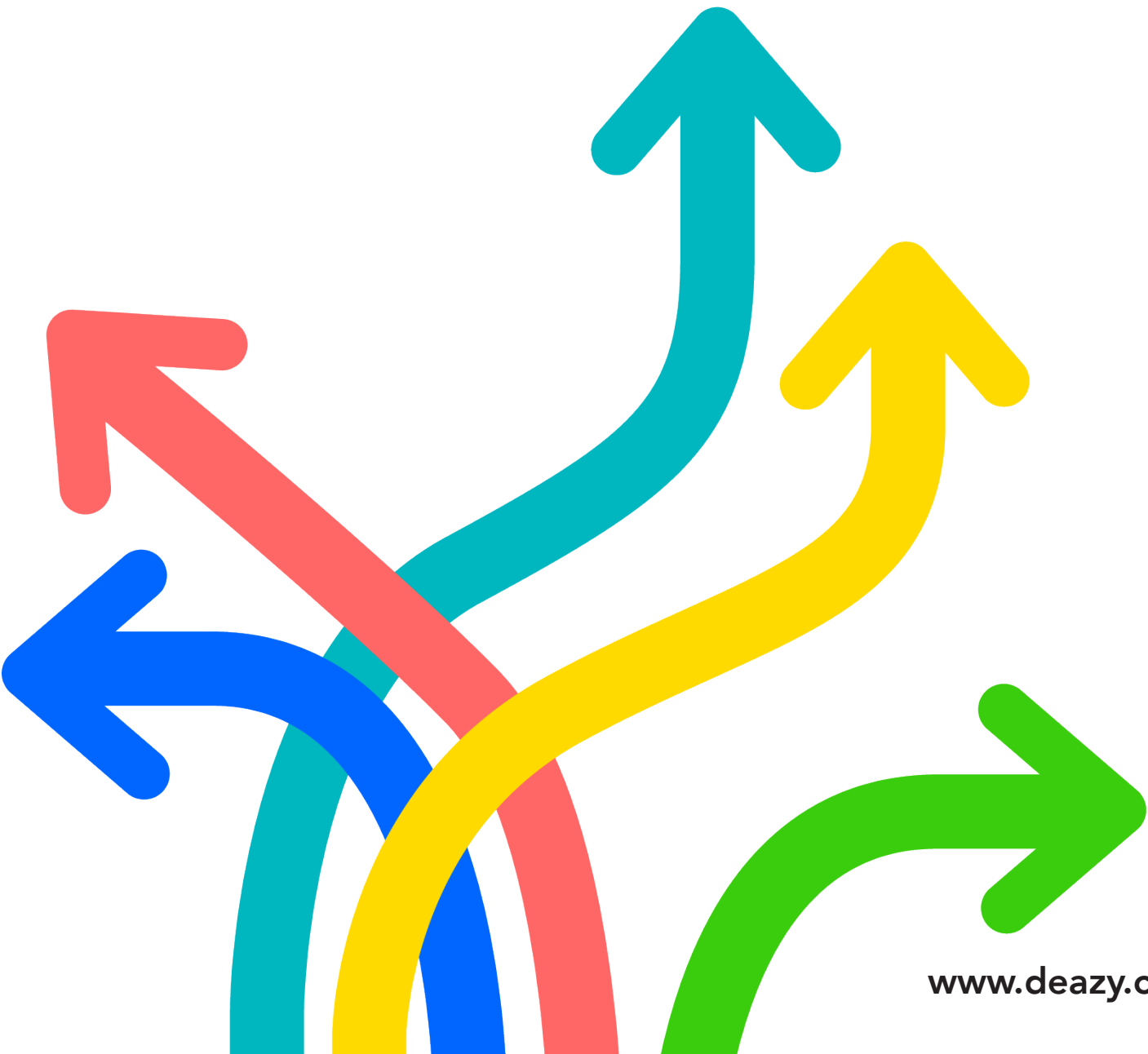


Deazy provides a new model to agencies as a **flexible, scaling** partner

The world is in a state of total flux and early agency movers have already adjusted to benefit.

Discover what it means for your digital agency to adapt.



Agencies are pivoting to a new model and are reaping the benefits



As a digital agency leader, we would encourage you to consider three existing trends in 2021 as a catalyst for change:

- 1 **Over the last decade, ownership models have shifted** in Software (SaaS) so that licences are rented rather than owned, lowering usage cost and increasing value throughout the chain. This has spawned a succession of alternative "as-a-service" models, from renting car schemes to clothing rental (e.g. Rent the Runway, valued at \$1 bn+).
- 2 **Layer on something you know instinctively** - there is no such concept as the "new normal" post-Covid for agencies, just a constant race to adapt and differentiate.
- 3 **Finally a pandemic combined with collaboration tools** have changed in-office expectations and reshaped delivery to a successful remote team.

We believe that the benefits of the rental model coupled with the growth and proof of successful remote working mean that:

- It is time for digital agencies to consider a new resourcing model
- There are more reasons to resource flexibly than ever before. Early adopters - our clients - are becoming industry success stories



The Incumbent Agency Model

Lets be clear. The "Old Model" is the one we're all familiar with, but it's being disrupted.

Typically in the incumbent model, agencies:

- Buy and sell on a time and skills basis
- Resource internally assuming that developers working "in office" increases their likelihood of repeatable delivery success and that this will lead to a profitable client portfolio
- Manage lengthy internal recruitment processes and probation periods to vet their delivery team for quality

What does this all translate to internally?

As you build out your team you feel comfortable that you can react quickly from your assembled skills and time capacity.

However you have created a utilisation issue and any delay in the sequencing of projects is a sunk team cost. Conversely, if you have a fully utilised team you then create a capacity issue.

Secondly, you haven't actually reduced the delivery risks – your internal team are rarely successfully incentivised on delivery while your options to scale the team to accelerate delivery are limited by your internal capacity.

Thirdly, as you grow, you create a business risk as you increase the size of the overhead / cost base.

Finally rather than hire for every different technology stack, you are forced to make bets. You, therefore, cannot make truly objective recommendations to clients, you cannot always react to new opportunities and are slower to adapt to change.

Alternatively, there is a new agency model which combines your core team with a scaling partner like Deazy to service clients flexibly and increase your profitability.



The New Digital Agency Model

How would your agency look if you started afresh now?

New challenger agencies are scaling fast, built on the following basis:

- Buy and sell outcomes wherever possible
- Rent development teams instead of owning them on a per project basis
- Use a delivery partner such as Deazy to ensure your development quality as well as the rapid reaction of an internal team
- Embrace the benefits of successful remote working – reduced costs, larger talent pool and more flexibility
- Benefit from nearshore commercials and currency exchange since collaboration in channels and calls creates a level playing field for location

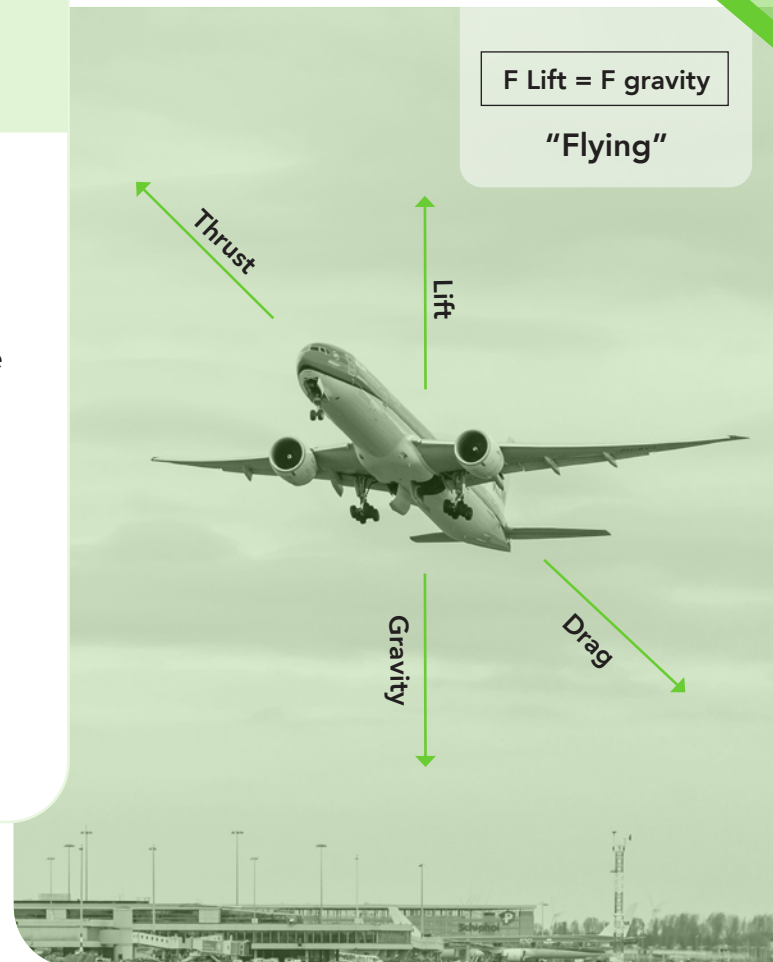
What does this all translate to internally?

Partnering with a scaling platform such as Deazy enables all of these possibilities for your agency.

You no longer hold the same level of business risk as you maintain a core team and keep the overheads lower.

You no longer face the polar risks of under utilisation or working at capacity.

You have access to a range of tech stacks and extensive capacity so you can adjust your team(s) composition to win and successfully deliver new business. No more turning away projects because of a skills gap or capacity constraint.



Proven successful remote-working allows you to benefit from nearshore commercials and increase margin on each project.

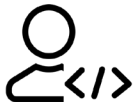
A partner who looks after all the vetting and due diligence, as well as providing delivery assurance and oversight.

Adopting this approach, our UK agencies clients are leading growth stories in their sectors.



So what is Deazy?

A unique combination of three things...



Development Ecosystem

An ecosystem of pre-vetted nearshore development teams, road tested and available for multiple engagement models.



Delivery Platform

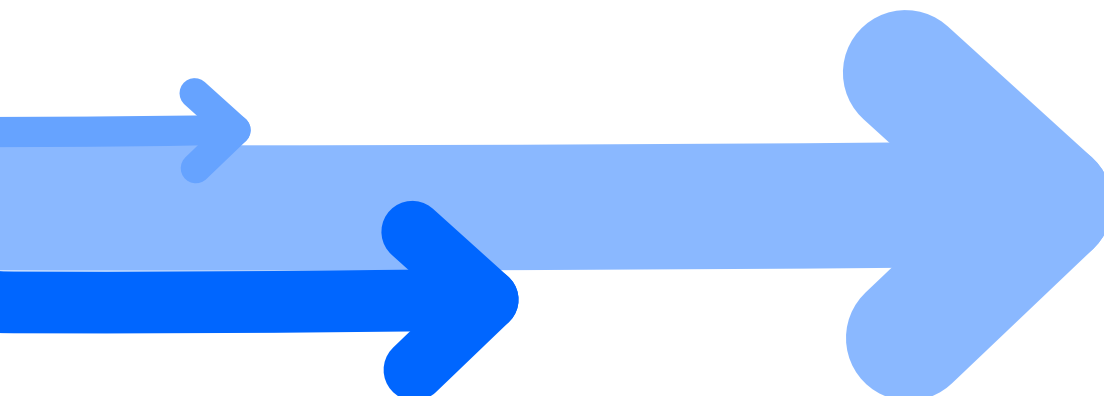
From submitting your brief and receiving an estimate, to team selection and delivery, all managed in one Deazy platform – new for 2021.



Delivery Oversight

A UK based team to ensure your project success, including experienced, technical Account Managers and Project Managers.

Build your agency on the Deazy platform for fast development solutions – move to the new delivery model – and catalyse your growth in 2021.



What does this mean for you in practice as an agency?

Getting started:

- 1 Think about an initial test project
- 2 Send us a brief
- 3 Receive your estimate in 1-3 days
- 4 Meet with our delivery team so we can dovetail in to your Ways of Working
- 5 Sign SOW and experience your first delivery, from KO call to delivery retrospective

How it works:

Deazy focuses on the quality of the delivery teams so you just need to focus on managing projects to drive the best outcomes for the client.

Share your project briefs with Deazy for estimates, fixed price builds, flexible augmented teams, nearshore commercials, rapid reaction, breadth of tech specialisms and UK based oversight team to minimise risk for your agency from the handling of the vetting process through to delivery.

- You focus on sales, we focus on delivery
- Retain your core team, double down on strategy, thought leadership and client management
- Move up the value chain to differentiate
- Reduce the impact of delays on your costbase
- Increase profit with lower risk from overheads

