

Profitably Managing Customers and Resources with an Integrated Back Office

The next generation professional services organization is faced with a wide spectrum of business imperatives and challenges to ensure on-going success and profitability. Flexible technology solutions designed specifically for project-based organizations have aided best-in-class firms in establishing the optimal balance of maximizing customer satisfaction; running a streamlined operation; and constantly increasing the efficiency of services and internal processes.

Business Imperatives

Effectively Acquire Profitable Client Relationships

- Managing new business opportunities by having set quantitative and qualitative goals for customer acquisition, retention and penetration. Control your pricing and delivery quality by having standard pricing, project reviews and contracts.
- Maintaining and growing existing customer relationships which are profitable. Know who your top clients are and why they buy. Create a top client program to maintain your focus.

Cash is King – Manage Billing, Invoices and Receivables

- Solid financial measurements and controls are in place to ensure completeness and accuracy of time reporting and customer billing.
- Integrated processes between time entry, billing and expense management allows for faster invoicing and collections by ensuring clear, concise information that leaves no room for client confusion.
- Improve DSO by having a faster billing cycle through the use of batch invoicing.

Automate Processes and Controls for Increased Efficiency

- Simplified business processes for employees in areas of time entry and approvals, budget management, change requests and new project requests.
- Ensure compliance with policies and procedures through automated workflow and segregation of duties.
- Ensure financial measurements and controls are in place to ensure completeness and accuracy of time reporting

Solution Highlights

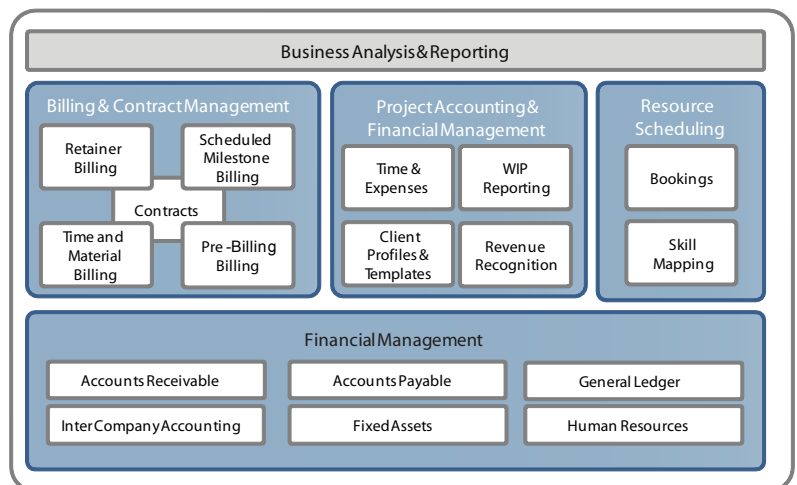
- ✓ Manage business effectively when you can quickly gather and analyze client- and project- related information.
- ✓ Improve cost and profitability management. View client, contract, budget and project management details to monitor progress and cost overruns.
- ✓ Enhance team productivity with an easy-to-user interface for performing critical tasks such as completing timesheets, expense reports and approval routing.
- ✓ Maintain tight control of processes through centralized management of project structures and accounting operations such as billing
- ✓ Integrated software offering to support project-based organizations

An Integrated Back Office

Ideaca has experience helping professional services organizations effectively manage business operations through a fully integrated solution based on Microsoft Dynamics AX.

Key capabilities provided by our solution include:

- Robust budget creation, revision and tracking
- Configurable client profiles and templates
- Web-based, workflow-enabled time and expense entry
- Adaptable revenue recognition and project billing rules



What can you expect?

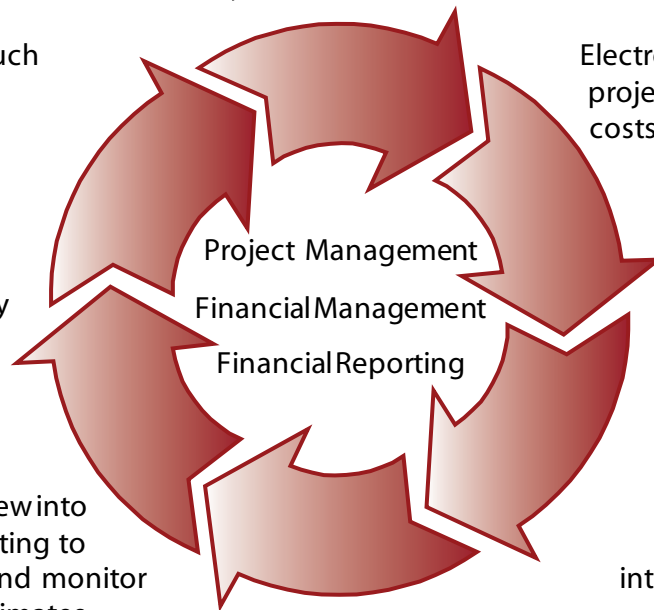
Achieve Benefits Across Project & Financial Management

Leading professional services organizations continually strive to optimize business efficiency and operations. The adoption of new technologies is effective in helping firms achieve benefits across the key pillars of project management, financial management and financial reporting.

Increase the Time Available for Billable Staff

- Simplify tasks such as remote time entry and approvals
- Provide visibility into accurate project information
- Provide 360° view into project accounting to control costs and monitor variations in estimates

Facilitate collaboration of project documentation and activity status to all stakeholders.



Reduce SG&A Costs

- Electronically track all project activities and costs for a single view of the project
- Reduce time spent on back-office tasks
- Reduce billing errors through integrated systems

Accommodate unique billing requirements

Accurate & timely information available

Improve Days Sales Outstanding (DSO)

How Can We Help You?

Our experienced team of consultants coupled with our solution accelerators and an integrated software offering from Microsoft are all critical components to minimize your risk, optimize your performance and reduce your total cost of ownership.

To learn more about Ideaca and our Professional Services Solution Offerings call **1-866-816-IDEA x5157**, or visit www.ideaca.com/proserv



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for Microsoft Dynamics

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