SUCCESS STORY

CloudCraze Doubles Billable Utilization with Mavenlink
Professional Services Division Takes Resource Productivity to New Heights

THE CLOUDCRAZE STORY
Moving Enterprise Commerce Forward

CloudCraze is a robust B2B commerce technology built natively on Salesforce. With CloudCraze, businesses generate online revenue fast, easily scale for growth, and stay 100 percent connected with customers. With the trusted Salesforce infrastructure and core capabilities, CloudCraze provides infinite flexibility to extend functionality, add products and channels, and conduct billions of dollars in transactions anywhere. CloudCraze powers eCommerce for AB InBev, Coca-Cola, Ecolab, GE, Hallmark, Kaplan, Kellogg’s, Land O’ Lakes, L’Oreal, Symantec and more.

INDUSTRY
Software

COMPANY
CloudCraze

SIZE
100-250 Employees

WHAT MAVENLINK REPLACED
Spreadsheets, Manual Data Entry to Intacct

BENEFITS
• Doubled Billable Utilization in 12 Months
• Improved Resource Management Processes
• Enhanced Client Satisfaction
• Improved Financial Reporting via Mavenlink-Intacct Integration
If we are being ineffective, I can tell based on planned versus scheduled how far off I am with utilization. If I had a total planned team utilization at 85% and we are only delivering actuals at 65%, then there is something going on there—we can drill into the individual to find out the status, manage change, and keep the project profitable.”

— TIM MESSINK, CONSULTING MANAGER, CLOUDCRAZE

THE CHALLENGE

Difficult to Scale with Manual Methods

CloudCraze found themselves using multiple disparate systems to manage projects and resources, and were ultimately being slowed down by manual methods of data entry. According to Tim Messink, Consulting Manager at CloudCraze, “There wasn’t much process. Everyone was doing their own thing, using spreadsheets to manage their projects and manually inputting data into Intacct. Trying to get the right information to the proper parties, took a lot of work and even more time. It was painful, to say the least.”

A major struggle for the team was task and time tracking. CloudCraze did not have a system in place, and project managers were doing a lot of manual work to get a consolidated view of projects, resources, and budget. There was also no way of easy accounting other than spreadsheets. Furthermore, the business lacked visibility into resource utilization and availability which slowed decisions and hampered financial performance. The team knew their process would not scale with the growth that CloudCraze was forecasting. It was time to modernize their project and resource management processes.

FROM THE SOURCE

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— Tim Messink, Consulting Manager, CloudCraze

According to Tim, the team really likes the Insights Billable Utilization report.
“With Mavenlink, I may have a person scheduled but I can see that they are actually looking pretty bogged down in real-time, so I can then immediately see who else is available and plug them in quickly. Previously we would have had to go around and hound everyone to find a resource.”

— Tim Messink, Consulting Manager, CloudCraze

The Switch To Mavenlink

The CloudCraze team found that the robust, yet versatile nature of Mavenlink helped solve critical challenges they faced trying to scale profitably. “The platform can do a lot and can really be tailored to your needs. It’s a very versatile tool. Other applications can do pieces, but not as well and as fully functioning as Mavenlink.”

Dynamic Resource Planning

CloudCraze was looking for a project management tool that had a heavy emphasis on resource management. According to Tim, “With Mavenlink, I may have a person scheduled, but I can see that they are actually looking pretty bogged down in real-time, so I can then immediately see who else is available and plug them in quickly. Previously we would have had to go around and hound everyone to find a resource.”

Enhanced Collaboration and Communication

CloudCraze needed a hub for communication between team members, system architects, and clients. According to Zac Miller, Business Analyst at CloudCraze, “The team was really impressed by the collaborative nature of Mavenlink. Being able to keep communication with our system architects within the activity feed channel was critical.”

Efficient Time and Expense Tracking

Prior to Mavenlink, time tracking at CloudCraze was done entirely in spreadsheets. According to Tim, “It went from all spreadsheets, and a very manual process, to being able to capture and approve individual time sheets in a highly automated and effective system.” More importantly, Mavenlink has helped enhance client relationships. “When clients ask the hard questions like, ‘What did you do for all 36 hours on the project?’ We have the ability to show it all, down to the task level. Now it’s all there.”

FROM THE SOURCE

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The Results

**Billable Utilization Has Doubled in 12 Months**
Utilization has significantly increased due to the increased visibility into the data, resources, budgets, and burn rates. According to Tim, “We have many projects going at once, with a team of 15 people. Every team member has multiple things happening at once. Mavenlink makes it easy to keep track of all the moving parts. It’s incredibly helpful that I can go into Mavenlink and use different filters to see where I am budget wise, hours remaining, utilization, etc. I can see a high level view, and then drill down into areas that need my attention.”

**Enhanced Client Satisfaction**
According to Zac, “We invite all our clients, partners, and subcontractors into the Mavenlink workspace. As clients have questions, they can add posts and track an entire conversation in one place. In many cases this replaced email. It is a more transparent and efficient way to engage.”

**Improved Resource Management Processes**
According to Tim, the main goal of adopting Mavenlink was to improve the resource management process. “No one has planning and scheduling functionality like Mavenlink. It has helped us plan better, and manage change better. Clients change scope, it takes longer to complete a task than planned— these things happen. Now we have the tools to manage that change so much more efficiently.”

**Enhanced Financial Reporting with Robust Intacct Integration**
It was a requirement for the team to be able to integrate their new project and resource management solution with Intacct, which was made possible with the Mavenlink integration for Intacct. According to Tim, “Getting data to Intacct is critical. It reduces errors and saves time. The integration will make end of month a lot easier, especially on Finance. There is no way we could do what we are doing today, using spreadsheets. I couldn’t imagine doing it without Mavenlink.”

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