

# HR&A Advisors, Inc. Optimizes Time and Budget Tracking with Resource Hero



## How Resource Hero helped this consulting firm track and forecast hours, resources, and staffing with accuracy and efficiency.

At its core, HR&A Advisors (HR&A) is a consulting firm focused on improving cities. HR&A serves a diversity of clients and has extensive experience advising on some of the most complicated real estate and economic development projects in communities across the country and internationally. It has roughly 100 employees across five offices in New York, Dallas, Los Angeles, Raleigh, and Washington DC.

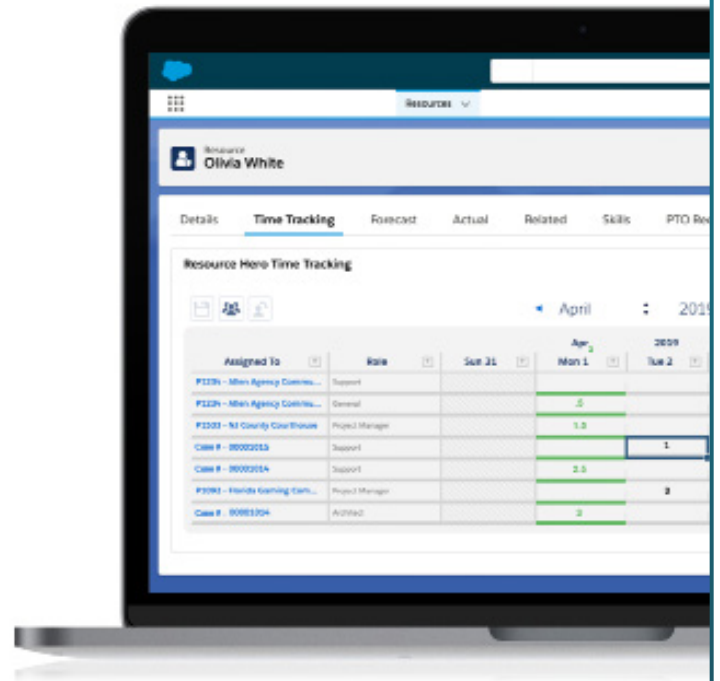
As a consulting firm with over 300 active projects annually, it is critical for HR&A to have an effective project management system to ensure projects are delivered on schedule and within budget. By leveraging Resource Hero as a management tool, HR&A has been able to enhance its internal business processes and substantially increase efficiency in management of its business resource, staffing, and projects.

### The Challenge

HR&A required an easy and streamlined way to accurately track staff hours, project budgets, and staff forecasts of upcoming scheduled work. In addition, it was essential to have a robust reporting system to synthesize the captured data to support management in making business decisions in project staffing, resource management, and budget management.

### The Solution

Resource Hero was the ideal solution for HR&A to achieve its goal of efficient staff time tracking, forecasting, and project cost reporting. Working together with Resource Hero, HR&A built a custom solution that allows Leadership to access more timely and accurate staff time data, and also leverage it for useful internal reports to increase project profitability through more efficient resource and project management of projects.



Resource Hero is an adaptable management tool that allows for customization to user needs. For HR&A's custom solution, employees are able to report working hours with allocation to individual project tasks, business development, and other company internal tasks, e.g. staff development or marketing. Employees can also indicate the status and progress of each project. Hours are also categorized with the respective staff billing category and project billing rate. The result? Leadership has a clear picture in real time of what staff members are working on, at each step of a project, and at every office

location. Information is used to manage resources and forecast for the future.

HR&A uses Salesforce as a project tracking and management platform. As Resource Hero is an adaptable application to Salesforce, HR&A is able to provide a unified project platform to leadership, project managers, and employees to track their time and budgets within the same system. This has translated into increased efficiency and compliance, therefore, more accurate data and comprehensive reporting for use.

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When we sit down to assess our staffing needs,  
we're better prepared than we've ever been and in a fraction of the time.

- James R. Splendore, Strategic Initiatives Manager and Assistant to the Chairman at HR&A Advisors, Inc.

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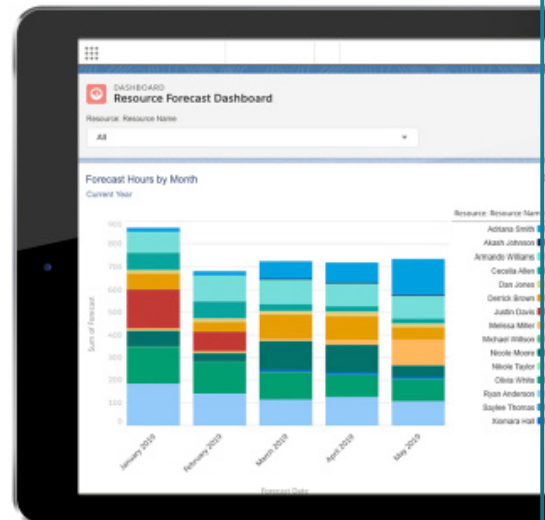
## The Results

**Optimized Staffing:** Accurate time tracking allows HR&A to better understand utilization of its staff resources and optimize company's recruiting and staffing strategy. By keeping track of billable versus non-billable internal hours in real time, leadership can more efficiently redeploy staff or contractors as needed to ensure projects are adequately resourced.

**Accurate Forecasting:** Time tracking with Resource Hero allows HR&A decision makers to forecast budget and future staffing needs based on real data, rather than estimations. In addition, leadership can access data for actual working hours to see if they line up with original forecasts and project budgets. This is incredibly important for a consulting firm, where the ability to right-size a project budget and staffing cost is critical to the bottom line of the firm's profitability.

**Employee Buy-in:** Because Resource Hero is integrated into Salesforce, an application in which employees spend a great deal of time, project managers and staff can easily integrate the tool into their normal workflow. With customized reports and data access as controlled by HR&A, it also provides a unified, transparent platform for all users to access this data, which further increases its adoption rate.

**Increased Profitability:** HR&A leadership gains insights into utilization of staff (how much they are working) and resource allocation (what they are working on). This means that managers can accurately monitor the profitability of each project and adjust staffing accordingly to optimize overall firmwide profit.



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I would venture to guess that our financial and staff reporting time has been cut at  
least in half—what was manual has turned into all but done with the click of a button.

- James R. Splendore, Strategic Initiatives Manager and Assistant to the Chairman at HR&A Advisors, Inc.

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