PSA TOOLS FOR NETSUITE ERP

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General Information

- Nationally, we have over 20,000 clients throughout our audit, tax and consulting practice and nearly 5,000 technology clients nationwide.
- RSM has been implementing ERP and Financial Management systems for over 25 years.
- RSM has been providing NetSuite implementations, service, and support since 2010.

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Our NetSuite Practice

One of the largest **Global NetSuite Partners**

RSM offices in 85 U.S. cities and 4 Canadian cities

Regionally based NetSuite resources

- Certified Public Accountants
- ERP Consultants
- SuiteCloud Developers
- Project Managers

175+ NetSuite Certified Consultants

1,500+ NetSuite customers

#1 NetSuite consulting partner in the U.S.

NetSuite Solution Partner of the Year for 5 of the past 6 years.

2002 NetSuite practice began

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NetSuite Recognition

RSM ranks among the **top NetSuite partners** with numerous recognitions

NetSuite Advanced Certifications for **Commerce, Training, and Development**

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PSA tool for NetSuite

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Professional Services Automation (PSA) Definition

- PSA provides service professionals, with project management, resource management, time and expense tracking, and project financials for client facing projects and utilization rate management for billable staff.
- A software suite that allow users to integrate industry-appropriate metrics in order to better understand operations, improve efficiency and increase profitability.

- *Automation of end-to-end "Quotes to Cash" business processes*
- *PSA is to Services as ERP is to Finance*
- *ALWAYS a DIRECT impact to $$$*

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Professional Services Automation Attributes

- **Key areas automated by PSA:**
- Management and delivery of projects
- Allocation and staffing of resources
- Collecting time/expense entry
- Project billing/accounting
- Integration with other systems (accounting, CRM, HR, BI)

A services-based business is an enterprise that provides work performed in an expert manner by an individual or team for the benefit of its customers.

- The typical "**service" business** provides products and services including:
- Business Consulting
- Implementation/Integration work
- Services around Software/Hardware sales

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Types of project management tools

Are all project management tools a type of PSA?

- Project management tools that are project centric and focus on tracking project tasks and work breakdown structures are called project portfolio management (PPM) tools.
- PSA tools go beyond project management.
- There are key differences between a true PSA and PPM tools

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PPM vs PSA

PPM

- PPM tools are project centric
- PPM tools provide efficient ways to manage projects through complex work breakdown structures (WBS).
- They are effective for tracking progress and level of effort on projects.
- They are a great tool for tracking and organizing internal projects
- They can also be supplemental to PSA for detailed activity tracking

PSA

- PSA tools are customer and service delivery centric
- PSA tools integrate sales, delivery (project management) and accounting
- PSA tools provide for accurate forecasting of resources and utilization
- PSA tools capture time and expenses tied to projects
- They automate the project billing and revenue process.
- They provide key metrics including project profitability, resource utilization, project health, and project budget vs actual.

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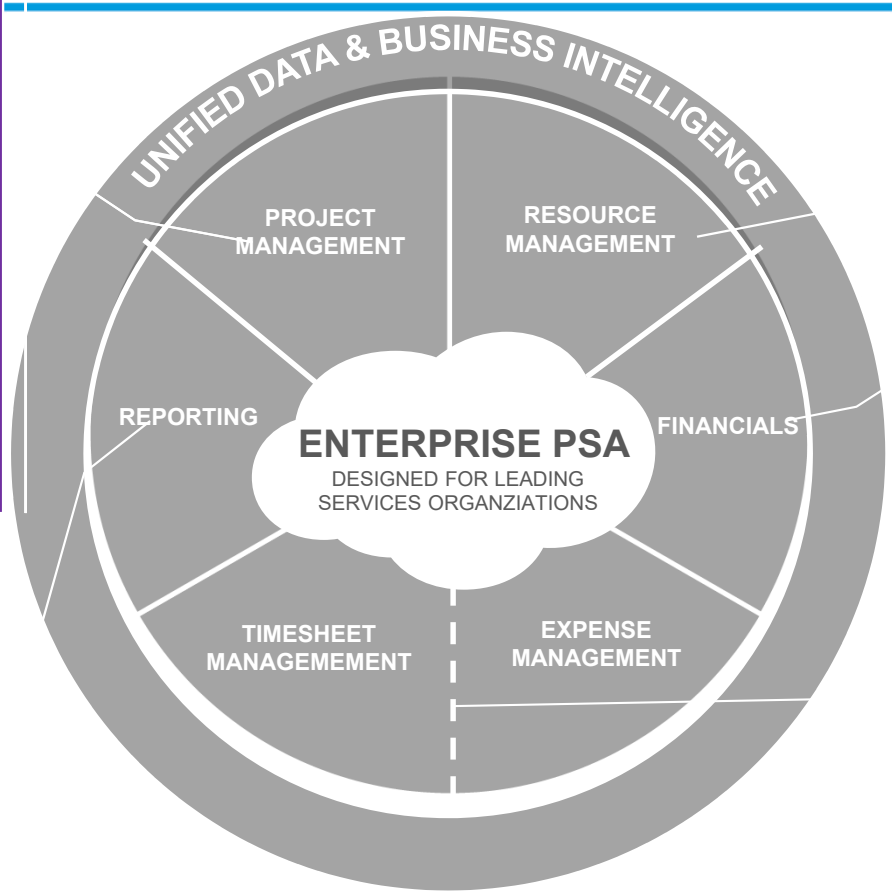
Functional Overview of PSA Solutions

Project Management
- Project Profitability
- Project Budgeting
- Project Costing
- Project Margin
- Project Burn Rate
- Project Status Reporting
- Earned Value Management
- Revenue Forecasting
- Work Breakdown Structures (WBS)
- Gannt Charts
- Phases/Tasks
- Deliverables
- Risk & Issue Management
- Baseline
- Standardized Delivery Methodology

Reporting
- Manual Reporting
- Real Time Visibility
- Excel Spreadsheets
- Forecasting
- Budget vs Actuals
- Project % Complete



Resource Management
- Utilization
- Staffing/Scheduling
- Supply/Demand Forecasting
- Skill Sets
- Availability
- Load Balancing
- Realization
- Bench Time

Billing/Rev Rec
- Time and Materials
- Fixed Fee
- Milestone Based
- % Complete
- Cost Based
- Sub Contractor Management

Time/Expenses
- Time Cards
- Missing/Late time Cards
- Mobile Capability
- Billable Expenses
- Expense Markups
- Expense Reimbursements
- Project Expense Rules/Caps

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How Customers Benefit from PSA

1. Improved Resource Utilization – adds to top line revenue
2. Improved Project Margin
3. Improved client satisfaction (timely project delivery)
4. Reduced Administration Hours
   a. Automation (eliminating manual processes)
   b. Efficiency (less time on administrative tasks)
5. More Timely & Accurate Invoices
   a. Reduced DSO
   b. Decreased write offs
   c. Eliminate revenue leakage
6. Employee Satisfaction
   a. Optimized utilization to decrease burn out
   b. Attainment of performance and training goals
   c. Lower employee turnover
7. Proactive, improved strategic decisions – Real-time Visibility

Revenue Increase

Efficiencies, Cost reduction & Exec Insight

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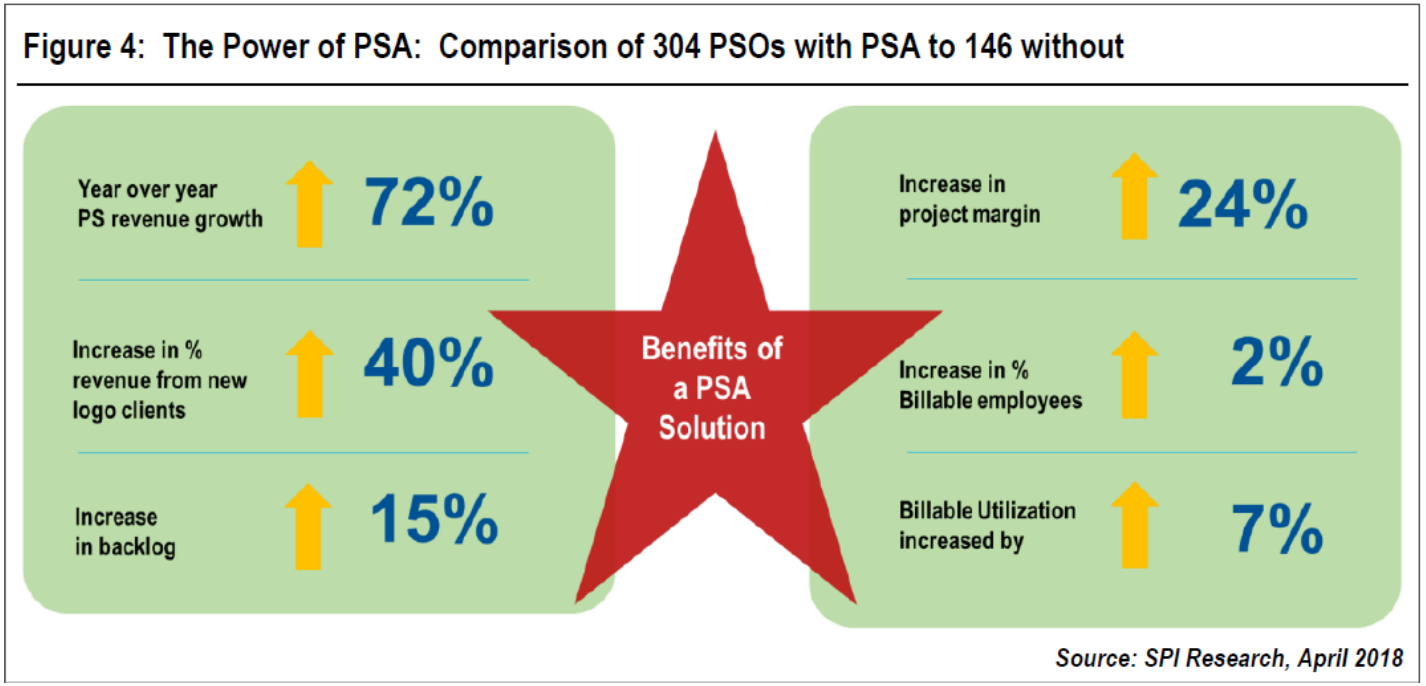
SPI Research – How Customers Benefit from adopting a PSA solution



A 100 person professional services organization that achieves a 5% improvement in billable utilization can generate an incremental $1M - $2M in bottom line profit – for a 500-person organization the impact can be north of $10M – and it should be noted that a 5% improvement in an individual's utilization is only 100 hours per year or 2.5 hours per week.

SRP (Services Resource Planning) & OpenAir

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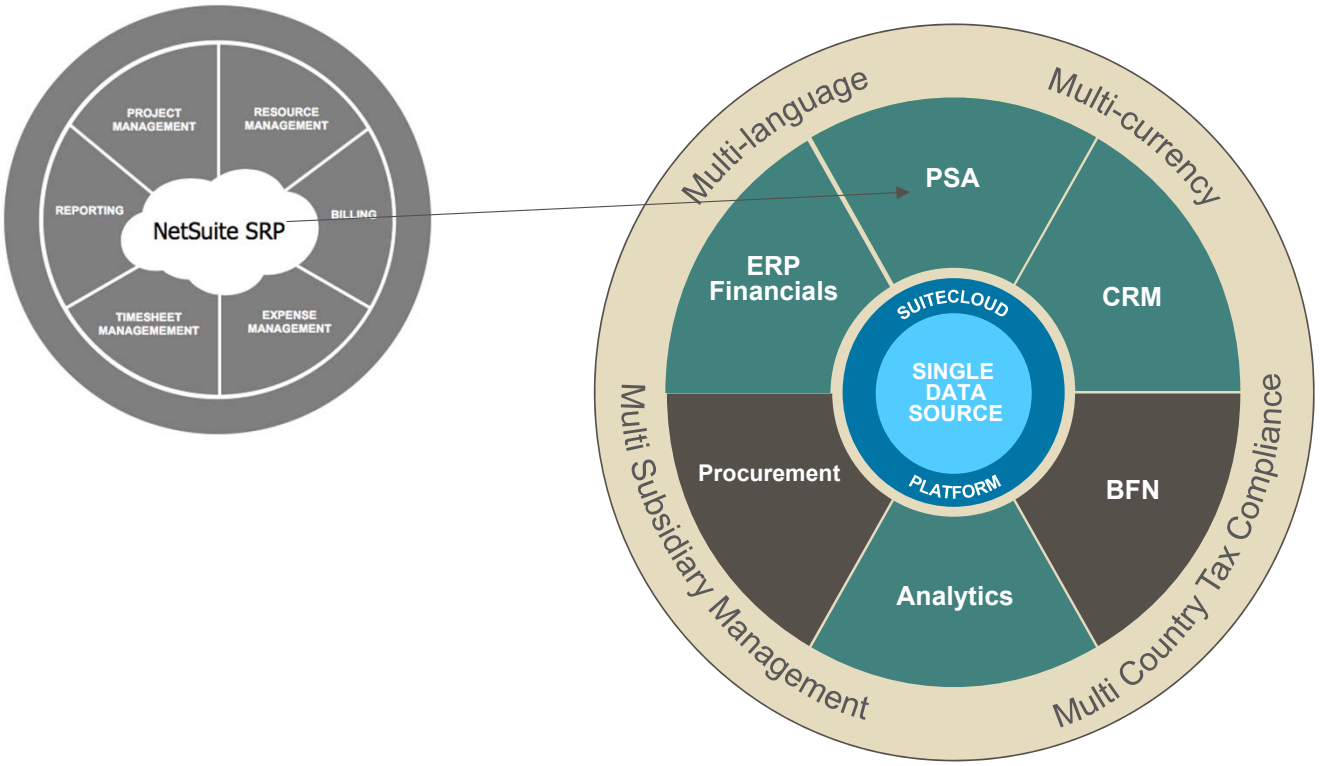
NetSuite SRP - Benefits



Benefits of NetSuite SRP
Single Unified Database for CRM, PSA and Financials - 100% NetSuite
Facilitates product and service billing in a single solution
Flexible platform for integration and business automations
Large “Built for NetSuite” partner network with pre-built integrations

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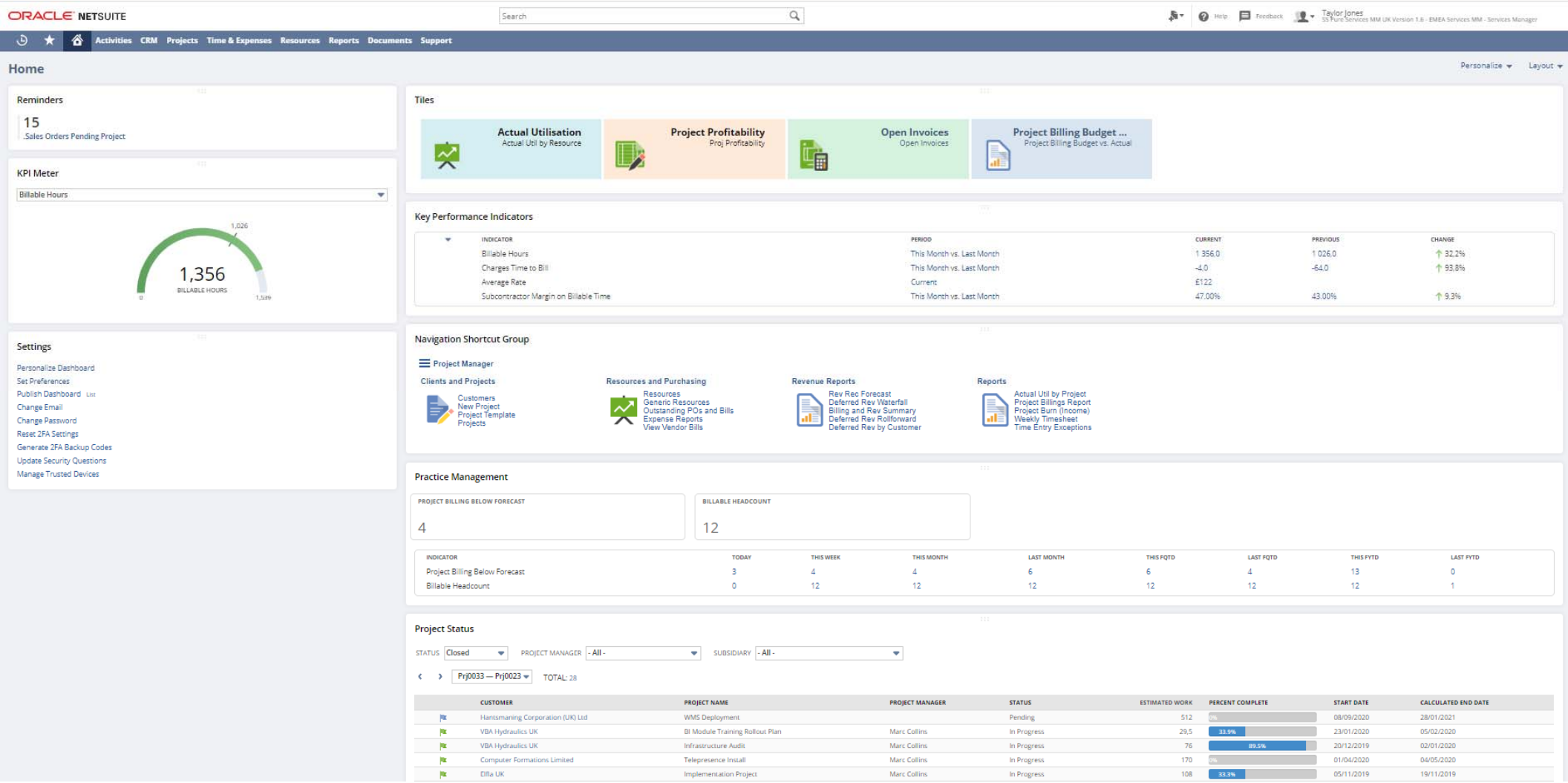
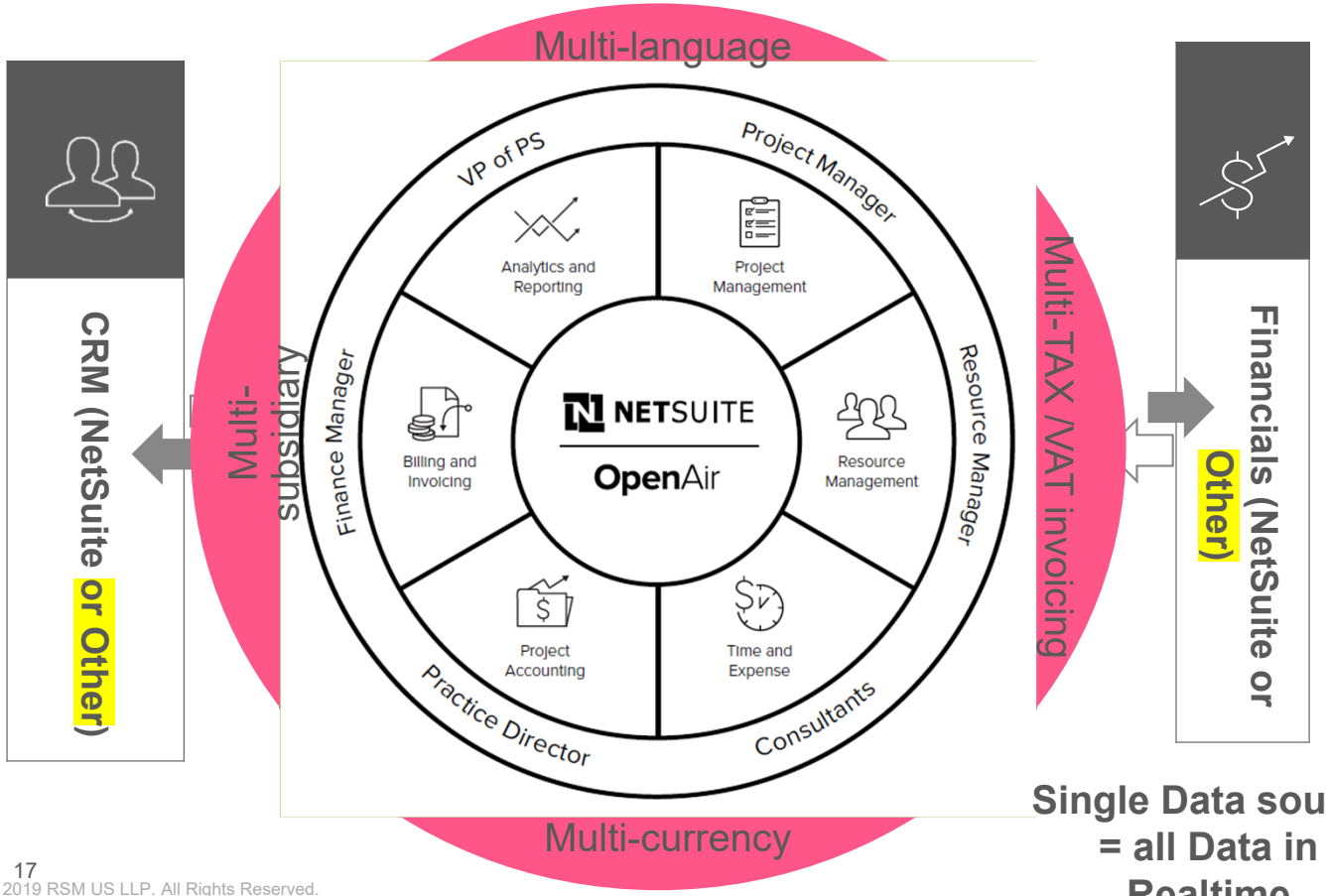
- **Typical SRP Dashboard for VP Services**



OpenAir - Benefits



Single Data source = all Data in Realtime

Benefits of NetSuite OpenAir
"Best of Breed" PSA built specifically for services organizations
Mature Project Accounting, Billing, Project Revenue Recognition
Robust professional services reporting
Pre-built integration to NetSuite used by hundreds of customers

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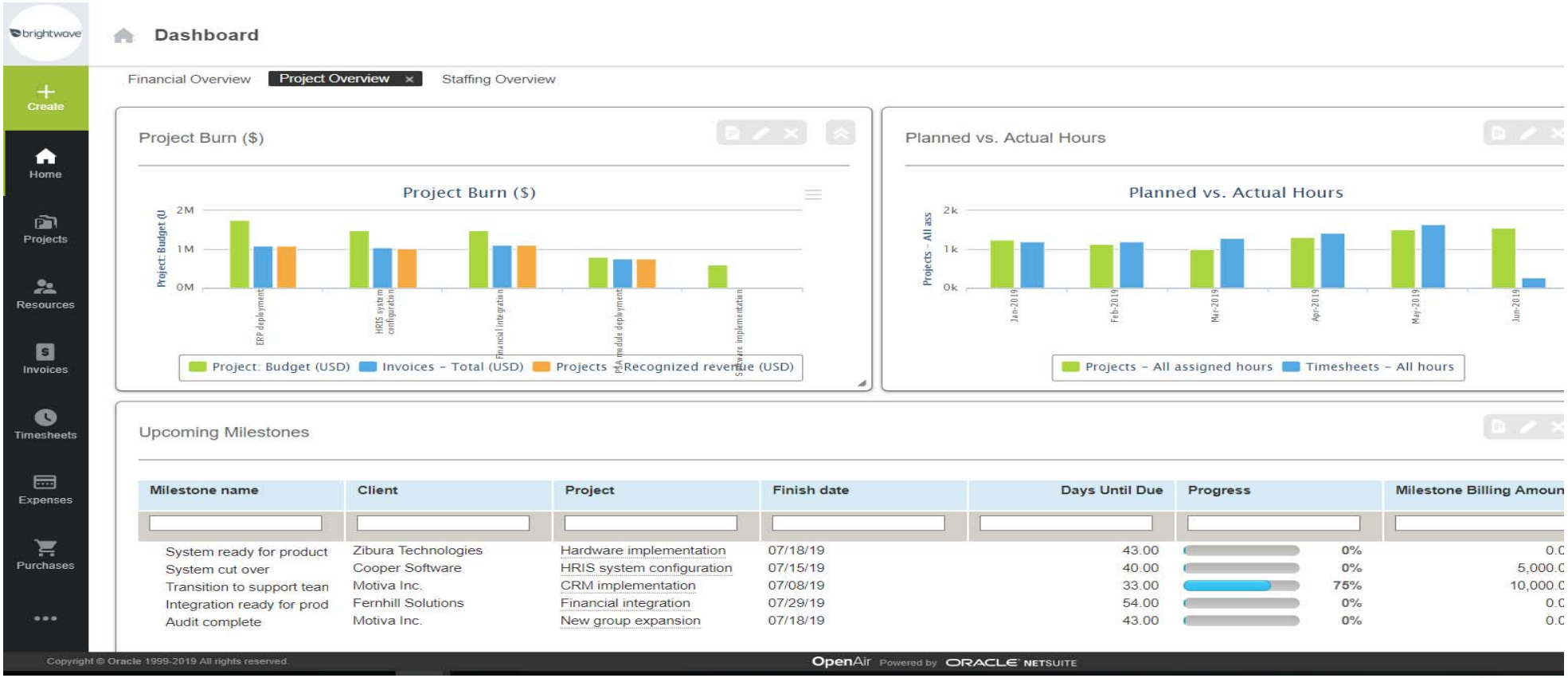
Sample OpenAir Dashboard



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What's the Difference…

NETSUITE SRP

- 2015 product release
- Limitations in skill tracking
- No resource request, comparison
- Limited budgeting & baselining
- Limited in margin & profit reporting
- No EAC, ETC, EVM metrics
- No PTO tracking (as part of SRP)
- Can submit on mobile
- No project stages
- Projects are on the Customer tab
- Limited forecasting

Under 50 users with very simple requirements

NETSUITE OpenAir

- Stand alone PSA platform
- 1998 initial product release
- Closed loop Resource Management request process
- Multiple resource views
- Strong project financials (billing and revenue recognition)
- Strong forecasting
- Detailed project WBS
- Enter, submit, approve on mobile
- Issue, risk tracking
- More reporting capabilities
- Prebuilt integration to NetSuite
- Unmatched customer base

Everything else

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SRP vs OpenAir customer profile

NETSUITE SRP

- **Best Supports < 50 users (resource management)**
- **Current NetSuite Financials Customer**
- **Simple projects**
- Revenue Recognition--% Complete
- Does NOT Require Time Off, Vacation or Unavailable Time Tracking
- Does not need Multiple Invoice Types
- Infrequent Project Plan Updates (Monthly)
- Needs Partners for Other Functionality Requirements

OpenAir

- **20-30,000+ users**
- **Pure services or complex projects**
- Multiple Services Based Revenue Recognition Requirements (% complete {hours, cost},fixed fee on date and milestone, incurred vs forecast, etc.)
- Requires Time Off, Vacation & Unavailable Time Tracking
- Requires Multiple Invoice Types
- Frequent Project Plan Updates (daily, weekly)
- Needs Risk, Action, Issue support

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Mavenlink PSA

- Mavenlink offers services and solutions for project management, resource planning, collaboration, and project accounting.
- Mavenlink combines the robust functionality of a Professional Services Automation solution with intuitive user-friendly project management. It was designed for professional services and is well suited for businesses looking for resource management, project management, and forecasting tools.
- Mavenlink's emphasis is on resource management and project management.
- Mavenlink offers support for resource management, time and expense tracking and management, planning, and reports and analytics. The centralized dashboard keeps users updated on the most recent activity and progress of each project.
- Mavenlink has a prebuilt NetSuite connector, however there are some limitations to the points of integration and all the tables and fields are not available via the API.

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Highlights of OpenAir, SRP and Mavenlink comparison matrix

Company	Oracle	Oracle	Mavenlink
Product	**NetSuite OpenAir**	**NetSuite SRP**	**Mavenlink**
Project Management			
multi-level WBS structure	(M)	(G)	(G)
Project templates	(M)	(E)	(M)
Task level assignments	(M)	(G)	(M)
Interactive gantt chart	(M)	N/A	(G)
Accounting			
Billing	(M)	(M)	(M)
Advanced Billing with multi-layered billing rules	(M)	(G)	(M)
Sales Tax/VAT	(M)	(M)	(G)
Multi-currency	(M)	(M)	(M)
customizable Invoice PDF's	(M)	(M)	(M)
Purchase Tracking	(M)	(M)	(E)
Requisitions	(M)	(M)	(N/A)
Markups on purchases and expenses	(M)	(M)	(G)
Invoice Credits	(M)	(M)	(N/A)
Invoice aging	(M)	(M)	(E)
Payment tracking	(M)	(M)	(G)
Revenue Recognition	(M)	(G)	(G)
Job Costing	(M)	(G)	(M)
Budgeting			
Hours Budget	(M)	(G)	(M)
Currency budget	(M)	(G)	(M)
Advanced budgeting (revenue, labor cost, expenses, purchases)	(M)	(G)	(M)
Resource Management			
calendars and work schedules	(M)	(G)	(M)
Resource Skill tracking	(M)	(E)	(M)
soft and hard resource allocation	(M)	(G)	(M)
Graphical UI resource allocation	(M)	(E)	(M)
Multiple user costs	(M)	N/A	(M)
Resource Demand request	(M)	N/A	(M)
Time and expense Tracking			
Timesheets	(M)	(M)	(M)

LEGEND

Mature (M)
Growth (G)
Emerging (E)
Third Party Solutions (Third Party)
Not available (N/A)

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Product	**NetSuite OpenAir**	**NetSuite SRP**	**Mavenlink**
Time and expense Tracking			
Timesheets	(M)	(M)	(M)
Configurable timesheet periods	(M)	N/A	(M)
Time tracker (start/stop time)	(M)	(G)	(M)
Expense reporting	(M)	(M)	(M)
Time off, Vacation, and PTO accruals tracking	(M)	(G) (Suite People)	(M)

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DEMO

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QUESTIONS AND ANSWERS

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