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[Aviana Global](#) implements business, analytical, and

performance-management solutions for IBM products. Its impressive client list includes Fortune 500 companies such as Nike, Boeing, Columbia Sportswear, DirecTV, Honda, Kaiser Permanente, and more. The company also serves the hospitality and gaming industry, including MGM Resorts and Las Vegas Sands. One of the fastest-growing SaaS companies in Orange County, Aviana was recognized by IBM as its “Micro Partner of the Year” in 2015.

In 2014, Aviana selected Mavenlink as its time and expense reporting solution. After deploying Mavenlink, Aviana quickly improved its utilization metrics thanks to easier time and expense tracking for field consultants.

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*Mavenlink. When you have all the data in one place like that, you can remove the manual layer in reporting to gain data integrity.” —Marc Delgado, Director of Operations*

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members to a project workspace. The team members access every single file related to a project, including statements of work, asset repositories, and more, in an onboarding process. The onboarding takes place exclusively inside Mavenlink and Google Docs, which integrate to provide a single information-access to everything team members know to start the project fully informed.

Aviana is also in the process of connecting Mavenlink with their CRM, Salesforce. This increased visibility into the sales pipeline will enable them to map available resources to upcoming project with greater accuracy for skills matching. The strategic resource planning lets Aviana proactively reach specific utilization targets and utilization rates. “If we achieve it, we make money,” Delgado said. “Better visibility to match resources with opportunity will help us in the long run to be profitable. This ensures we put the right people on the right projects, so our margins stay healthy.”

[Learn more about Mavenlink integrations here.](#)

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