

TREASURY & RISK  
THE FUTURE OF FINANCE TODAY

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ALEXANDER HAMILTON  
BEST PRACTICES SUMMIT & AWARDS

● ● ● OCTOBER 25-26, 2011 | NEW YORK MARRIOTT DOWNTOWN

● ● ● Omnicom Group  
Global Lease Management System

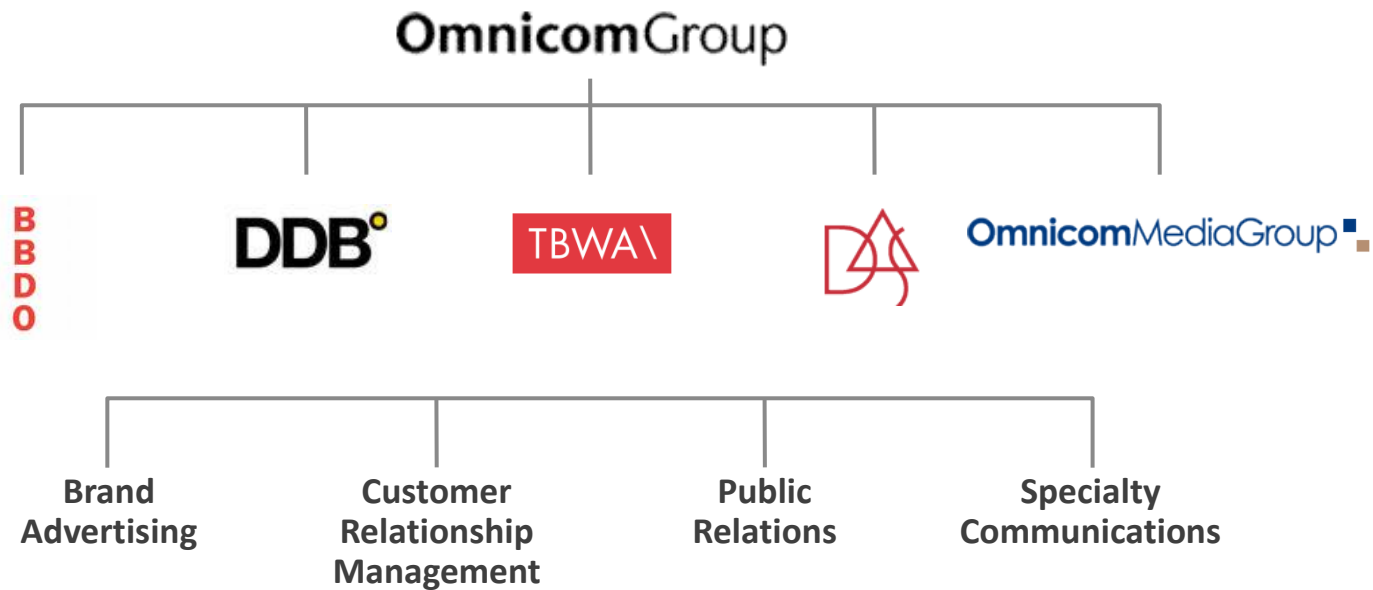
Alexander Hamilton Awards  
October 26, 2011

[WWW.ALEXANDERHAMILTONAWARDS.COM](http://WWW.ALEXANDERHAMILTONAWARDS.COM)

Presented by:



# Omnicom's Network



**30+** marketing communications disciplines

**200+** strategic brand platforms

**1,500+** individual agencies

**68,000+** employees in more than 100 countries



# Balanced Portfolio of Leading Agencies & Brands

## Brand Advertising



## Customer Relationship Management



## Public Relations



## Specialty Communications



# Worldwide Equipment Leasing Requirements

**\$100 million** of leased capital per year =  
**\$300 million** lease portfolio

➤ **2,500** contracts per year



# Old Leasing Model

- Every deal was unique
- Agencies choose suppliers and leasing companies
- Made local accounting decisions, based on local application of US GAAP rules

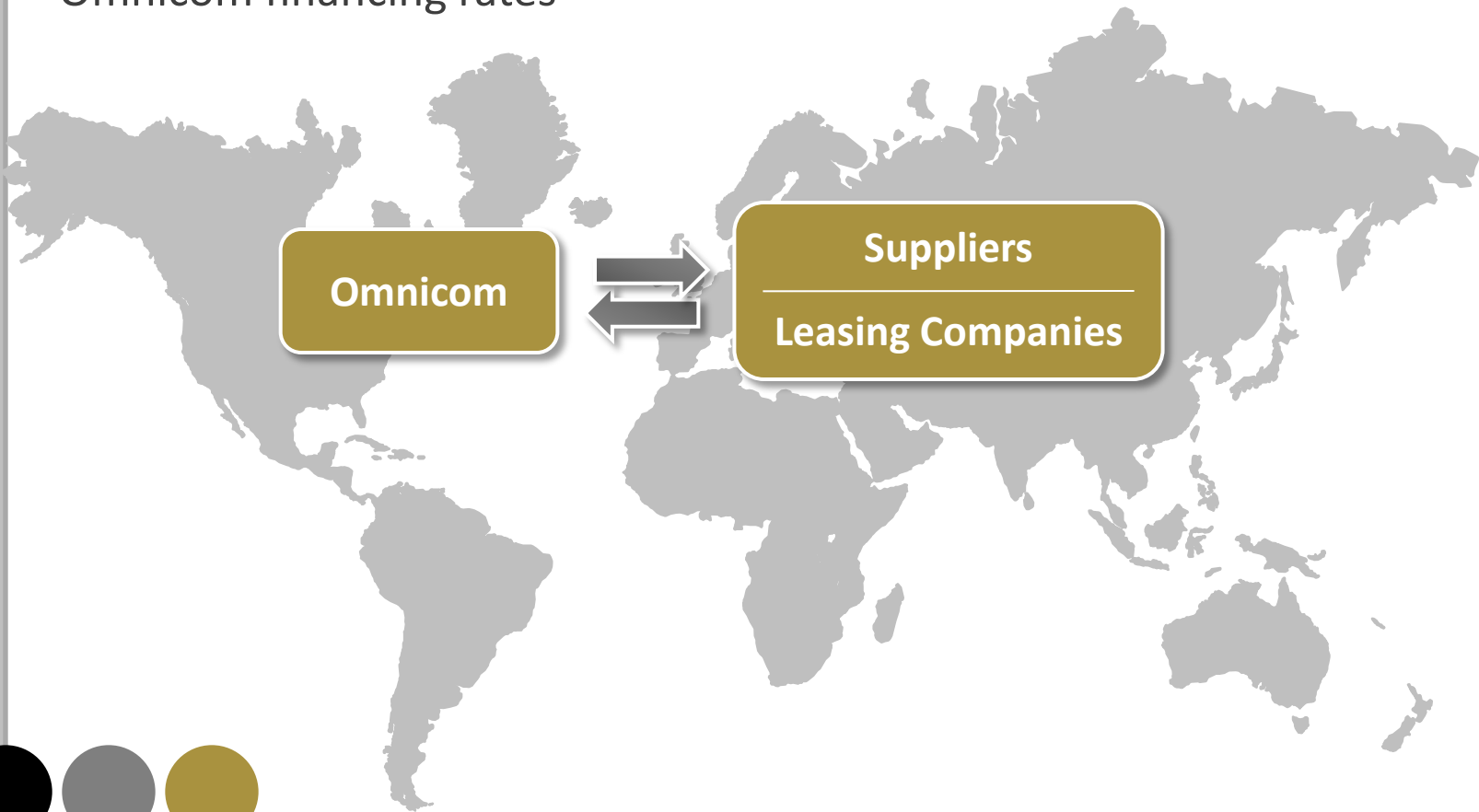


Individual Deals



# New Leasing Model

- Global supplier relationships
- Global leasing relationships
- Omnicom accounting
- Omnicom financing rates



# The Key: One Global Automated System

- Global/multipoint access
- Fully scalable
- Simultaneous acceptance of data and documents
- Perform FAS 13 accounting test and produce schedules
- Approval workflow
- Internet-based
- Straight-through processing/no rekeying
- No disruption of business operations



# System Flow

15 Global “Preferred” Leasing Companies



Data



Documents



Authorized by Agency



Approved by Omnicom

- Check agreed terms with suppliers and leasing companies



**Awaiting Signed Documents**



# System Flow



- Reconcile and resolve discrepancies
- Lease is finalized; signed docs received
- Accounting schedules generated



**Lease Goes Live**



# Benefits to Agency

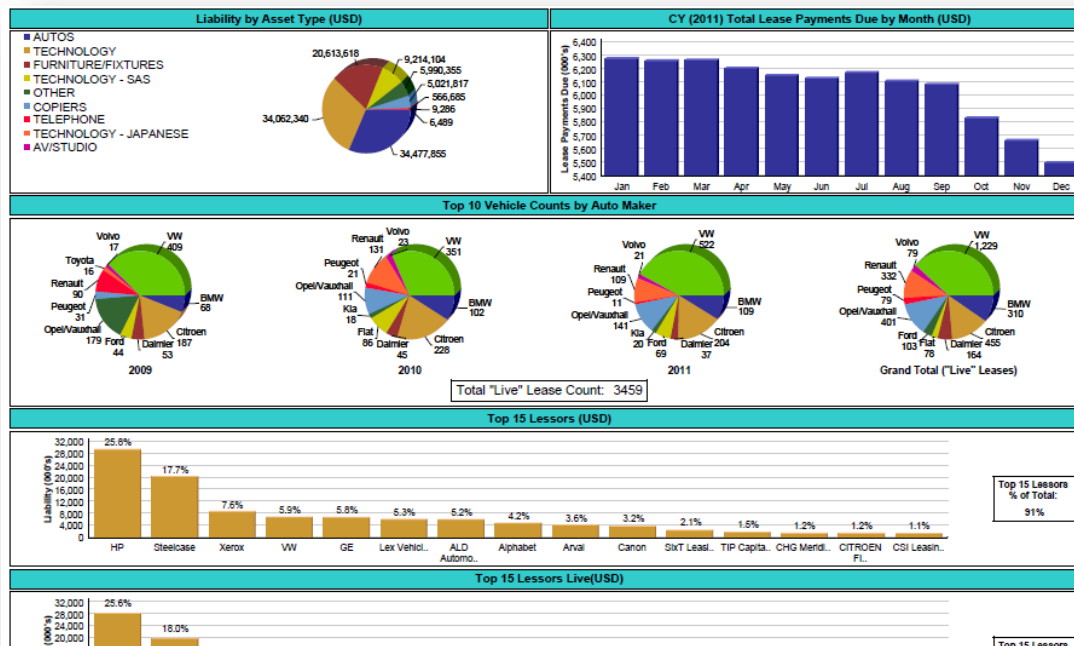
- Authorization function
- Access to all lease documents
- Can see its lease portfolio real-time
- Run Omnicom-required financial reports, consolidated accounting schedules
- Portal provides descriptions of leasing programs, instructions, etc.
- Audit procedures streamlined



# Benefits to Omnicom

➤ Can see everything — all documents, all data

➤ Cognos dashboard for program management



# Financial Benefits (in \$millions)

	Lease Expense	Revenue	
2001	\$147.3	\$6,889	2.14%
2010	\$71.5	\$12,543	.57%



# System Overview

