

# Unifying brands and media agencies

Increasing accountability and trust between agencies and brands like never before.

simple. **ADVY**



Creating operational best practices, **Unison** unites the workflow between agencies and brands, with work centralized around a unified campaign record

## What is Unison?

Simple solves workflow challenges for marketing teams, and Advvy solves them for agencies. Together they allow agencies and brands to work seamlessly. Together they enable trust and clarity. Together they are Unison.



## Why customers use Unison?

- Brands are seeking better governance of their upstream marketing processes
- Agencies want to better service their clients.
- Brands want better accountability from their internal and agency teams.
- Agencies are seeking a competitive edge over their competitors.

## Value to Marketing Teams

- Manage your teams' workload, know what is stuck, and where
- Improve throughput, faster time-to-value
- Rock-solid approvals & compliance
- A single store for all your key marketing reports

## Value to Agencies

- Automated receipt & storage of media briefs & other key assets
- Visibility of client-side approvals processing
- Faster approvals
- Better communication with the client marketing team
- Build better relationships with clients

## Value to IT

- Simplify your martech stack and technology decisions
- Microsoft-grade security
- Leverage the full Office365 stack
- Low cost, extensible licensing
- Light effort implementation

## Powered by Microsoft



Advvy and Simple are both powered by the Microsoft PowerPlatform. For businesses that means seamless integration, scalability, performance and security

## Delivered by Barhead



Barhead Solutions is the leading Microsoft Power Platform integrator in Australia. With multiple Gold Business Applications competencies we make the cloud work for businesses