

Transform Your Services Business with OpenAir

Industry Leading Professional Services
Automation (PSA) and Services Resources
Planning (SRP) Solutions



OpenAir is a modular-based, Software as a Service (SaaS) solution designed to manage the entire process of professional services.



From planning and resource allocation right through to client billing and revenue recognition every process is managed within a single application, ensuring real-time and accurate information.

WHO USES OPENAIR?

NetSuite OpenAir fits a broad range of clients, both in terms of industry and size and currently holds the largest share of the PSA (Professional Services Automation) market with 32%.

Whilst clients such as Siemens, Software AG and Lloyds Register use OpenAir, typically the application is used by small to mid-sized companies, that have outgrown their current applications and are looking for a flexible solution that will easily scale as the business continues to grow.

A key factor in OpenAir's appeal is the fact that OpenAir is a subscription-based service which can be up and running very quickly with minimal upfront investment.

"OpenAir met and exceeded our expectations: bottom line cash flow benefits, process automation, and performance metrics all add up to a fast ROI"

John Carr
Vice President of Operations

DRIVING PROFITABILITY ACROSS INDUSTRIES

No matter what industry you are in, professional services is a growing business and an increasingly elusive one to manage and track. The bulk of your services professionals are often on site at client offices or on the road, so your organisation has a lot of moving parts. Without up-to-date information, it's hard to know who's truly busy and who has time on their hands, especially if your services professionals work in different locations.



With OpenAir any project-based business can gain real-time visibility into resource utilisation, project status and finances.

Managing projects on time and on budget is also a challenge, particularly if you rely on manual tracking and billing applications to run them. Manual processes not only bog down your services staff with administrative tasks—when they should be spending time with clients—but information becomes stale and you end up making decisions based on old data, or on your gut. More than ever, time is money these days. In an increasingly competitive global services economy, you need ways to maximize billable hours and plug up revenue leaks

REDEFINING EFFICIENCY

From software companies to international consulting firms, OpenAir helps professional services organizations work more efficiently and more profitably. We understand the pressures you grapple with every day—from worrying about whether you are charging the right amount for a project to how best to staff it. Since professional services are a significant contributor to your bottom line, efficient project and resource management can make the difference between being in the black and being in the red.

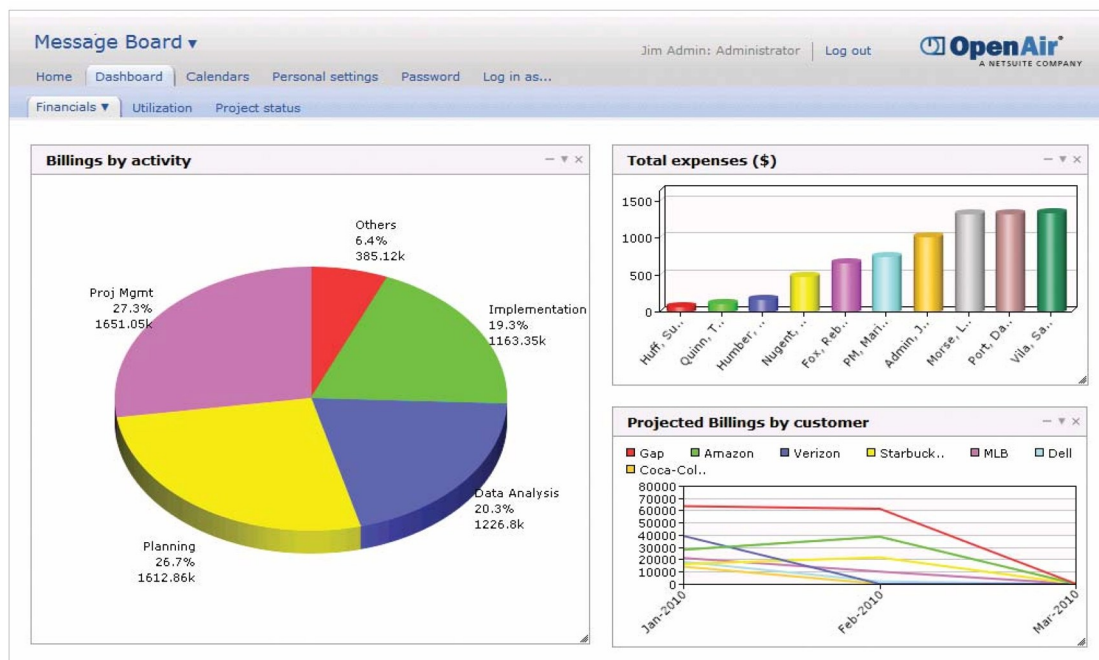


Access through our secure cloud means no costly hardware and software requirements and a worry-free high ROI solution for you.

KEY BENEFITS OF OPENAIR

- **Visibility.** With a 24/7, 360° view of who's working on what and the state of your projects, OpenAir lets you make smart decisions based on timely data. Our dashboard capabilities help flag project overages, forecast based on historical data, assign the right people, and take control of projects and resources.
- **Efficiency.** From project scoping through completion, OpenAir's automated technology streamlines end-to-end workflow and eliminates manual errors and data re-entry. This means you can do more in less time with fewer people.
- **Optimization.** Take resource planning to a new level by assigning staff based on skill sets, capacity, and experience. OpenAir lets you effectively staff your projects to deliver high-quality, high-margin projects every time, often paying for itself within the first year
- **Flexibility.** Being in the cloud means there's no software to buy, install, or maintain. OpenAir is highly customizable, scalable, and open, so it is compatible with your current solutions and can be tailored to handle your unique needs.
- **Global.** OpenAir automatically does real-time foreign currency conversions for you, so you don't have to worry about exchange rates. OpenAir also determines availability and skill set from a global resources pool so you can make effective resourcing decisions on the fly.

- **Collaboration.** With one data repository, OpenAir lets your staff efficiently capture and share the latest documents and project updates throughout the lifecycle of a project. This ensures that everyone stays in the loop and has the latest information.
- **Financials.** OpenAir's centralized billing automatically links to invoicing to ensure there are no billing delays. Our reporting tool helps with accurate forecasting, so you can anticipate resource needs and make decisions with confidence.



OpenAir's configurable dashboards provide **key performance indicators** for valuable insight into your business' critical metrics in an easy to decipher, graphical format

KEY INDUSTRIES

- **Software & Hardware Companies.** From blue chip product technology companies to start-ups, OpenAir helps software and hardware companies' professional services work more efficiently.
- **Professional Services.** Law firms, architectural companies, medical practices, accounting firms, personnel agencies, and other services organizations automate their processes with OpenAir.
- **Consulting Services.** From international consulting companies to healthcare, financial services, and management consulting firms, OpenAir maximizes utilization rates and cash flow.
- **IT Services.** IT consulting firms that install, code, troubleshoot, resell, and maintain technology benefit from OpenAir by more effectively managing resources and increasing profitability.

SERVICES RESOURCE PLANNING (SRP) FOR YOUR ENTERPRISE

With teams of people in disparate offices, many professional services organizations today operate across multiple languages, currencies, and time zones.

As a result of this global expansion, enterprises like yours spend valuable time profitably deploying hundreds of service professionals around the world. Without an SRP solution, forecasts are based on best guesses instead of on true metrics. Revenue leaks result from delayed invoicing and underutilized employees. Cash flow is impeded by manual errors in converting foreign currencies and billable services professionals get bogged down by Sarbanes-Oxley compliance.

INCREASED VISIBILITY AND PROFITABILITY

While Professional Services Automation (PSA) solutions are the cost of entry for today's enterprises, only OpenAir's fully scalable solution grows with your organization and integrates with CRM and ERP software for a complete end-to-end Services Resource Planning (SRP) solution. OpenAir provides around-the-clock and around-the-world access to critical data that lets you make informed decisions on the spot.



OpenAir's cloud computing technology reduces overhead, streamlines processes around the world and often pays for itself in the first year.

BENEFITS OF OPENAIR

- **Efficiency.** OpenAir lets you eliminate double data entry across systems, reduce manual errors, and accelerate quote-to-cash and invoicing cycles by automating project workflows throughout your enterprise.
- **Visibility.** Get a big picture view of your entire business with OpenAir's 24x7 dashboard capabilities. From more accurate forecasting in your CRM to more efficient project and resource management to fully realized back-end financials in your ERP financial system, OpenAir gives you the visibility you need.
- **Flexibility.** OpenAir is vendor-agnostic so it seamlessly integrates with other solutions you may use. OpenAir Connect gives you a set of pre-built integrations for leading systems like Salesforce.com®, SAP®, Oracle®, PeopleSoft® and other ERP/CRM software. OpenAir also offers a cloud-based SRP solution with NetSuite, the only end-to-end SRP solution available today.
- **Security.** As the industry leader for the past decade, OpenAir is a low-risk/high-reward software solution in the cloud that is secure and private, and offers state-of-the-art data backup and protection.
- **Global.** OpenAir is multi-currency and multi-lingual, making it ideal for complex global enterprises that struggle with inaccuracies due to foreign currency conversions. It also minimizes human error by automating workflow processes, including Sarbanes-Oxley compliance.

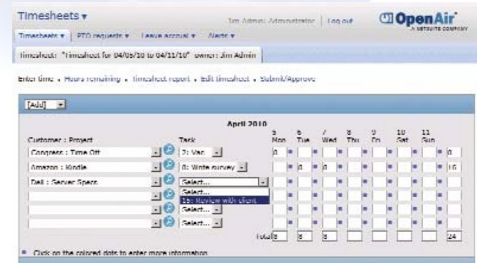
CUSTOMIZE YOUR SOLUTION

Depending on the size, industry, and needs of your organization, OpenAir allows you to create the PSA/SRP solution that best fits your business needs from the following modules.

FEATURE-RICH MODULES

Timesheets

Increase accuracy and accountability with our easy-to-use, detailed time entry system. Track time at the project and task level, and identify billable versus non-billable hours. Integrate time tracking with Project Management to enable real-time updating of project status and results against key deliverables.



Expenses

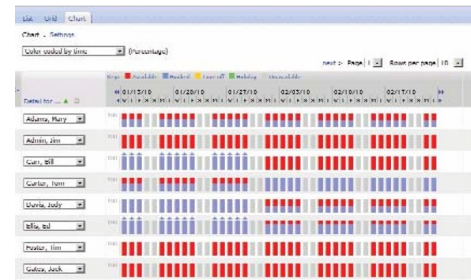
Automate and streamline expense reporting, submission, approval, and invoicing processes. Track and submit project expenses anytime/anywhere (even from your iPhone or BlackBerry) for rapid reimbursement and client billing. Stay connected to OpenAir mobile when you're on the road with offline access. Customize and automate the approval process and workflow by client and project.

Project Management

Efficiently manage projects with multiple billing options and changing budgets, tasks, and timelines, to increase profits and service quality. Immediately recognize revenue by tightly integrating with timesheets and expense reports. Save valuable time with standardized templates that eliminate the need to re-key data and reinvent the wheel.

Resource Management

Optimally deploy resources based on skills, interest, experience, and availability. View resource reports to determine staffing needs and improve employee utilization rates. Use robust utilization reporting, including capacity planning (FTE) forecasts and utilization by hierarchy (offices, line of business, etc.) to drive sound financial forecasts (billings, revenue, margin) off of staffing plans.



Reporting

Access real-time project status and financials whenever you need to with our dashboard capabilities. Generate up-to-date, detailed utilization reports, project status updates, and financial reports whenever you need them.

Invoices

Improve revenue recognition and cash flow management with integrated multi-currency invoicing. Customize billing and revenue recognition capabilities by customer or project. Employ flexible costing functionality that allows for true historical user costs and handles multiple currencies and international tax related issues.

Case Study

Cloud Computing ROI Is Sky-High For One SMB

Originally published for CIO Insight Blog

By Tony Kontzer

As the IT world waits for the various forms of cloud computing to really take hold in large enterprises, stories of small businesses doing amazing things with the cloud continue to pour in.

What's holding the large enterprises back? Fear of the unknown, i.e., an unwillingness to take on with perceived security risks.

M62 -- a British firm that helps some of the world's biggest companies strategize, develop and deliver sales presentations -- is one of the small businesses that has experienced real ROI with cloud computing.

Recently, I spoke with Nick Oulton, the company's CEO. Oulton, it just so happens, is a huge proponent of cloud computing, and his company runs just about everything in the cloud. "If it's not SaaS, we're not interested," he says.

M62 uses Salesforce.com for CRM and accounting and NetSuite's OpenAir for project management. Nuts-and-bolts phone and email communications run on a hosted IP telephony system and a subscription Microsoft Exchange service with an Outlook Web Access front end.

The firm has even developed its own signature slide-hosting service that lets clients easily find individual slides. The slide service uses a proprietary algorithm to re-assemble them into whatever presentation is needed.

The only IT asset M62 has kept in-house is its basic file-serving system, and even that is backed up using a cloud service.

Continued overleaf

"Our consultants have been vocal regarding the improvements they have seen with OpenAir. They have greater visibility within the system and can self service their information needs."

Jignesh Jain

*Vice President of Operations
Niteo Partners an NEC Company*

"Today OpenAir performs the work of two full-time employees at an employment cost of about \$150,000."

Eric Berridge

*CEO and Founder
Bluewolf Group*

Case Study
continued

Cloud Computing ROI Is Sky-High For One SMB
continued

Ask Oulton what the centerpiece of the company's cloud environment is, and he points to OpenAir, which he says is key to M62 being able to expand its business much faster than it has to increase staff.

The reason? Unlike the service M62 used previously, OpenAir is a task-oriented system that can, for instance, notify a project manager that a deadline might slip because someone on the team has to work temporarily on something else. This level of granular responsiveness has enabled Oulton's project managers to double their load of simultaneous projects to as many as 60.

The proof is in the results: when M62 started using OpenAir two years ago, it had a staff of 28 and revenue of about \$2.5 million. Revenue has since doubled, while the staff has only grown to 32.

M62 also is enjoying many of the typical cloud benefits. It's able to operate as a virtual global organization, with employees working from offices and homes in Liverpool, U.K., New York City, and Singapore. That allows it to operate across time zones, and enjoy a global recruiting base for a set of skills that are, as Oulton puts it, "bloody hard to find."

It also enables M62 to operate in a way that puts its large clients at ease. Oulton says any concerns clients have about working with a small company located in the U.K. dissipate as soon as they start to see how responsive M62 can be, thanks to its cloud environment.

But ultimately -- and this should resonate with large-enterprise CIOs out there -- the real value of the cloud for M62 is in the company's ability to easily accommodate major growth with minimal disruption to the business. Even if more staff is needed, they can be brought into the fold quickly and easily.

"The only way we're going to scale the business and be able to cope with the rapid growth I expect to experience in the next three to five years," says Oulton, "is to have a very flexible model and let people work from wherever they are."

In other words, without the cloud, M62 would be a nice little British company. With it, Oulton's team is a global presentation resource. Not a bad deal.

"OpenAir is a clear winner with robust functionality, intuitive user interface, and excellent support."

Alex Sefanov
Founder, President, and CEO
BioPharm Systems

THE OPENAIR ADVANTAGE

Research

Published in April 2010, by Service Performance Insight (SPI Research), this research measures the significant performance improvements that OpenAir brings to a service organisation, (including average 22% higher project margins and over 26% higher revenue per employee).

KPI	OpenAir	No PSA	Advantage
Number of firms surveyed	67	44	NA
Billable percentage of employees	74.0%	67.3%	10%
Revenue per billable employee (1,000)	\$220k	\$174k	26.4%
Project Margins	34.6%	28.4%	21.8%
Billable Utilisation	67.0%	65.8%	1.8%
Earnings before Income Taxes, Depreciation and Amortisation (EBITDA)	22.3%	19.5%	14.4%

Source: Service Performance Insight, April 2010

If you would like to read the full report of this research, please email info@cloudtamers.com and we will send a copy to you.

CLOUDTAMERS

We commit to give each client the right system and the right support for their organisation.

That means that we work hard to understand your business. We draw on our 20 years experience implementing powerful and efficient solutions to make sure your system fits your work and your processes are supported effectively.

We configure your system to increase productivity, boost profits and give immediate real-time information on any (and every) aspect of your business, so you are in full control.

If you are ready to evaluate this competitive advantage for your business, call us today to talk about how we can help gain even greater success.

Let Cloudtamers help you gain the NetSuite OpenAir Advantage.

 **+44 (0) 1242 862203**

 **info@cloudtamers.com**