



WHITE PAPER

# Five Ways Professional Services Automation Optimizes Your Business



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Professional services operations are complex by nature and pose unique challenges for any service delivery organization. Professional service practices are focused on optimizing resource utilization, building capacity for upcoming work and refining consultants' skill sets to execute more complex tasks. These organizations must deliver profitable projects on time and within budget despite complex and ever-changing demands while maintaining control over strategic directions and supporting resources. When working with some of the most expensive resources—highly paid professionals—the need for success increases substantially. Businesses that are looking to make growth a priority, as well as improve customer satisfaction, need to take the next step of leveraging the right software.

Oracle NetSuite's Professional Services Automation (PSA) offering provides a rich business intelligence platform designed from the ground up to serve the needs of professional services organizations to

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PSA solutions yield several core benefits to PSOs, but most executives only need to look to the 4% increase in billable utilization as a primary reason to select PSA.

Services Performance Insight, LLC, 2020 Professional Services Maturity Benchmark

automate key aspects of business across the bid-to-bill lifecycle. From resource management and project management to time and expense tracking, project accounting, and advanced billing and invoicing, NetSuite's PSA solution supports the entire professional services delivery organization with a powerful cloud-based suite.

The following are the top five reasons why services businesses need PSA.

### **1. Increased client satisfaction.**

Assigning the most qualified or compatible resources to each project through accurate resource data will improve customer satisfaction by delivering a superior project management team with the most relevant skill set.

### **2. Improved accuracy of staff planning.**

Improved visibility of resource availability allows for more accurate staff planning, enabling you to quickly determine hiring gaps for upcoming projects, while ensuring the most qualified resources are assigned to the right projects.

### **3. Improved financial forecasting.**

Forward-looking resource data feeds your financial forecast, but inaccurate data makes a forecast worthless. A PSA system allows you to accurately forecast your financials with real-time information.

### **4. Increased employee satisfaction.**

By working with employees to understand their individual capabilities, desires and developmental goals, you can allocate staff to projects that both excite and challenge them, leading to improved employee satisfaction.

### **5. Increased resource utilization.**

With improved visibility of both your staff skills and active projects, you can ensure you are accurately assigning the right resources to the right projects and avoid any gaps in your resource planning.



## SoftwareAG Standardized on NetSuite PSA for Global Services

Before utilizing NetSuite's PSA solution, SoftwareAG was unable to effectively track budgets and schedules. As a result, resource utilization suffered as well. The complexities of spreadsheets and a standalone project management software package hindered the company's ability to track and manage projects efficiently.

SoftwareAG adopted NetSuite to help optimize its business for the better. As a result of integrating their accounting and professional services, it saw huge improvements as project managers could better determine resource utilization through real-time views of budgets and schedules. This in turn improved the accuracy of staff planning and automated time tracking to deal with profitability forecasting. SoftwareAG, with the help of NetSuite's PSA solution, predicted an 8% savings in administrative overhead and can now provide consistent global customer service.

NetSuite is truly a one-stop-shop for all PSA needs. NetSuite is proven to quickly drive tangible results, increasing resource utilization, project markings and on-time project delivery while driving down IT costs, decreasing project accounting and overhead. With anytime, anywhere access in the cloud, supporting users where they work—on the go or remotely—running a professional services organization becomes more efficient and manageable.

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“Not having to worry if the data is correct has freed us up to focus on higher strategic values such as how to efficiently manage a project, forecasting and revenue recognition.”

SoftwareAG