



Unleashing Profitability

How Integrated Time Tracking Drives Precision Billing and Efficiency for Consulting Firms

Introduction

Onware, a leading business intelligence and software consulting firm with offices in Edmonton, Alberta, and Houston, Texas, has been at the forefront of data-driven solutions for the construction industry since 2002. Specializing in custom software and business intelligence tools, Onware helps contractors, architects, and engineers leverage technology for optimal performance.





The Challenge: The Hidden Costs of Disconnected Time Tracking

Before partnering with PK4 Time Tracker, Onware grappled with pervasive challenges in time tracking and billing accuracy. Their existing manual systems led to significant inefficiencies, a higher risk of errors, and considerable difficulty in effectively capturing billable hours. As Onware embraced Salesforce for enhanced client relationship management, the need for a seamlessly integrated time tracking solution became paramount. They sought to eliminate manual data entry, streamline processes, and gain crucial visibility into their billable activities – a critical gap PK4 was uniquely positioned to fill.

The Solution: Seamless Integration, Empowered Workflow

PK4 Time Tracker provided Onware with the transformative solution it needed, directly addressing their manual tracking and integration woes. PK4's native Salesforce implementation offered a user-friendly interface for direct time entry within Salesforce Cases. Crucially, PK4 also provided a web application for users who did not have access to Salesforce, ensuring universal accessibility. This dual approach eliminated the need for cumbersome workarounds and drastically reduced errors stemming from duplicate data entry.



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The Results: Quantifiable Gains in Accuracy, Efficiency, and Revenue Capture

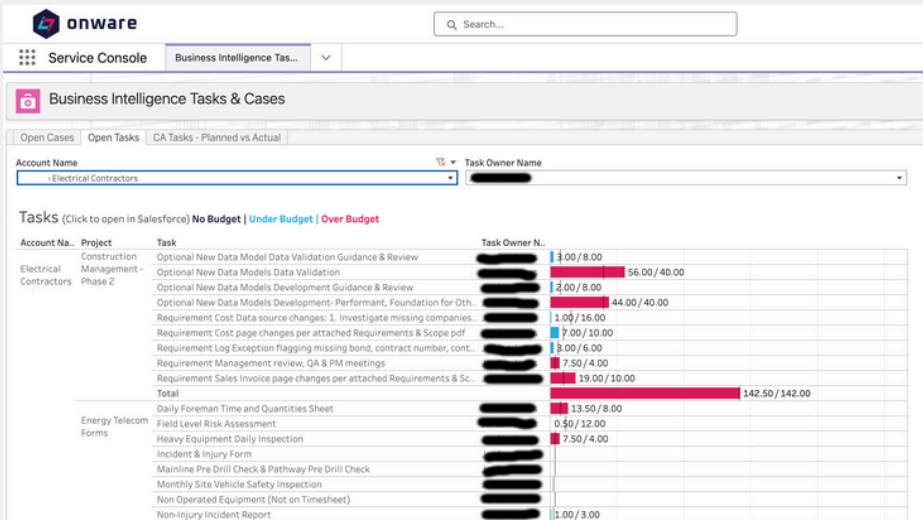
Since implementing PK4 Time Tracker, Onware has experienced a profound positive impact across its operations:

- **Significant Improvement in Time Tracking Accuracy and Billing Efficiency:** The days of missed hours and billing discrepancies are over.
- **Reduced Administrative Burden:** The team now spends considerably less time on manual data entry, redirecting valuable resources to client-focused work.



“PK4 TimeTracker saves us 50% of the time that we used with our previous system.”

Jessicka Lockwood,
Human Resources Business Partner,
Onware



- **Reliable Billable Hour Capture:** This has directly translated to faster invoicing and a dramatic reduction in discrepancies, optimizing the revenue cycle.
- **Real-time Data Insights:** Leveraging Salesforce Data Cloud with Tableau, Onware can now analyze their time data in real-time, providing invaluable insights into project profitability and resource allocation.
- **Automated Workflow Alignment:** The robust integration with Salesforce has automated the setup of projects and tasks, creating a more efficient and streamlined workflow.

The Partnership Advantage: A Solution That Listens

Fraser Gallop, CEO of Onware, enthusiastically endorses PK4 Time Tracker, emphasizing that it's

“not just a great tool—it comes with a team that listens.”



He commends PK4's responsiveness, innovation, and openness to feedback, highlighting their collaborative approach to finding solutions and continuously improving the program

"That kind of partnership is the biggest reason I would recommend them," **says Gallop.** "It's helped us connect our work to results in a way that's smooth, reliable, and stress-free."

From Chaos to Clarity: An Anecdote

Before PK4, Onware's invoicing process was a source of constant frustration. "We did tons of manual entry to create invoices," recalls Gallop. "Our previous systems were not integrated, so we had to manually match time to the correct cases and clients. This led to confusion, missed hours, and time-consuming follow-ups."

The shift to PK4 was a game-changer. "Once we moved to PK4, the integration with Salesforce eliminated those gaps. We no longer chase down hours—everything is tracked accurately and aligned with our workflow."



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