

Trexin Consulting

“From a management perspective, we’re very satisfied with the PSA tool which has enabled us to track our key metrics of top line revenue, gross margin, and utilization.”

Warren Golla, Managing Director, Co-founder

ABOUT

What we do – Trexin is a management and technology consulting firm specializing in the application of advanced technologies that drive business value. They focus on helping clients devise business strategies that capitalize on disruptive changes related to technological innovation, government regulation, organizational restructuring, and business-model shifts. Their expertise is aligned with the industries that they serve including healthcare, financial services, products & distribution, and new media / high tech. They have national US coverage with offices in Chicago, Minneapolis, New York, and San Francisco.

Company size – Small Business

Location – Chicago, United States

Products in use – FinancialForce SRP (Services Resources Planning; FinancialForce Accounting & PSA)

Industry – Professional Services

Previous system – Microsoft Excel & Quickbooks

BUSINESS ISSUES

- Entering timecards manually into spreadsheets was a cumbersome and time consuming process and often resulted in errors
- Gross margin on projects was measured via a multi-step process using Quickbooks and exports to Excel spreadsheets. This process involved many emails throughout the organization
- Making decisions based on incorrect data due to having no visibility into utilization and project revenues
- No control over input and accuracy of timecards in Sharepoint



PROJECT RESULTS

- Utilization metrics by level highlights areas of the business that are under-utilized. Decisions can be made accordingly e.g. if utilization is high, can hold out for a higher price
- Leveraging workflows and validation rules has encouraged compliance with entering accurate timecards
- Payroll process reduced from 8 hours to 2 hours
- Posting expense reports down from 8 hours to 2 hours
- Despite revenue doubling from roughly \$10m to \$20m per year, the size of the operations team has remained the same
- Visibility into time spent on projects versus bench time gives insight into most profitable accounts and where attention/investment should be focused
- Dashboards and reports provide real-time metrics
- All project data consolidated and held in Salesforce creates greater efficiency
- Ability to see who is or isn't utilized once resources are scheduled. This is a dramatic improvement from the prior solution
- Costs are now allocated to projects and the accounts they belong to, affecting gross margins. This impacts sales commissions and has led to a change in employee behavior
- Project Managers now have autonomy to approve expense reports related to their projects which has saved administration time. This includes visibility into expenses which they previously did not have

IMPLEMENTATION EXPERIENCES

Trexin's SRP was implemented by Icon Technology Consulting, a FinancialForce.com authorized service provider. Icon adopted FinancialForce PSA themselves to ease and speed the timecard and expense, and have successfully implemented PS Organizations ranging from 15 to 600+ consultants. From this experience they have developed a PSA Best Practice Approach – a configuration and training package which provides the foundation for rapid PSA adoption, enhanced collaboration and control of project delivery, and visibility of project metrics and organizational KPIs.

“Icon did a good job of implementing the application. We’re looking forward to re-engaging with FinancialForce.com directly to help optimize our usage of the product.”

Warren Golla, Managing Director, Co-founder, Trexin

“We greatly enjoyed working with the Trexin team to implement PSA and enable their unique business processes. As a solution on the Salesforce platform, PSA provides unmatched flexibility for us and our customers to support our existing Project Delivery Processes and adopt additional PS Best Practices.”

Patrick Cherniawski, Vice President, Icon