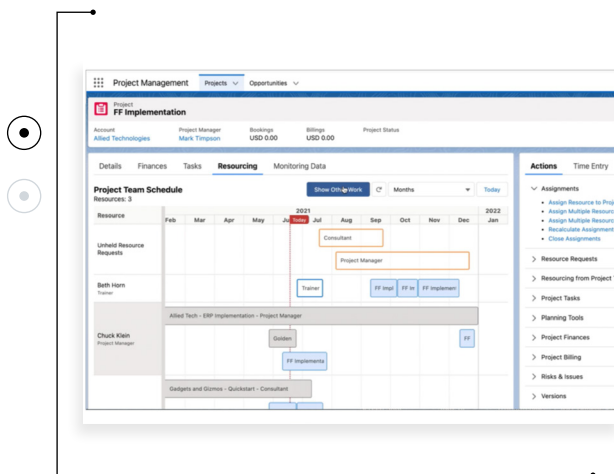


certinia



Advanced Resource Management

Create more efficient staffing processes, stronger project teams, and higher customer and employee satisfaction with Advanced Resource Management from Certinia.



Bringing innovation to project staffing

Advanced Resource Management unlocks the power of your greatest asset, your people. By starting from the customer need (i.e. demand side) identified in early stage opportunities and optimizing across resource capabilities (i.e. supply side), this solution optimizes the staffing process for resource managers and provides an innovative experience for employees. The cumulative impact is a more efficient staffing process, stronger project teams, maximized margin and higher customer and employee satisfaction.

**Match capacity
to demand**

**Focus on skill
development**

**Make decisions
with certainty**

A customer-centric approach

Never lose sight of the outcomes you are helping your customers achieve. Certinia takes a customer-centric approach to resource management and initiates the resourcing process early in the customer journey. This unlocks more complete resource requests, allows for predictable supply and demand management, and tightens the handoff from sales to delivery--all driving an innovative and seamless customer experience.

Resource optimization

Whether it is finding the perfect person for a single role, or optimizing assignments across multiple requests, Certinia provides an automated and configurable approach to searching for and best-fit ranking resources based on key staffing criteria. This allows resource managers to generate optimized staffing plans and build stronger project teams.

Skill and experience management

Your employees' skills and experiences are what drive value for your organization, but if visibility into those skills is lacking, key opportunities will be missed. Certinia offers a robust set of skill, experience, and certification capabilities that surface work experience and unique abilities in the resource management process.

Employee empowerment

Resource Management should be a collaborative activity. Empower your employees and team members to take a more central role by identifying skill aspirations and expressing interest in work that is motivating to them. Certinia even helps your team members keep their skills up-to-date based on previous assignments through Next Best Action reminders. This gives employees more influence over the scheduling process and helps them chart the advancement of their own careers.



Utilization management

Achieve your resource utilization targets this quarter and every quarter. With real-time visibility into utilization performance and a clear understanding of who is over or under utilized, Certinia surfaces actionable information to make high-impact decisions. From balancing demand across resources to identifying training and hiring opportunities, you'll have the information you need to drive results.

Resource & staffing analytics

Headcount planning, revenue forecasting, and strategic capacity selling all become real-time activities. Certinia provides comprehensive "out-of-the-box" dashboards that offer dynamic capabilities that allow you to see both the forest and the trees. Get a quick, high-level view by region, practice or group and instantly drill into details where needed.

Taking the next step

For more information about how Certinia can transform your resource management process, please:

- Call 1-866-743-2220, or
- Visit Certinia.com

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, Certinia enables organizations to run a connected business, deliver with intelligence, and achieve scalable agility. Founded in 2009 and headquartered in San Jose, Certinia is backed by Advent International, Salesforce Ventures, and Technology Crossover Ventures. For more information, visit www.Certinia.com.

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