep interoperability with media buying platforms, like Freewheel, Hudson MX, and Mediaocean, gives you full visibility of your cash flow.



#### GLOBAL SCALE

Used by agencies across 30 countries, Accountability supports single or multi-office configurations and transactions in any currency. The platform's flexible structure can be tailored to support local tax and fees.



#### MODERN ARCHITECTURE

Built from the ground up as a cloud-based solution, Accountability is available 24/7 across all devices. Open APIs enable integrations with media systems and project management tools for a connected agency.



## KEY BENEFITS



### PROFITABILITY AND CASH FLOW

Effectively manage billable hours and forecast revenue. Lower your total cost of ownership (TCO) with a global SaaS-based solution and increase ROI through automation.



### EFFICIENCY

Work smarter, not harder by automating onerous activities like revenue recognition and month-end reporting. Key control accounts are managed within the platform, eliminating the need to do external reconciliation.



### CONTROL

At the core of your agency operations is a strong financial foundation with dynamic APIs to integrate with other best-in-class systems of your choice so you can focus on differentiating yourself.



### ACCOUNTABILITY AND DATA INTEGRITY

You need centralized data to support key business decisions. A platform that is intuitive and integrated with your agency tools ensures adoption across departments.



The manner in which Accountability worked with us throughout the planning and implementation process has been outstanding, and from day one, it has been a true partnership. It never felt like a client relationship but instead they functioned as a part of our team. **Accountability is a great solution staffed by the best people** to work with.



JEFF SNYDER, CEO, INSPIRA MARKETING GROUP

## WHY ACCOUNTABILITY

1

Foundation for your financial operations

2

Powered by agency finance experts

3

Trusted by agencies across 30 countries

To see Accountability in action, contact [info@counta.com](mailto:info@counta.com)

