UNIT4 PSA

In Business for You

BRINGING YOUR WHOLE
BUSINESS TOGETHER AGAIN

Bringing your whole business together again

Unit4 PSA. A full funnel-to-cash practice management solution.

Business conditions for professional services organizations have never been more challenging.

As a business, your future depends on your ability to perform — especially in these challenging times. And with new technologies becoming available all the time, your ability to perform as a firm depends on your ability to harness the gains they can offer. From helping you keep your edge in winning and retaining business to giving you the foundation to deliver exceptional services.

But with apps and information proliferating at faster and faster rates, it's easy to lose track of your data as it moves through systems across the life of a project.

Think about your own business. It's likely you have one solution for logging time. Another for invoicing. You'll probably be using something else to deal with project management. And you may even have other tools that help you handle resource and asset management, expenditures, and more specific or unusual tasks.

This can lead to a great deal of inefficiency at every stage of a project's lifecycle. Especially if your organization has been relying heavily on "homebrew" solutions or workarounds cobbled together by your own people with the best options available to them.

Inevitably, over time, you'll begin to see billable hours wasted chasing data, rectifying errors, following redundant processes, or outright duplication of work.

Fortunately, for most companies, this problem can be solved simply and painlessly with the adoption of an app that acts as a single interface and source of truth for managing your practice.

Enter professional services automation (PSA) — our integrated practice management solution built on Microsoft Dynamics CRM that helps you win, execute, and bill your projects as efficiently as possible.

Is Unit4 PSA the right fit for your firm?

☑ We are a mid-sized accountancy, consulting, IT services, architecture, or engineering firm

☑ We use Microsoft Dynamics CRM

☑ We're looking to simplify, automate and streamline our practice management

The case for a robust, integrated PSA solution

According to leading professional services industry analysts at Service Performance Insight in their **2017 Professional Service Automation Buyers' Guide**, "consultants are demanding easy-to-use, contextual, socially aware systems which mimic the applications they use in their personal lives." This means the solutions you use need to be completely seamless — and given the proliferation of business apps, a full-service PSA solution is one of the simplest ways to achieve this.

SPI research indicates that the top performing 5% of companies in the space employ PSA solutions at a rate almost 10% above the industry average. They also report integrating this solution with core financial management systems at a rate 12% higher than the average — a similar difference is also seen in levels of integration between PSA and CRM solutions.

Even beyond this, SPI note that:

"The new killer application will be integrating HCM with PSA to give employers and employees visibility to upcoming projects and the skills they need to be part of them."

This trend towards increasing integration is one that Unit4 PSA has been designed to capitalize on. A single source of truth for your organization's project data, resource skill sets, operations, and management creates powerful efficiencies that lead to savings and new growth potential throughout the business.

The drive towards automation presents another compelling case for the adoption of a modern, cloud native PSA solution. SPI estimates that automating the work of non-billable administrators increases the percentage of billable employees to such an extent that businesses see a 4% increase in billable utilization across the board.

Win the projects you want to win – and start them with your best foot forward

Unit4 PSA makes opportunity management truly proactive. Eliminating many of the problems associated with opportunistic selling and reactive service delivery.

PSA creates a unified home for data on all projects from the prospect stage onwards. Giving you the ability to access customer, project, resource, and financial data in one application.

This in turn gives you the power to assess customer risk profiles, account hierarchies, and needs, and manage how you seek out, accept, or reject client projects based on their likelihood of success and profitability.

And because your customer and project data is totally integrated with your resources data – including your peoples' availability, skill sets, and career aspirations, PSA puts you in the perfect position to match talent to projects. Creating a solid foundation on which to plan a winning strategy, win the opportunities you need to succeed, and start work faster. Putting your teams in control of projects right from the start and keeping them there.

Keep projects simple, sane, and siloless with flexible, automated workflows

Unit4 PSA helps you to manage less and produce more. It's built on the foundation of Microsoft Dynamics, giving it the power to help you fully leverage your Office 365 investment by seamlessly integrating data from Office documents along with all other workflows.

This creates a single point of data entry for your business, allowing for a true "funnel-to-cash" approach to the management of every one of your projects. PSA's ability to automate workflows also allows you to speed up and rationalize project setup via preconfigured templates according to your best practices. Our automation capability also allows you to streamline approval flows across projects, and provides visualized performance across all aspects of the business in standard BI dashboards or integrated with Power BI. Making the insight you need for forecasting, decision making, and business planning painlessly available whenever, wherever you need it.

Simplifying operations in this manner has one more hugely advantageous side effect – it overcomes the traditional inflexibility of the professional service business model. With increased visibility over every aspect of performance, streamlined operations, and automated administration, you're well positioned to flexibly pivot and evolve your model in a variety of ways. (This is particularly useful for value based billing, and can support the ongoing evolution of the way we all tackle remote working.)

Empower your people to do what they do best – their jobs

Unified resource management through PSA – combined with increased visibility over project data – gives you the ability to identify under- and over-utilized employees and reassign work according to skills and availability.

This empowers your talent to focus on satisfying work while ensuring their time is used efficiently. And what's more, Unit4 PSA's Microsoft foundation allows you to do all this without any of your people ever having to leave the unified web environment. Office 365 integration (including Outlook integration) creates a user-friendly, collaborative working environment across the Microsoft app suite, that uses the tools your people already rely on.

Plus, integrated financial data combined with this visibility gives you real time performance tracking on all projects – letting you see in an instant how projects are tracking against budget and allowing you to take action. Ensuring people stay engaged, and projects stay profitable.

Bill efficiently and precisely by taking the time and expense out of time and expense management

Let Unit4 PSA put an end to cumbersome manual time and expenses tracking systems, and the operational headaches associated with chasing outstanding invoices and accounting for WIP.

PSA gives you the clarity you need to stop chasing time, expenses, and unpaid invoices.

Project level revenue recognition is simplified to let you track time and expenses easily, invoicing can be automated with a few clicks, and the system automatically flags outstanding invoices and keeps running tallies for WIP. And because time and expenses are tracked at the project level, keeping track of employee time is simple, rational, and furthers the goal of tracking organizational performance, revenue generation, and profitability.

That means you can automatically generate accurate and timely invoices for your projects. Minimize WIP and cleanly wrap up projects so you can move on to focus attention on the next thing.

Key functionality of PSA

- Practice management
- Advanced opportunity management with accounts, leads and contacts
- Project planning and budgeting
- Skills management and resource planning
- Gantt charts
- Time and expenses
- WIP management
- Invoicing
- Revenue recognition
- Utilization tracking

Unit4 PSA's secret weapon — Unit4

Unit4 have been creating enterprise software for people-centric organizations for over 40 years. Our solutions are designed to help specialist businesses that rely on their people's talent — like the professional services industries — to work more efficiently and effectively, and create a better experience of work for their people.

This means we have a unique understanding of the pressures and challenges facing organizations like yours. And our products are custom built to empower your business to achieve greater efficiency, profitability, and employee satisfaction and productivity.

If you'd like to learn more about how Unit4 PSA can help you to revolutionize how you manage your business, get in touch via our website at **psa.unit4.com** today.

Customer testimonials

"We exist in a dynamic and fast-changing project-based environment, and from the wide range of products we looked at, the Unit4 solution was the only one which could deliver comprehensive project accounting and management information to the standards we require. Unit4's project focus and their experience of implementing systems in similar environments were major factors in our decision."

Project manager, WSP Parsons Brinkerhoff

"Visibility and accuracy of project information have enabled us to forecast more effectively and to react to changes, both internally and externally, swiftly and efficiently."

Tony Fidler, System Manager, RES

For more information go to:

psa.unit4.com

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