

A single source of certainty with Certinia

The platform for services business

When the world transforms, the resilient stand strong

In the best of economic times, managing a services business brings a multitude of challenges. But when the good times end, and a persistent inflationary environment combines with global uncertainty, those business challenges are magnified.

Amid such uncertainty, how can your services business continue to survive, and even thrive? How can you demonstrate the resilience to innovate while also delivering an exceptional customer experience? **The answer is consolidation.** When you consolidate both your business applications and the customer data generated by those applications, you ensure that all facets of your business are unified and running at peak efficiency.

Deliver business certainty with a single source of truth

Consolidating to a single digital platform acts as an enabler for every modern business and underpins a truly customer-centric enterprise. It offers one technology environment to manage the entire operation to seamlessly deliver critical business attributes such as unified customer data, lower cost of ownership, and better reporting.

At Certinia, we offer a complete and connected services delivery platform that does just that. Purpose-built to unite your business on a single platform and put customers at the center, our solutions empower you to run your business in a connected manner, bring certainty to your decision making, and achieve enterprise agility.

Here is how we help you stand strong in unsteady times and run your business with certainty

Data: unified & shared

Certinia solutions create a common shared source of data for the whole enterprise. Based on a shared customer record that spans both front and back-office applications, Certinia applications help you deliver seamless business processes, maintain a single source of truth, and provide a 360° view of the business. Everyone is on the same page, operating from the same set of numbers, simplifying scenario planning and improving predictability. It's this data that brings certainty to your business.

Technology: single platform

Certinia empowers you to consolidate to a single platform, which lowers cost of ownership compared to multiple legacy systems. It also facilitates time for development innovation rather than system maintenance and the “test-break-fix” cycle of integrations as new applications are added, and current applications are updated. Precious IT resources can be directed toward improving business agility and resilience, rather than operating reactively to changing business conditions.

Reporting: comprehensive & certain

Certinia is built on a technology platform designed from the ground up around a unified customer record that brings sales, marketing, operational, and financial information together for real-time reporting, advanced analytics, and more informed business decisions. Critical metrics to services-based businesses such as Customer Acquisition Cost (CAC) and Customer Lifetime Value (CLV), along with customer behavior and organizational activities that reduce churn and increase margins, can be easily, accurately, and consistently calculated.

Certinia solution overview

Certinia applications work seamlessly together to help you bring excellence across the entire customer journey and deliver services as a business.

Professional Services Cloud

Opportunity Management

Services Estimator

Resource Management

Skills Management

Customer Collaboration

Customer Engagement

Time & Expense Management

Project Management

Multi-Revenue Billing

Financial Management Cloud

Accounts Receivable & Payables

General Ledger

Multi-Revenue Billing Revenue

Management Procurement

Order & Inventory Management

Fixed Assets

Customer Success Cloud

Customer Success

Customer Engagement

As we scaled and new teams were formed, it was important that we were all working from one source of truth. ”

Adam Hay

Senior Operations Director, Jellyfish



What are you waiting for?

Certinia elevates business growth with a solution purpose-built for services businesses, spanning services delivery, finance, and customer success. Native to the leading cloud platform, Salesforce, Certinia enables organizations to run a connected business, deliver with intelligence, and achieve scalable agility.

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