



certinia

SUCCESS STORIES

Delivering business certainty with a single source of truth

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, they only complicate decision-making and compromise 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 are specifically designed to align disparate databases under one connected source of truth. 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 US-based companies increase utilization, boost productivity, reduce revenue leakage, automate billing, and enhance customer satisfaction.

1

source of project truth

50%

faster invoicing

>50%

faster month-end close

“

With Certinia solutions, we can ensure all consulting-related information seamlessly flows from sales to services to invoicing, paving the way for our continued growth. We now have one source of truth, faster invoicing and faster month-end closes.

Monica Engelhardt
CFO, ClearSulting



Software Development

Cleveland, Ohio, USA

In just six years, ClearSulting grew from three to nearly 200 people, determined to keep that momentum. But manual processes and disconnected systems were holding them back. Project proposals were slow and hard to track, while closing monthly financials meant tedious data aggregation across subsidiaries and systems.

ClearSulting found an end-to-end solution with **Certinia Professional Services (PS) Cloud, ERP Cloud,** and **Services CPQ**, all built on the Salesforce Platform. Consultants now submit timesheets and expense reports effortlessly, with data flowing smoothly into finance. Sales teams can estimate projects directly within the sales-to-service flow, rather than relying on spreadsheets.

Efficiencies soared. ClearSulting's billing cycle is now six days shorter, driving **faster revenue recognition** and **improved cash flow**. The finance team can recognize revenue with a single click and has reduced timing to get month-end financial results by more than 50%, from 12 days to five.

24

currencies across
40+ countries in a single view

10x

increase in projects
managed simultaneously

96%

automated, controlled cash,
flow process



Software

Mountain View, CA, USA

Elastic, a provider of real-time, scalable enterprise search, observability, and security solutions, had been expanding quickly. With consultants often juggling multiple customers, Elastic needed a way to efficiently match consultants to projects and track customer engagements, timelines, and revenue.

Elastic chose **Certinia Professional Services (PS) Cloud** because it has Salesforce at its heart, which is central to the company's business. This allows Elastic to gain real-time insights into business performance and growth across different markets, verticals, and customers.

The Salesforce-native integration gave Elastic a centralized view of customer data, enabling faster, more **effective resource coordination**. The management team can now easily segment services by geography and select the best skill sets to meet each customer's unique needs.



It is important for us as a growing business to have Certinia. There are plenty of applications we've outgrown but Certinia continues to be the backbone of our services.

Thom O'Connor
VP of Services, Elastic

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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