CORE Business Technologies Increases Billable Utilization by 35% with Mavenlink

Making Simple, Secure Payments Possible

CORE Business Technologies provides integrated payment transaction processing and reconciliation, helping clients harness multiple systems and deliver through a single solution.

CORE Business Technologies is a single source vendor that provides clients with world class in-person, self-service, and back office processing on a single platform. CORE’s innovative SaaS-based payment solutions create an easy-to-use interface for revenue management, which is backed by the full support of CORE teams, to ensure a frictionless experience.

CORE is the only SaaS-based payment solution provider that closes the loop on the full transaction cycle, enabling fast and positive interactions between clients and payers that comply with strict security codes. The result is the ability to reduce noise, harmonize data, deliver simplicity, and turn payments into a positive engagement for clients and their customers.

"Mavenlink’s ease of use in time tracking was huge for us. I didn’t have time to pull data and build the reports we need. The portfolio view and Mavenlink Insights have played a major role in solving that need."

Kevin Martins, Project Manager, CORE Business Technologies
THE CHALLENGE

The Need for Stronger, Informed Collaboration

CORE used a variety of solutions to manage their growing number of projects, including using Zoho for project management, spreadsheets for time entry and management, and Microsoft Project for project managers. However, these processes created a hectic workday due to the large amount of disconnected systems and files generated from the numerous solutions.

Beyond the complications caused in project management, teams also had difficulty understanding a project’s return on investment (ROI) due to a lack of data, which prevented making effective improvements.

In order to find greater success, the team at CORE needed a solution to overcome several critical challenges, including:

Team Collaboration
Collaboration was a major problem for team members when attempting to track projects across multiple spreadsheets and solutions, making it difficult to improve projects and communicate with staff on needed changes.

Time Tracking
Due to time tracking being done in spreadsheets, the CORE team had to manually input time and determine each team member’s utilization, leading to an excessive amount of work needed for tracking.

Client Communication
The CORE team experienced communication challenges with clients, primarily due to lack of visibility into projects resulting in excessive meetings.

“Being able to see across our portfolio and quickly adjust and move projects was a crucial issue we needed to solve,” said Kevin Martins, Project Manager at CORE Business Technologies.

“
If customers see their information with full transparency, they feel better. Even if it’s bad news, at least it’s the right news. We can have candid conversations with clients while helping project managers.”

Kevin Martins, Project Manager, CORE Business Technologies
THE SWITCH TO MAVENLINK

Unlocking a New Level of Portfolio Management

The limits being experienced by CORE when using their legacy systems led the team to search for new software that could help them grow and improve their projects.

During their search for a new project management and project portfolio management solution, CORE team members considered Monday.com, Clarizen, and Microsoft Project Portfolio Management before choosing Mavenlink for its ability to meet the highest number of requirements.

The major project management requirements fulfilled by Mavenlink included:

**Time Tracking**

Mavenlink provided comprehensive time tracking capabilities that allowed team members to enter their time from anywhere, helping project managers better understand team utilization rates and assisting the accounting department in providing accurate billing.

**Portfolio View**

CORE needed to see their complete project portfolio and have greater visibility into projects for a better understanding of day-to-day project progress. Having this level transparency was critical for the team to ensure important project needs were attended to effectively and adjustments were made when needed.

**Project Insights**

CORE needed to be able to pull accurate data directly from their projects as team members were limited on time for collecting data and manually building reports themselves. Understanding utilization and tracking project milestones was a critical step in CORE continuing to strengthen their projects.
THE RESULTS

Streamlining and Strengthening Teams

Stronger Company-Wide Utilization
Today, the CORE team is improving their understanding of baseline resource utilization across the company through Mavenlink. With a better understanding of utilization, CORE has been able to increase team productivity by 50% by decreasing admin time. In addition, these improvements have led to a 35% increase in billable utilization rates.

Increased Project Efficiency
Mavenlink’s use has led to greater efficiencies and a stronger task management ability across the organization. After adopting Mavenlink, CORE doubled the average amount of projects being worked on simultaneously at the business, increasing from an average of seven to 14. Currently, there are 149 projects being managed in Mavenlink.

In-Depth Project Insights
Mavenlink Insights has helped the project management team at CORE see project milestones and better understand how they can improve client adoption rates for their services. With Insights, the team at CORE is now able to look across all departments, understand utilization, and track development.

Efficient and Accurate Time Tracking
Today, employees throughout CORE are accurately tracking their time with Mavenlink, with these time entries assigned to portfolios to help managers better understand the amount of work being done on each project. In addition, time off is now being reported more accurately and CORE is able to understand ROI for potential projects to make informed decisions. These time insights have played a role in helping CORE move to an entirely remote workforce during the COVID-19 pandemic and remain successful.

“I use Insights every Monday morning. I pull reports for tracked hours to build all my metrics and all my financial information. I get all the information I need very easily.”

Kevin Martins, Project Manager, CORE Business Technologies

Visit mavenlink.com to learn more