

certinia

Success stories

Winning the resource management game



Growing companies are the quintessential definition of change. Whether you are targeting new geographies or embracing new and innovative business models, you need a business system that can scale with your ambitions. Spreadsheets may have worked in the past, but today, siloed databases only slow you down, compromising your ability to achieve strategic objectives.

Certinia's customer-centric business applications are different. Designed for growing and enterprise-level

services businesses, these Salesforce-native solutions provide you with the agility to scale efficiently. Whether you are managing thousands of projects, employees, or customers, you'll get a 360° view of your business that enables you to deliver business certainty.

Read on and learn how we helped two APAC-based companies elevate their resource management capabilities.



Research Services

Port Melbourne, Australia

NTRO, a long-standing transport research organisation, struggled with outdated, on-premise finance software that could not keep up with its evolving needs. The incomplete and delayed data hindered leaders from making informed decisions about projects and the overall business.

To overcome these challenges, NTRO collaborated with Exceleris Consulting, a Certinia partner, to implement a **game-changing platform powered by Salesforce, Certinia ERP, and PS Cloud**. Now, everyone works from a **single platform**, simplifying processes. The team could also easily track forecasted versus actual costs and project timelines, enabling them to adjust plans and understand financial impacts more effectively.

As a result of adopting Certinia's best practices, NTRO has dramatically improved the way it operates. Reports can be generated quickly, financial data is now more comprehensive and easier to analyse, reducing the time needed to share monthly financials with executives from **eight weeks to under one week**.

100%

staff using in 2 weeks

50%

improvement in data accuracy

80%

hours saved on generating reports

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Our commitment to finding the right solution paid off. We are now running a connected business and delivering our services with newfound data intelligence from our Certinia/Salesforce platform.

Matthew Bereni

National Director Strategy & Innovation,
National Transport
Research Organisation (NTRO)

PROXIMITY

Professional Services

Canberra, Australia

Proximity, a tech consulting firm, is achieving a remarkable ~30% revenue growth year over year. The bad news? Their reliance on SharePoint was no longer adequate for managing the increasing number of projects and resources. Moreover, a disconnected finance process had led to manual data transfers, which were time-consuming and prone to errors.

Proximity chose **Certinia ERP** and **Professional Services (PS) Cloud**, which provided the scale, functionality, and connectivity they needed. The client engagement team can now rely on a system that supports all their project needs, with **real-time access** for project managers to track status and financials. Consultants can easily log time and expenses, even via mobile, and the finance team benefits from seamless integration for quick invoicing.

As a result, Proximity can **proactively manage** its projects and resources, **mapping resource requests** to available consultants with the right skills. The entire team is now empowered to look beyond historical data, allowing them to **forecast trends** and **identify growth opportunities**.

24/7
real-time visibility

80%
increase in projects

75%
reduction in
invoicing time

“

The combination of Salesforce and Certinia gives us everything we need for managing our customer relationships, projects, and accounting. This end-to-end solution is just what our business needs to continue on its growth path.

Daniel Cox
Group Manager - Technology,
Proximity

Will you be the next Certinia success story?

Managing a growing company is a challenging task, and it will only get tougher as operations scale up. You deserve a business system that delivers unprecedented visibility into customers, operations, and finance—all on a single, connected Salesforce-native platform.

[Get in touch with us](#) to kickstart your own success story, or [learn more](#) about our other business transformations.

TALK TO OUR EXPERTS • ←

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