

# Agencydna launches new cloud-based management technology for UK

Submitted by: Fugu PR

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Agencydna (<http://www.agencydna.com>), an independent technology and business consultancy for creative marcom agencies (<http://www.agencydna.com>), today announces its exclusive partnership in the UK and Europe to distribute the new cloud-based management software AccountAbility (<http://www.accountabilityaccess.com>).

AccountAbility is the only software that integrates financial and client management within agencies in one simple cloud based solution. Global clients already include The Primary Agency, Bruni Dunn Advertising and H&T Advertising.

Functions of the AccountAbility tool include timesheets, timelines, job maintenance, estimating, contact reports, purchase orders, production reports, media schedules and bookings, general ledger, accounts receivable and payable.

AccountAbility has been engineered to meet the complex needs of modern agencies. In addition to accommodating multi-level reporting structures, it also provides agencies with a fully integrated multi-lingual and multi-currency solution.

AccountAbility is an intuitive and easy to use interface. It also works across all operating systems and has a dedicated iPhone and iPad timesheet app for the increasingly mobile workforce.

Chris Lever, founder at Agencydna said: "Pressure continues to mount for marketing and communications agencies to respond to the demands of their clients in a commercially viable way, both at home and on an increasingly global basis. Many agencies are restricted by the limitations of existing technology legacy systems and do not have true integration and instant visibility of critical financial information. Too many spreadsheets still prevail.

"With AccountAbility agencies now have a choice. Stay with the legacy, or take advantage of a fully integrated system, purpose built for agencies, based in the cloud solution, and turn more income into profit," concluded Lever.

Terry McMillian, AccountAbility designer and founder added: "AccountAbility is an outstanding global product backed by comprehensive support that meets the needs of agencies now and in the future. This software helps agencies be more productive and profitable by facilitating better, faster decision making with real time business intelligence."

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About AgencyDNA ([www.agencydna.com](http://www.agencydna.com))

AgencyDNA is a consultancy that offers advice, delivery and installation of software and value added services to improve the planning and management within creative marcom agencies. Agency FD and solutions veteran Chris Lever, who has more than 25 years working within agencies and other professional services

companies, founded the company. The company is three years old and is the only UK and European distributor of AccountAbility, a new software that offers a single cloud based solution for agency financial and client management. AgencyDNA is also an Anaplan partner.

About AccountAbility ([www.accountabilityaccess.com](http://www.accountabilityaccess.com))

AccountAbility is a leading cloud-based job management and accounting system designed specifically for the global marketing communication sector. Launched in Australia, the solution is used by leading agencies across Europe, the Middle East and Asia-Pacific.

Founded and designed by Terry McMillian in 2007, AccountAbility was designed specifically to help agencies harness the incredible benefits of cloud technology.

For more information, please contact:

Vicki Hughes or Penny Schroder-Smith  
Fugu PR  
Tel: 01273 327 415  
Email: [vicki@fugupr.com](mailto:vicki@fugupr.com) / [penny@fugupr.com](mailto:penny@fugupr.com)