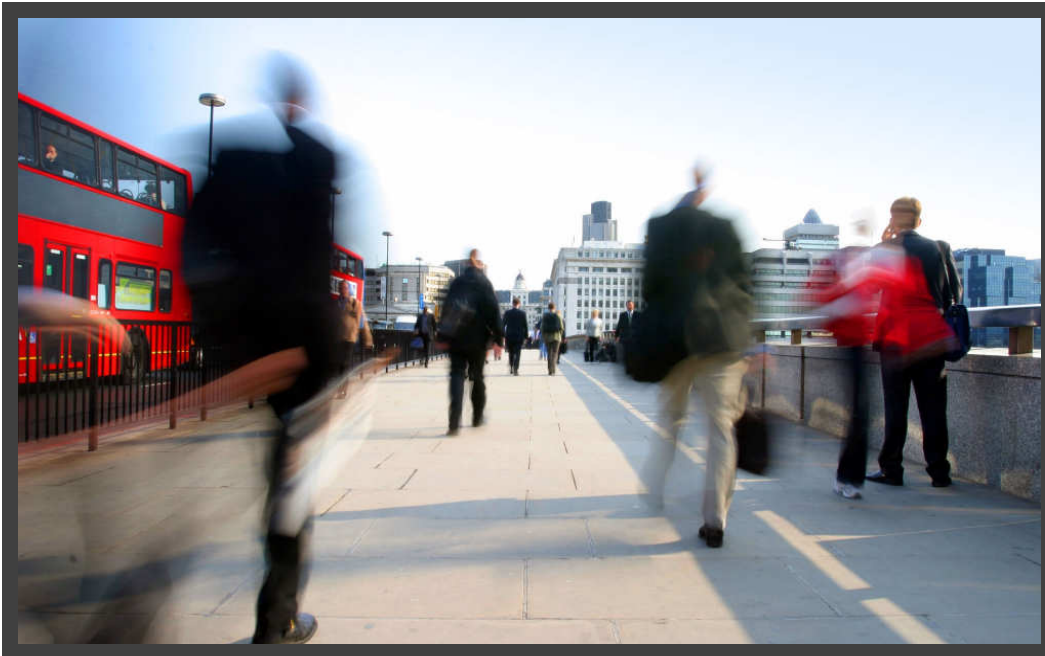


## MEDIACOM ITALY

## MEDIA AGENCY

Mediacom Italy follows the Sarbanes-Oxley Act principles not only to comply with the law, but mainly to offer to its customers high value-added services. Economic and financial data reliability and credibility, and internal processes efficiency and transparency, were conclusive factors to achieve this goal.



### Facts & Figures

**Customer**  
Mediacom Italy

**Consulting**  
Sarbanes-Oxley Act

**Place**  
Milan  
Rome

**Size**  
90 Employees

## The Customer's Requirements

Mediacom joined WPP in 2004 and today is one of the most important agencies of this group. Mediacom has subsidiaries in 81 countries and 106 offices; it has been in Italy since 1997 and has site in Milan and Rome and nearly 100 media specialists.

The Mediacom's vision, "People First >> Better results", summarizes the Mediacom attention to its customers, with whom it shares goals and results.

Every media service (scouting needs, strategy definition, planning, buying support, media and budget management), is customer oriented and managed by appropriate processes and procedures.

Thanks to the Getsolution support, Mediacom traced all the internal processes in which every economic and financial data are generated, managed and consolidated: from payments to purchase management, from suppliers selection to financial reporting, and so on...

*(continue)*

*"Getsolution help us to comply with SOX, moreover, thanks to a business practices standardization, the Top-Management now can focus the efforts to better manage organizational changes "*

Stefania Funcis  
CFO  
Mediacom Italia

Thanks to Getsolution, Mediacom (as a legal entity belonging to WPP Group, listed on Nasdaq), to comply with American law (SOX), formalized rules and strict protocols for the internal and accounting controls and defined specific controls in the ethic respect of relations with counterparties: customers, suppliers, employees, third parties, etc ...

## The Phases of the Project

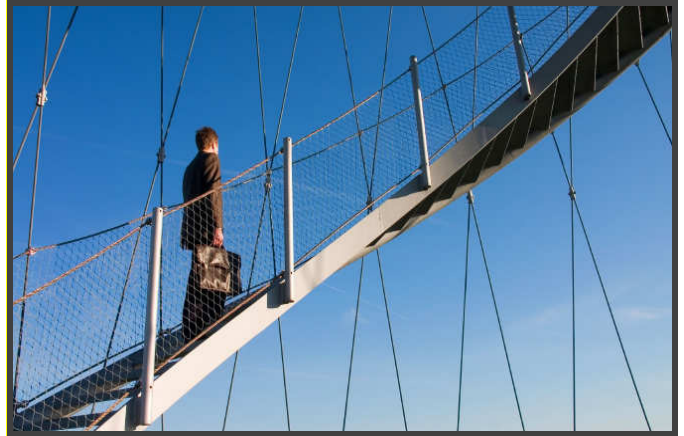
Mediacom achieved the project goal by applying a set of controls identified previously on the basis of the risk matrix, and subsequently audited positively by a independent body.

The macro phases of the project can be summarized as follows:

- Financial and not financial processes description (flow chart and narrative).
- Policies, procedures and authorization matrices to ensure the proper segregation of duties and operational activities, consistent with the powers conferred to the Top Management: purchases and payments authorization, and so on.
- Risk areas detection.
- Identification of the IT and Finance controls to apply to the critical areas
- Effectiveness controls analysis (internal audit)
- Identification of “no compliant” situations and the accomplishment of useful controls (necessary to be compliant).



Getsolution, thanks to its experience in the Media Market, helped Mediacom in financial areas as well Collections management, Payments management, Billing management; but also in the IT and the organizational areas as, for example: internal and external communications management, handover management, employee entrance and exit management, purchase orders, suppliers selection..



## Achieved Results

In addition to overcome the first auditors inspective visit, Mediacom, together with Getsolution, has implemented a management approach which permit to improve the system continuously updating the Risk Map, controls and processes;

This demonstrated that “the Getsolution approach” stimulates a company to quickly react to the changing scenarios of the risk. Today Mediacom identified, described, validated and distributed to its staff over than thirty different processes and procedures, covering almost the whole business. Mediacom, as well as satisfy requirements concerning the accuracy of data provided in the budget, is able to provide evidence about “the ability to control its activities” and the “transparency” to all third parties: customers, suppliers, partners, institutions PP.AA., etc. ..

This factor puts Mediacom in an advantageous position, helping it to: manage every organizational future changes; be more efficient; respond promptly to changing market scenarios.