# Cloudtech Increases Utilization Rate by 25% with Mavenlink

**THE CLOUDTECH STORY**

## Cloudtech is a software application developer that builds solutions and integrates existing business systems with cloud-based technology.

Its Ireland-based team carries out strategic consulting, new product research, and application development to kick start their clients' transitions to the cloud. Cloudtech serves companies of all sizes and sectors, globally. Their services include research, analysis, specification, design, systems architecture, application build, testing, training, implementation, maintenance, and support through all stages of the product development lifecycle. Core areas of specialty include custom cloud and on-premise projects, mobile projects, integrations and connectors, and data migrations for all industry sectors — including financial services and telecommunications.

To provide quality service, Cloudtech hires the most skilled, senior professionals. Experts in world-class software, these professionals rely on having the best technology to enable their services delivery.

**INDUSTRY**

IT Services

**COMPANY**

Cloudtech

**SIZE**

1-50 employees

**WHAT MAVENLINK REPLACED**

Clarizen, Basecamp, Trello

**BENEFITS**

Increased Utilization

Increased Profit Margins

Increased Client Transparency

Improved Accounting Confidence

" It'd be difficult for me to highlight my favorite aspect of Mavenlink because I like everything about it.

Throughout my career I've worked with loads of different tools from the enormously expensive down to simple spreadsheets.

For me as a professional, Mavenlink hits all the right buttons. It's just a great product that stands out above all the rest. The other project management systems just don't understand me and my business like Mavenlink does. "

## THE CHALLENGE

# One Product that Does it All

At any given time, Cloudtech manages 600+ projects for about 250 clients worldwide. CEO Tim Pullen wanted one system that would track all the moving pieces. "No one product really solved all of those problems and kept everything in the right place," Tim said.

His team was using Google Apps for end user and document collaboration, Clarizen for project management, Trello for storyboarding, Skype for communication, and Salesforce.com for raising invoices as well. They were frustrated by poor user experiences across the various apps. "People didn't like using Clarizen. It had been our original system of choice for what it could do, but our people didn't actually like using it," Tim said. "Invoicing, for instance, was a nightmare." They repeatedly made requests for new Clarizen features, including reporting and invoicing, and the Clarizen team conveyed that these features were on the road map and coming soon. "They never did."

Eventually, Tim looked for one product that did it all: project management, collaboration, resource management, billing and invoicing, and metrics and reporting. That search led Tim to Mavenlink. "Mavenlink brings together a number of features from those other tools — as well as additional well thought out functionality. I could see straight away the benefits of having all my critical business data in this one system."

## FROM THE SOURCE

"The reports are incredibly accurate and insightful. You've got access to all the key metrics right there, unlike Clarizen, which is all over the shop."

Tim Pullen
CEO, Cloudtech

> **Mavenlink took very little effort to set up. We're talking about days.**
>
> **It's always a concern to the business and the team when you make a big change, but Mavenlink was so intuitive and the results were there so quickly that it was really well received. Getting that team buy-in is critical for me as the business owner.**

THE SWITCH TO MAVENLINK

# Mavenlink for Expense Tracking, Project Management, Reporting, and Collaboration

Tim's team uses Mavenlink to perform all the functions of the other systems. They created and deployed project templates, Gantt charts, work breakdown structures, and more to manage projects. "We can quickly change project information by dragging and dropping, changing columns, and directly entering information into columns," Tim said.

Cloudtech uses timesheets and expense reporting extensively. Now, still inside Mavenlink, workers can copy-paste workweeks and easily log and submit time and expenses. Managers are notified quickly and can review and approve entries. Previously using Clarizen, the administrator found it difficult to track pending and unsubmitted timesheets and was very frustrated when time wasn't being submitted. Now, it's visible all in one system. "You can't miss anything," Tim said. "It's all in there."

In the past, Tim's team hadn't thought about using their project management software for client interactions, because Clarizen didn't allow this. But now with Mavenlink, Cloudtech clients are added into the project plan. "It immediately makes you think very carefully what you're doing and how much they're seeing," Tim said. The improved transparency has helped Cloudtech take an even more client-focused approach. "And then we thought, 'Why not involve them with as much

**FROM THE SOURCE**

"It became obvious that Mavenlink wasn't just a great demo. It really does the job very well."

Tim Pullen
CEO, Cloudtech

> **This is a key part of what we do day in and day out: We provide support to customers.**
>
> Mavenlink's Support has always been very professional, and it's basically been a delight dealing with them. I know how tough this job can be to remotely service clients who are experiencing problems or need answers quickly.
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> That was one of the decision criteria when we were going through this: We wanted a company whose customer support worked, and Mavenlink's was great. Within days, it was completely obvious Mavenlink was the right choice.

as we possibly can?' It will build trust with customers." Clients now receive an invitation to login and interact with the project team. The consolidation of client interactions into the single software system has also helped Cloudtech reduce the amount of documentation they send, such as for sign offs. "They can be a part of the project without us sending out all that documentation," he said.

## Financial Reporting

"Nobody trusted the figures with Clarizen," Tim said. His team would have to export figures from Clarizen to do reporting and accounting. They needed a simpler way to get reliable financial information. With Mavenlink, which tracks financial information down to the project level, Cloudtech can be certain people are carrying out billable work. "We can pull revenue and cost details straight off the project plan," Tim said. "We can see where people have had or will have downtime on, allowing for better forward projections."

Cloudtech is also using Mavenlink for invoicing. "We gave our accountants access into Clarizen and Salesforce and they gave up, whereas producing invoices in Mavenlink is easy. We now just press a button and select the project. The trust and confidence that has been built up is enormous. Calculating Work in Progress (WIP) used to be a painful task at the end of each month — now it genuinely is just a couple of clicks."

# The Results

With Mavenlink, Cloudtech has been able to increase utilization rates and decrease software costs. "We're also saving three to four days a month in manual work where we were taking information out of Clarizen and putting it into spreadsheets and into Salesforce. Now that person does much more valuable work. The information is available at the press of a button and doesn't require any importing, exporting, cutting, or pasting. You get your utilization, work in progress, and up-to-the-minute reporting. The benefits are enormous."

## Utilization Increased 25-35%

With Mavenlink, Cloudtech soon realized that utilization was lower than they wanted and used Mavenlink's visibility into projects to understand what resources were actually working on. That led to a 25-35% increase in utilization. "With the improvement in usability, we quickly found out that resources were not working on the tasks that they should have been working on and so we were able to address this promptly," Tim said.

## Profit Margins Rose 15%

Cloudtech was able to better track billable and nonbillable work. They drilled into the system to locate nonbillable timesheet hours that were either posted in the wrong project plan or were actually billable. "Looking at billable versus nonbillable time is ridiculously easy now. We can easily check nonbillable entries and put them back into Mavenlink if they should be billable and resolve it straight away," Tim said. "Without emails, without chasing anyone around, without Skype. We just put it in there and fixed it. All the comments and notes stay inside Mavenlink against the correct projects, so a clear audit trail is available." Bringing the nonbillable time into better focus helped Cloudtech realize more billable hours, "so we are recovering time, and revenue, that previously would have been lost. This also means that we're doing less nonbillable work and, therefore, increasing our project profitability."