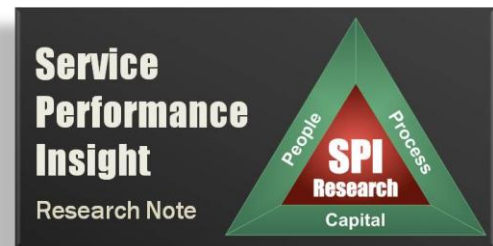


# Deltek Insight 2010

Washington DC, USA  
May 17-21



## Welcome Home Deltek

### **DELTEK INSIGHT 2010 MOVES BACK TO ITS HOME TURF TO ENABLE GREATER COLLABORATION WITH ITS RAPIDLY GROWING CUSTOMER BASE**

#### Introduction

You really can go home again. Deltek Insight 2010 proved to be an impressive venue for the 3,000-plus conference attendees, as it enabled a greater number of local Deltek specialists to attend the event given the conference's close proximity to the company's Herndon, VA Headquarters. The information and training was well-received, as customers had more one-on-one time with the Deltek experts than ever before.

SPI Research paid particular attention to the densely-packed sessions for Deltek Vision, the company's comprehensive business solution for the professional services sector. Vision has definitely increased its presence at both Insight conferences over the past few years, mirroring its popularity in the marketplace.

During the show, the vendor also began discussing alternative delivery models for its software (including potential Software-as-a-Service (SaaS) offerings), which SPI Research expects to be rolled out over the next year.

Speaking to over 3,000 attendees of purely project-driven organizations across the government contracting and professional services industries, Deltek again showed its market leadership in these fast-growing sectors.

#### **Deltek Vision: Steady Growth and a Dedicated Customer Base**

While there was not a major release of Deltek Vision offered during Insight 2010, the company did announce a number of interesting features

that improve workforce productivity at all levels. These additional enhancements build on last year's introduction of Vision 6.0, which marked Vision's transition to the latest Microsoft platform. Deltek must continue on its path of one major release every 1-2 years to maintain a leadership position, and while at Insight, Deltek announced their next major release which is scheduled to come out in 2011.

The following sections show some of the announcements the vendor has made, which show its continued commitment to both improve organizational productivity and reduce IT cost.

#### **Vision Connect for Microsoft Outlook: Let people work the way they want**

There have been ways for enterprise applications to integrate with Microsoft Outlook in the past, but usually these types of integrations have been somewhat "kludgy" and offered minimal benefit to Professional Services Organizations (PSOs). Deltek now offers workers a truly seamless integration between CRM and Outlook, which allows for better movement of data between the two solutions. Users can now access Vision CRM data directly from Microsoft Outlook without the need for cut-and-paste operations, assuring accuracy and reducing input time. By enabling personnel to manage the Deltek Vision records directly in Outlook, user adoption of Deltek Vision CRM can expand significantly within organizations that rely on both solutions.

## Applications by the Drink

SPI Research found it interesting that Deltek announced the offering of alternative delivery models for several of its software products for both government contractors and professional services firms. Deltek talked the most about an offering that it is calling a “term license.” For lack of a better description, a term license is a way for its customers to rent software for a defined time period, thereby offering flexibility in how long an application is used that can be adjusted as a firm’s workforce changes. This method is potentially much more preferable for segments of Deltek’s user community, as a company can now actually pay for what it uses, rather than paying for functionality only used by a subset of people.

Initially, the company will offer alternative delivery models for applications such as Vision Connect for Microsoft Outlook for its professional services customer base, and Budgeting and Planning, Mobile Time, and Costpoint CRM for its government contracting customer base.

## Deltek’s Overseas Market Grows Rapidly

The company is currently in growth mode, as year-over-year performance has improved significantly. Despite the overall market slowdown in 2009, 2010 poses to be an excellent year for the ISV, as it is rapidly increasing its new customer base.

## Focus on Brand Development

In the Architecture and Engineering (A&E) and government contracting markets, Deltek is king. The company has a strong reputation and is a

company that virtually every executive involved in information technology decisions knows and respects. The admiration is especially true for organizations that must deal with extremely detailed and stringent government contractor regulations.

Deltek’s real opportunity is building name recognition outside of the A&E market. The company has doubled its efforts in this area, despite 2009’s sluggish economy. However, to win in this marketplace the company must do more to show market leadership. SPI Research sees this happening, as the company has provided industry thought leadership in the research of the professional services industry, and SPI Research expects more to come. As Deltek broadens its messaging efforts, more and more project- and services-driven organizations will consider Deltek going forward.

## Conclusions

Deltek continues to show market leadership in the development of business applications for the mid-to-large professional services market and the government contracting industry. The vendor’s commitment to improving visibility, productivity and accuracy within professional services firms and government contractors is unparalleled in the market today.

SPI Research continues to be impressed with Deltek’s commitment to project- and services-driven organizations in each of its chosen markets. Future Deltek Insight conferences will no-doubt build upon the success of the past year, and keeping the conference close to home definitely helped get its message out.

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Service Performance Insight (SPI Research) is a globally-focused research and consulting firm specializing in business improvement and transformation for service oriented firms. SPI uses its industry standard Professional Services Maturity Model to help service organizations assess and prioritize their service improvement and transformation plans.

The firm closely follows professional services organizations (PSOs), independent software vendors (ISVs) and other technology providers, analyzing how organizations best use technology to make their people more productive and profitable. SPI Research pays particular attention to the integration of the three key assets of a PSO: its people, (business) processes and capital, and how technology can help optimize their use.

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