

SUCCESS STORY

Pexlify Increases Billable Utilization by 10% with Mavenlink



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THE PEXLIFY SUCCESS STORY

First-Class Technology Solutions for Today's Businesses

Pexlify is a trusted Salesforce partner, providing flexible solutions and first-class consultancy services designed to help clients become more efficient and profitable in everyday business. The team at Pexlify uses skilled analysis of technical, business, and project needs to help clients solve their most complex requirements. Certified and experienced Salesforce consultants, Scrum Masters, and project management professionals provide clients with high-quality projects they need to succeed both today and for many years to come.

INDUSTRY

Software/IT Integrator

COMPANY

Pexlify

WHAT MAVENLINK REPLACED

Microsoft Excel, TeamGantt

BENEFITS

- 10% increase in billable utilization
- Management and insights support 300% project portfolio growth
- Pipeline reporting aids in crucial resource planning
- Profit margin data strengthens resourcing strategy

“Mavenlink was an out-of-the-box tool that provided the capabilities we need to manage our projects, resourcing, time, and BI reporting all in one platform.”

— MARK MCGEE, HEAD OF SERVICES, PEXLIFY

THE CHALLENGE

Accelerating Success

Pexlify is a Platinum Salesforce Partner responsible for implementing solutions customized to a variety of client demands. As such, the company works with a broad range of clients and industries in the UK, with projects varying in length from a few months to years. While Pexlify used other systems to track time and projects, they didn't suit the company's needs for resource management, finance, and budget planning.

Pexlify used a variety of solutions for daily internal business needs, including Microsoft Excel for resource, time, task, and expense management, as well as Team Gantt for project management. Project reporting was accomplished through a variety of tools. However, these disparate systems made reporting on resources difficult.

Pexlify's legacy systems were challenging to use when it came to achieving business goals, including:

- **Accurate Resource Planning.** The Pexlify team found it difficult to determine if there were enough resources in place, track their day-to-day utilization, and compare their resource availability against pipeline. This lack of clarity prevented the business from clearly understanding if there were enough people in place for upcoming projects, or if the company needed to offload resources in the event of fewer incoming projects.
- **Effective Project Engagement.** Pexlify needed to report more effectively on ongoing projects for better internal strategy, including tracking engagement or properly responding to a potential delay. With the right solution, the team could better understand the effects on profit margins and what changes should be made to avoid extra costs within a project.

FROM THE SOURCE

“Mavenlink has a lot of cool and interesting features, and it helps us a lot with our day-to-day jobs. Everyone who works on our projects, including all our engagement managers, uses Mavenlink regularly.”

— Gearoid Beggan,
Senior Engagement
Manager, Pexlify

“Mavenlink Insights helps us properly understand our project health and scorecards. Mavenlink has helped support our continued growth.”

— MARK MCGEE, HEAD OF SERVICES, PEXLIFY

THE SWITCH TO MAVENLINK

Preparing for the Future with Better Insights

As Pexlify continued to grow, the company needed to ensure it had the ability to continue expanding as much as possible by continuing projects with current clients while also having the capacity to gain new clients. Internally, the company’s engagement management team continued to grow, which meant that managing an increasing number of projects was steadily becoming more challenging.

Mavenlink’s resource management capabilities helped Pexlify fulfill demands and create data insights that were not possible with legacy solutions.

Pexlify needed a resource management system that could:

- **Accurately Forecast Resource Needs.** Pexlify was growing at a rapid pace, taking on more projects and more clients, which meant forecasting resource needs was crucial for adapting to change and being proactive. Mavenlink helped the company dependably forecast project requirements.
- **Log Hours Easily.** Pexlify had previously used JIRA for timesheets, but Mavenlink helped employees track their time more accurately at the project level. Doing so helped Pexlify create visibility into resource management activity where it previously did not exist.
- **Provide Detailed Profit Margins.** Using Microsoft Excel kept the company from having deeper, detailed insights into profit margins, which made making informed decisions more difficult. Mavenlink helped Pexlify gain better visibility into margins, which helped Pexlify make better business decisions.
- **Support Project Reporting.** Reporting was crucial for future projects as well as how resources were being utilized on a daily basis at Pexlify. Better reporting with Mavenlink meant better control over immediate and long-term project strategies to support growth.

Mavenlink allows each engagement manager at Pexlify to track metrics at an individual project level, including margins, utilization, and budget. These insights are compared to previous months for better perspectives on fees and billing, as well as seasonal changes that impact the company. In addition, the team at Pexlify can better manage billable resources, making better use of contract developers through utilization insights. Greater understanding brought through the use of Mavenlink helps Pexlify make informed decisions on both a project and company-wide level.

“Mavenlink is solving project planning from a financial and resource point of view. This is really important because it sways business decisions and helps us plan very accurately for upcoming projects. Mavenlink is the source of truth.”

— GEAROID BEGGAN, SENIOR ENGAGEMENT MANAGER, PEXLIFY

THE RESULTS

Equipping Pexlify for the Future

Support for Continued Growth

In the time since adopting Mavenlink, Pexlify’s project portfolio grew by 300%. Mavenlink’s management and Insights’ capabilities helped the company better manage this exponential growth in ways that would not have been possible through previous solutions. Together, Pexlify has been able to grow and take on more projects for consistent, stable growth without the complications that come from a project pace that overwhelms outdated systems.

Insights for Hiring Right

Pipeline reporting is now targeted through Insights and custom reports with Mavenlink. Pexlify has been able to leverage Mavenlink’s insights into utilization and project forecasting to make informed hiring decisions. Doing so allows the business to contract the right amount of developers for upcoming work, expanding to accommodate an influx of projects and lessening the workforce size when the amount of work temporarily decreases. This agility in workforce contracting helps keep Pexlify’s margins high and developers put to their best use.

Increased Developer Utilization

Using Mavenlink has helped Pexlify see its developers’ utilization rates and availability through detailed real-time insights. Previously, there was no clear view of how many developers were on the bench, leading to lower utilization rates. Pexlify has increased utilization rates by 10% through the use of Mavenlink, helping to put the development team to better use and accommodate a growing amount of clients.

Improving Financial Insights

Using Mavenlink Insights to create detailed reports about project billables and resourcing graphs has given Pexlify significant understanding of its financials through project burndown rates and project scorecards. These insights have helped the business better understand the profitability of each project, more accurately bill clients, and make changes when necessary to keep projects in good standing.

