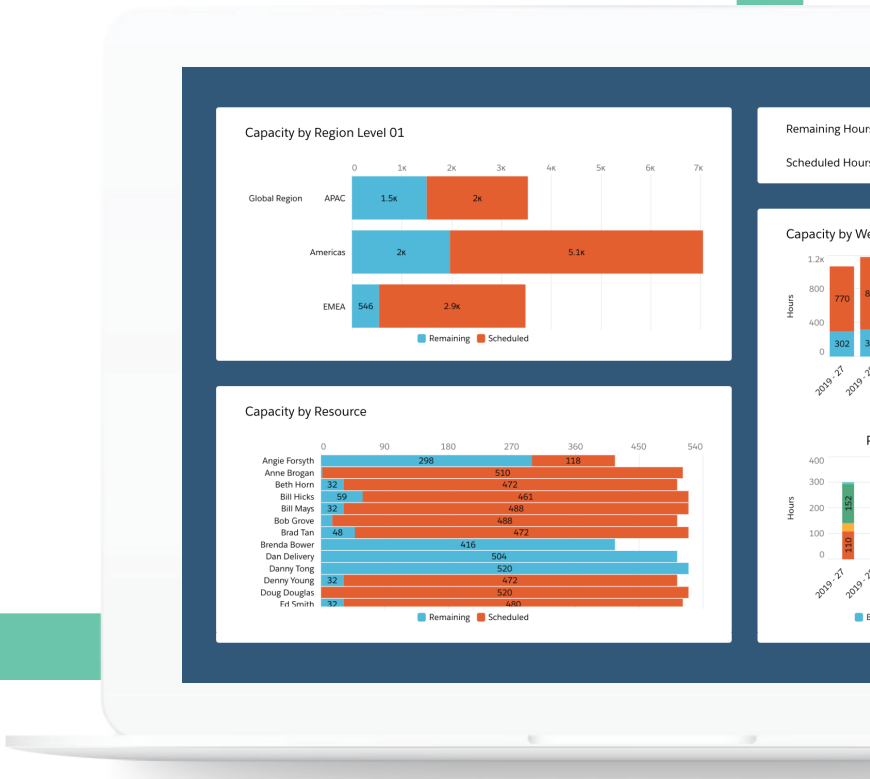
Make everyone a genius

Run a more predictable and efficient business, tackle your most pressing challenges with confidence, and exceed customer expectations—using the embedded analytics in FinancialForce Professional Service Automation (PSA), powered by Salesforce Einstein.



Intelligent, predictive & actionable insight for your services business

Your business has captured more structured and unstructured data about your customer and financial trends than any human, spreadsheet, or traditional analytics tool can process. Turn that valuable data into actionable insights and make critical decisions based on specific scenarios and patterns of behavior. Use pre-built dashboards and fine-tuned data to keep your operations running lean, consistent, and predictive, all centered around your customer needs.

"FinancialForce gives us newfound visibility into how we're performing and the ability to share actionable insights."

Marshall King, VP Tools & Enablement, JLL

JLL

Data-driven decisions

Optimize your resource planning efforts and enhance project profitability. Use prebuilt dashboards and datasets with hierarchies built-in across billings, backlog, utilization, and KPIs.

Billings forecast

Get unmatched visibility into every dollar recognized and dollar planned, and make critical decisions in an informed and predictable manner. View your forecast at any point throughout the quarter or year and know you have the most up to date actuals and assignments.

Smart capacity planning

Better understand all aspects of a resource schedule — project time, PTO, non-billable time, backlog — to better predict needs and optimize staffing. Automate once manual processes and make it easier to increase both your utilization and billing rates.

Backlog visibility

Build staffing models geared to drive higher margins, quicker delivery, and customer satisfaction. Personalize dashboards to suit your needs with multiple perspectives by customer, region, practices, and groups, with visibility ranging from a single project to your entire portfolio.

Milestone management

Surface and manage KPIs to help fuel your business growth and better manage the health of your business. Use a scenario-based approach to ensure critical milestones and the impact on business is always tracked, applying the right delivery curves and weighting system for true outcomes.

Customer insights

Get rich analytics on patterns of customer behavior, sentiment, and product usage data. Know exactly which customers are likely to renew and upgrade, and which ones need proactive outreach to prevent customer churn.



FinancialForce delivers the #1 professional services automation (PSA) and the only customer-centric ERP. We accelerate business value with comprehensive best practices and the most intelligent analytics—all on the leading business cloud platform from Salesforce. Founded in 2009 and headquartered in San Francisco, FinancialForce is backed by Advent International, Salesforce Ventures, and Technology Crossover Ventures. **For more information, visit www.financialforce.com.**