

SUCCESS STORY

Paragon Consulting Boosts Profits on 75% of Projects



THE PARAGON CONSULTING STORY

Deep Expertise & Award-Winning Work

Paragon Consulting, a Gold Certified Sitecore Partner, specializes in taking client websites to the next level with custom software development. The company's core capabilities are in creating websites that utilize enterprise-level content management systems, support e-commerce, feature deep integrations, and incorporating unique personalization technology to drive a differentiated customer experience. Their list of respected enterprise clients continue to grow, including multiple names from the Fortune 100. In business for more than 20 years, the award-winning company is known for their deep expertise and having one of the most experienced Sitecore staffs in the industry.

INDUSTRY

IT Consulting

COMPANY

Paragon Consulting Inc.

SIZE

51-200 Employees

WHAT MAVENLINK REPLACED

Salesforce, Jira, Spreadsheets

BENEFITS

- 75% of Projects Delivered More Profitably
- 100% Increase in Visibility into Utilization
- 80% Improvement in Invoicing
- Increased Speed to Adoption and ROI with MavenOps



FAVORITE MAVENLINK FEATURE

Master Planning



Brent McLean, the Chief Resource Planner at Paragon, loves the Master Planning feature in Mavenlink. This allows Brent to quickly see resource capacity and availability, for staffing new and existing projects. This feature has eliminated all guesswork surrounding daily resource planning efforts.



THE CHALLENGE

Manual Process, Disparate Systems, A Lot of Guesswork

Prior to Mavenlink, Paragon Consulting struggled to efficiently manage projects and resources across numerous disparate systems and applications. According to Tony Vitiello, Chief Fulfillment Officer, “We had a ton of disparate systems — we had Salesforce, an out-of-date time tracking software, Jira, and tons of spreadsheets, and none of them could talk to each other. Even resource planning was done in someone’s head.”

As the company grew, the lack of one, cohesive solution started to take a toll. The management team realized they were not able to make fact based decisions, and everyone had a different gut feeling or impression about certain aspects of the business.

Brent McLean, the Chief Resource Planner at Paragon, especially felt the pain when trying to forecast resources. “We had zero visibility of what resources would be available down the pipe, so there was no way of knowing if we had enough people on the bench or if we needed to hire more.”

Tony also felt that lack of insight into project margin was a major issue. “I manage project execution. I need to make sure we deliver within budget and achieve target margins. Prior to Mavenlink, I did not have a mechanism to track margin. We just didn’t have accurate data.”

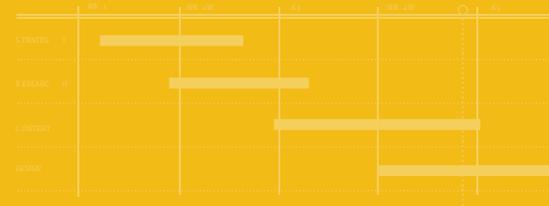
FROM THE SOURCE

“We had a ton of disparate systems — we had Salesforce, an out-of-date time tracking application, Jira, and tons of spreadsheets. And none of them could talk to each other.”

– Tony Vitiello, Chief Fulfillment Officer, Paragon Consulting

“Mavenlink has helped us improve the margins on almost every single project. Now we always stay on track.”

— TONY VITIELLO, CHIEF FULFILLMENT OFFICER, PARAGON CONSULTING



THE SWITCH TO MAVENLINK

The Need for Transparency

Paragon was looking for a new solution that would provide transparency. Specifically, it needed robust forecasting capabilities, project margin tracking, and an integration with Salesforce. According to Tony, “When we found Mavenlink, it was clear what we had been missing. It is the only tool for a 21st century consulting firm.”

By Service Leaders, For Service Leaders

Before making a final decision, Paragon considered FinancialForce and Replicon; however, Mavenlink stood out because it was built by services leaders, for services leaders. Brent points out, “The founders of Mavenlink come from a consulting background, they know services, and they have developed a tool that supports how consulting businesses need to be run.”

Resource Forecasting

With Mavenlink, now the team can determine when to hire definitively. Improved forecasting has also improved client satisfaction.

Margin Reporting

According to Tony, “Mavenlink has helped us improve the margins on almost every single project. Now we can track and report on expected margins at completion. If we are burning too quickly, we adjust and scale back. It also helped us recognize the need to manage scope creep through change requests. Now we always stay on track.”

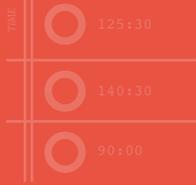
FROM THE SOURCE

“The founders of Mavenlink come from a consulting background, they know services, and they have developed a tool that supports how consulting businesses need to be run.”

– Brent McLean, Chief Resource Planning and Production Officer, Paragon Consulting

“With insight into utilization, we have moved people from busy to billable.”

— BRENT MCLEAN, CHIEF RESOURCE PLANNING AND PRODUCTION OFFICER, PARAGON CONSULTING



The Results

75% of Projects Delivered More Profitably

“Overall being able to track project margin has been the most significant for our business. Margin tracking helps at each stage (planning, in progress, and at project completion).”

Newfound Visibility into Billable Utilization

“With insight into utilization, we have moved people from busy to billable.”

–Brent McLean, Chief Resource Planning and Production Officer, Paragon Consulting

Improved Speed of Invoice Issuance by 80%

Mavenlink has totally changed the invoicing process. Invoices are getting completed 80% faster, speeding cash collection.

Increased Speed to Adoption and ROI with MavenOps

According to Tony, MavenOps was a great help with implementation (3-4 months).

“There are so many parts to a tool like ML, we could’ve been lost in how to best use it. Our processes were broken and the MavenOps Team helped us figure out how to transfer to ML. What kind of reporting, how to structure projects, how to integrate SF, and how to train organization on use of the tool. Each step was in place to ensure we had a smooth transition. MavenOps was key to making our roll-out a success.”

