CBI Cybersecurity's PMO Increases Billable Utilization by 30% with Mavenlink

CBI is a Detroit-based organization dedicated to protecting clients’ data, reputation, and brand.

CBI is a leading cybersecurity advisor to many of the world’s top tier organizations. Founded in 1991, CBI provides innovative, flexible, and customizable solutions that help ensure data is secure, compliant, and available. The company engages in an advisory-led approach to safeguard their clients against the ever-changing threat landscape. This provides comprehensive visibility into their entire security program and helps clients avoid cyber challenges before they can impact their data, business, and brand. CBI is dedicated to the relentless pursuit of mitigating risks and elevating corporate security for a multitude of industries and companies of all sizes.

“Mavenlink had the right combination of PSA and project management. It has the perfect level of customization, has a PMO, and the quality of data really sealed the decision for us. As we grow, I feel that Mavenlink will be there to meet our needs.”

Erica Lusk, Project Manager, CBI
THE CHALLENGE

Transforming into a Better Way of Doing Business

In the early years of the business, team members at CBI adopted a variety of systems to support differing needs. As the business grew, the amount of different solutions increased, without any individual system becoming the de facto for the organization. As such, data could not be shared between team members and time tracking became inaccurate.

These complications caused managers to use spreadsheets to maintain accuracy. Continued company growth exasperated these complications. “Practically, there was no way you could scale a company based on the information we had without a substantial margin of error,” said Erica Lusk, Project Manager at CBI.

Due to team members using a variety of incompatible systems, CBI experienced multiple obstacles, including:

Disparate Systems Creating Disconnection
Vital data had become spread out across different systems and consistent growth had moved CBI past the capabilities of old systems. This resulted in team members dedicating more time to time-consuming processes that could be rendered unnecessary with a stronger solution.

Data Inconsistency
Solution inconsistency had caused gaps in data at CBI and the team was searching for metrics that could be consistent throughout the company. This included both team member utilization rates and schedules that tracked PTO and holiday time. In order to ensure time tracking compliance, hours were placed in spreadsheets and analyzed separately from systems.

THE SWITCH

There are insights in Mavenlink that revealed how metrics at our company that we were tracking for years were not actually accurate. Mavenlink corrected that. It’s powerful and easy to configure and presents data in a readily understandable way. The dashboards we’ve created (without IT) are used regularly by Executive and Professional Services Management to gauge the health and efficiency of our Professional Services team and to make better go-to-market decisions around or varying services offerings.”

Robert Isenberg, Senior Director of Shared Services, CBI
Unlocking Critical Business Insights for Better Outcomes

As CBI continued to grow and deal with increasing misalignment between team members using a variety of systems, the company began the search for a stronger project management and PSA solution. The search included considering Intacct, Kimble, and Upland, but CBI eventually chose Mavenlink.

CBI needed a solution that could match the critical needs of a growing company. These needs included:

**Detailed Time Tracking**
With an ever-growing number of resources, tracking time became more important and inefficiencies meant more time spent managing time in spreadsheets. Mavenlink’s timesheets let every team member enter their daily schedules without fear of inaccuracies or the need to double check entries in a separate system.

**Consolidated Project Management**
A project management solution that could be effectively used by every project manager, as well as other teams needing access to vital data, was a necessity for CBI’s success. Replacement of the numerous, incompatible systems used throughout the company allowed for reliable management of projects and resources.

**Actionable Project Metrics**
Mavenlink project management helped the CBI team to better understand resource and project performance, as well as provide detailed insights. This resulted in project managers making specific improvements to resource schedules and project strategies for greater success.

"The Mavenlink support team has been amazing. I feel like I can reach out to them no matter what kind of issue we’re having. They’re communicative and are consistently focused on providing solutions."

Erica Lusk, Project Manager, CBI
Becoming a Stronger, Better Connected Company

Understanding Project Health
Mavenlink’s Health Report provides managers with a weekly snapshot of project performance to determine what is working well or if changes are needed to prevent complications. “The color coding makes it very clear to determine escalations,” said Lusk. “It helps keep projects under control and provides visibility to potential issues before they interfere with the project.”

Fast and Dependable Time Entry
With the adoption of Mavenlink, timesheets and schedule tracking have become easier. CBI’s organizational chart is broken down into teams based on practices, and the data gathered from timesheets is used to provide insights into each team. These insights have supported CBI’s growth, leading to 25% more projects scheduled and delivered year over year.

Informed and Effective Management
Mavenlink project management is used daily by project managers. Mavenlink Master Planning plays a crucial role in how strategies are implemented throughout day-to-day work. In addition, customized insights reports, such as executive reports, are used to provide critical data and keep executives informed of important updates. Enhanced management visibility for CBI’s PMO supports a 30% increase in billable utilization.

M-Bridge Integrations Strengthen All Systems
Mavenlink M-Bridge’s OpenAPI integration between CBI’s project management solution and Intacct financial solution. In addition, custom APIs for sales software helps data communication among sales, projects, and finances for stronger insights into company performance. As a result, visibility into upcoming pipeline projects has increased by 20% year over year.