

# 2007 PSA End-User Survey

## Report Abstract — February, 2007

Service Performance Insight conducted an independent survey of 80-plus professional services organizations, members of PSVillage, an industry-leading collaborative portal for professional services organizations.

This report looked at business solutions that answer key concerns professional services executives have:

- Δ Does our sales force sell our most profitable services?
- Δ Do we have the right staffing to complete our work on time and on budget?
- Δ Are we collecting for all the work we do?
- Δ Does our application infrastructure provide the visibility into our people, processes and capital that will enable us to succeed in a competitive marketplace?

Professional Services Automation (PSA) is the underlying business process infrastructure providing a structured and standardized approach to the services delivery lifecycle. PSA enables executives to examine every detail of their business processes and potentially improve or eliminate the way in which people work. The benefits uncovered in this survey show that PSA can easily pay for itself within one year — significantly improving margins.

“Professional services organization executives must improve every aspect of their business to succeed against a backdrop of increased global competition, changing business models, workforce attrition, enhanced regulatory compliance and more demanding clients” states R. David Hofferberth, P.E., Managing Director of Service Performance Insight and the principal author of this report.

The Services delivery lifecycle is under an economic microscope today, with client organizations demanding solid returns on investment. This trend impacts the need for and use of information within professional services organizations. Leading professional services organizations are turning to PSA solutions to improve both visibility of operations and transparency of transactions.

