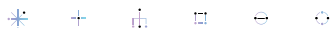


# certinia



## Services Analytics

Run a more predictable and efficient business, tackle your most pressing challenges with confidence, and exceed customer expectations — using the embedded analytics in Certinia Professional Services Automation (PSA), powered by Salesforce CRM Analytics.

### Making decisions for your services business with certainty

Your business has captured more structured and unstructured data about your customer and financial trends than any human, spreadsheet, or traditional analytics tool can process. Turn that valuable data into actionable insights and make critical decisions based on specific scenarios and patterns of behavior—Use pre-built dashboards and fine-tuned data to keep your operations running lean, consistent, and predictive, all centered around your customer needs.



“Certinia gives us newfound visibility into how we’re performing and the ability to share actionable insights.”

Marshall King, Senior Vice President, IT Solutions, JLL



## Data-driven decisions

Optimize your resource planning efforts and enhance project profitability. Use prebuilt dashboards and datasets with hierarchies built-in across billings, backlog, utilization, and KPIs.

## Billings forecast

Get unmatched visibility into every dollar recognized and dollar planned, and make critical decisions in an informed and predictable manner. View your forecast at any point throughout the quarter or year and know you have the most up to date actuals and assignments.

## Smart capacity planning

Better understand all aspects of a resource schedule — project time, PTO, non-billable time, backlog — to better predict needs and optimize staffing, based on roles or skills. Automate once manual processes and make it easier to increase both your utilization and billing rates.

## Backlog visibility

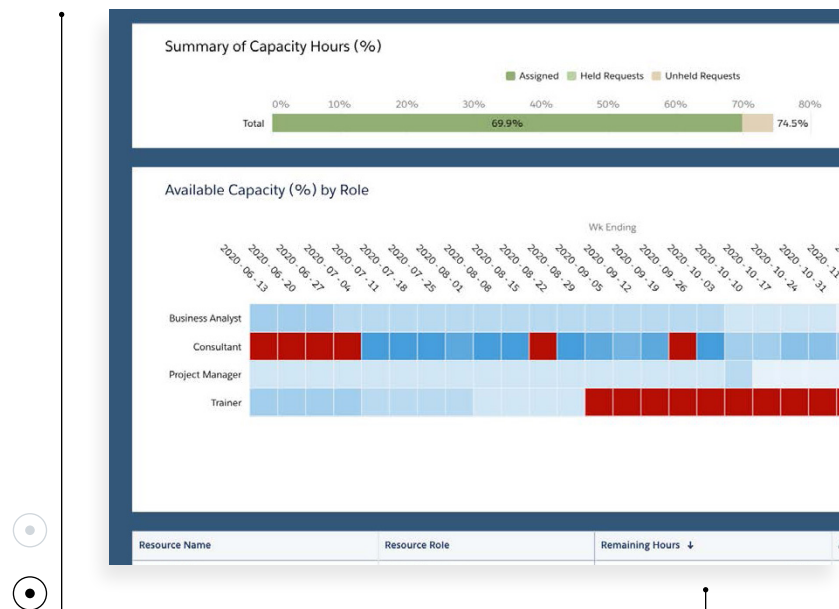
Build staffing models geared to drive higher margins, quicker delivery, and customer satisfaction. Personalize dashboards to suit your needs with multiple perspectives by customer, region, practices, and groups, with visibility ranging from a single project to your entire portfolio.

## Milestone management

Surface and manage KPIs to help fuel your business growth and better manage the health of your business. Use a scenario-based approach to ensure critical milestones and the impact on business is always tracked, applying the right delivery curves and weighting system for true outcomes.

## Customer Insights

Leverage the predictive capabilities of the CRM Analytics platform to monitor and anticipate project performance. The Project Burnup view can be embedded at the individual project page, or into one of many role-based workspaces to help limit project overruns and warn that contracts may be exceeded, well before project completion.



Certinia elevates business growth through a complete Services-as-a-Business solution spanning services delivery, finance, and customer success. Native to the leading cloud platform, Salesforce, FinancialForce enables organizations to run a connected business, deliver with intelligence, and achieve scalable agility. Founded in 2009 and headquartered in San Francisco, FinancialForce is backed by Advent International, Salesforce Ventures, and Technology Crossover Ventures. For more information, visit [www.Certinia.com](http://www.Certinia.com).

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