

# Why Do Professional Services Organizations Choose KeyedIn Projects for PSA?



The complete integration of KeyedIn, your CRM and your ERP can deliver a:

- 3-4% improvement in billable utilization rates
- 10-point increase in Net Promoter Scores
- 10-15% increase in average client spend
- 25% reduction in project administration time

## Best-in-Class Solution Architecture



**CRM**

### CRM

Leads  
Accounts  
Opportunities  
Pipeline  
Sales Forecasting  
Marketing  
Commerce

### KeyedIn

Capture and Evaluate Demand  
Project Creation  
Project Development  
Execute Projects  
Project Cost Management  
Project Budgeting  
Project Collaboration  
Capacity Planning  
Resource Management  
Inventory of Resources  
Capture Status  
Reporting  
Analytics  
Dashboards

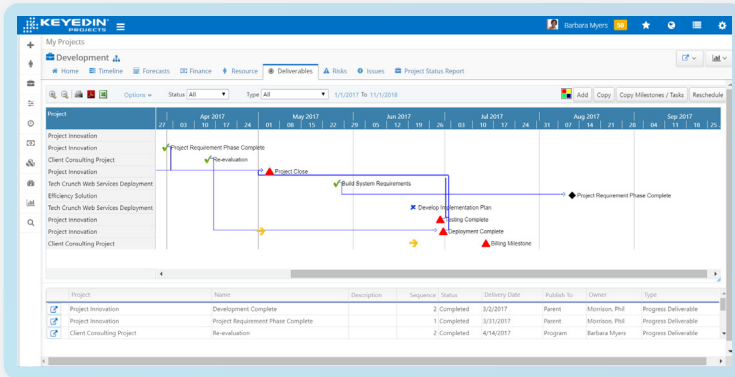
**ERP**

### ERP

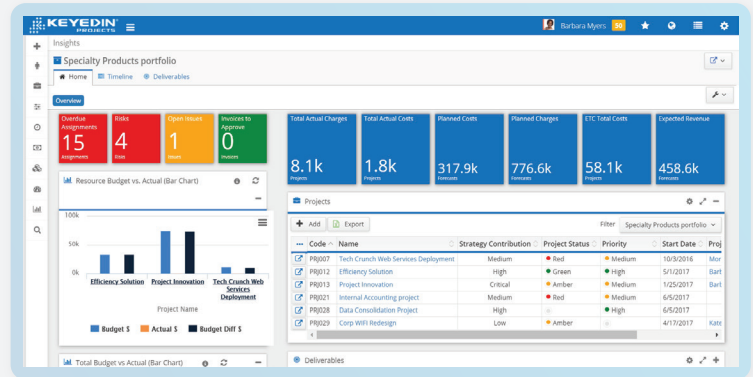
Multi-entity  
Financial Reporting  
Consolidations  
Multi-currency  
Project Accounting  
Labor Costing  
B vs A  
Profitability  
Operational Insights  
Revenue Recognition  
Services Invoicing (FF, T&M)  
Accounts Receivable  
Purchasing/Accounts Payable  
Fixed Assets  
Prepaid Expenses  
General Ledger  
Budgeting/Forecasting

# How KeyedIn Works

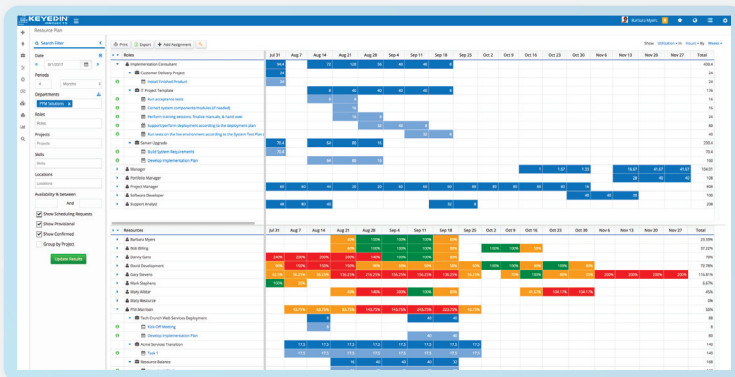
Working in concert with your CRM and ERP, KeyedIn Projects allows you to fully automate every aspect of project delivery: from forecasting your demand for resources across your pipeline and existing projects to accurately billing completed work. KeyedIn Projects will keep your entire team focused on driving improved utilization, profitability and productivity.



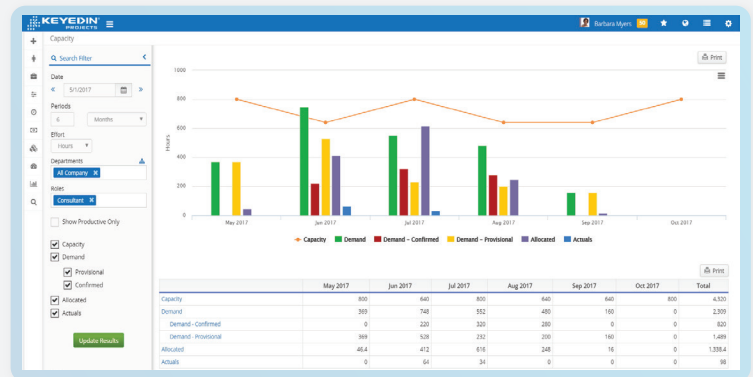
PROJECT PLANNING



PORTFOLIO MANAGEMENT



RESOURCE MANAGEMENT



CAPACITY PLANNING



"We can centrally manage our full project lifecycle across all our professional services projects, both internally and client facing."

**TODD WHALEY**  
Director of Professional Services



"One of the big selling points was the ability to accurately forecast our PS business; and from our perspective, those forecasts have really improved."

**CHRIS RYBA**  
VP of Professional Services



"Improved resource management has driven better efficiency across our organization."

**DAVE SANDERS**  
VP of Operations and Reporting