

Enhance Your PSA Strategy with Predictive Governance

PREDICTIVE INTELLIGENCE: THE NEW STANDARD IN PROJECT SUCCESS



The Whitepaper

ORACLE
NetSuite



 **TrueProject**
Project Success Through Predictive Intelligence

Is Your Service Organization Thriving—or Just Surviving?

The professional services industry faces intense pressures: meeting project deadlines, optimizing billable resource utilization, delivering consistent quality, and maintaining profitability. But the real challenge lies in sustaining the workforce amidst relentless demands—80+ hour weeks, tight deadlines, and grueling travel schedules. The result? Burnout rates are soaring, and young talent is exiting the industry at an alarming rate. Survival is no longer enough; thriving requires a smarter approach to operations.

Top Challenges of Business in the Professional Services Industry

44%

Increased competition.

37%

Managing changing client expectations.

31%

Limited access to required skills.

Source: FinancesOnline

KEY CHALLENGES FACING PROFESSIONAL SERVICES ORGANIZATIONS

- **Disjointed Platforms:** Multiple tools create inefficiencies and limit operational visibility.
- **Complex Resource Planning:** Difficulty in assigning tasks due to lack of centralized visibility.
- **Disconnected Teams:** Silos between sales and execution lead to delays and reduced productivity.
- **Revenue-Profit Gap:** Higher revenue doesn't guarantee profits due to inefficiencies.
- **Overwhelming Workloads:** Repetitive tasks and tight schedules lower team productivity.
- **Unpredictable Planning:** Poor forecasting disrupts timelines and scaling efforts.
- **Budget Leaks:** Untracked time and overspending erode profitability.

A recent survey reveals the top challenges for service organizations: optimizing client experience, addressing skill shortages, and managing capacity planning. The right PSA solution handles these issues head-on, turning obstacles into opportunities for growth. However, choosing the wrong PSA can exacerbate problems, driving up costs, increasing customer churn, and deepening change fatigue. So, what defines the right PSA solution?

So, how can your service organizations streamline and standardize operations to boost profitability while protecting the most valuable asset—the people? The answer lies in simplifying complex service delivery without compromising performance. That's the promise of professional services automation.



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THE COST OF AVOIDING PSA: IS YOUR GROWTH AT RISK?

Relying heavily on spreadsheets and disconnect systems comes at a price: inefficiencies, data silos, and manual errors. Leadership loses visibility into essential metrics like project profitability and resource utilization, resulting in poor decision-making, higher costs, and missed revenue opportunities.

Smaller firms often avoid PSA due to misconceptions about cost and complexity. But today's solutions are cost-effective, user-friendly, and adaptable to existing workflows. Without PSA, your organizations risk falling behind, with poor decisions, lost sales, and misaligned resources threatening long-term success.

So, what makes PSA a transformative solution that businesses, big or small, can't afford to ignore?

PSA: The Ultimate Game-Changer for Professional Services Organizations

RETHINKING PSA: A COHESIVE FRAMEWORK FOR GROWTH

Professional Services Automation (PSA) isn't an instant fix or a one-size-fits-all solution. It's a transformative framework designed to unify operations, streamline workflows, and automate critical processes. By eliminating redundancies, PSA boosts productivity and creates a robust system for project management, resource allocation, and profitability analysis.

Today, PSA solutions go beyond tracking tasks. They power operational efficiency by automating critical processes like invoicing upon milestone completion, flagging variances, and sending approval requests. They also capture time and expense data to provide actionable insights that enhance planning, utilization, and profitability.

WHY PSA CAN BE A GAME-CHANGER

PSA empowers professional services organizations to:

- **Simplify Project Management** by automating workflows and removing manual processes.
- **Maximize Resource Utilization**, ensuring optimal allocation and productivity.
- **Boost Profitability** by reducing revenue leakage and increasing margins.

According to Service Performance Insight (SPI), organizations leveraging PSA report an 8.2% increase in billable utilization, a 6.1% rise in project margins, and significant reductions in revenue leakage. For a midsize firm, these improvements translate to an average net present value of \$32 million over five years.

PSA is indispensable for organizations facing growing headcounts, rising service demands, and tighter deadlines. It's the foundation for sustainable growth and profitability in an increasingly competitive landscape.

Top Areas Where Client Expectation Is Increasing



51%

Quality of work



48%

Cost of service



37%

Transparency



37%

Accountability

Source: FinancesOnline

NetSuite SuiteProjects Pro: Redefining PSA for Strategic Excellence

Modern service delivery demands precision, agility, and innovation—Oracle’s NetSuite SuiteProjects Pro delivers all three. Setting a new standard for PSA solutions, it combines advanced project management solutions with financial precision to empower businesses with unmatched capabilities:

- **Unified Financial Management:** Seamlessly integrate project accounting, billing, and revenue management.
- **Advanced Resource Management:** Gain detailed insights into resource availability and allocation to prevent bottlenecks.
- **Project Portfolio Visibility:** Access real-time data on project health, status, and financials for informed decision-making.
- **Automation of Key Workflows:** Streamline approvals, project tracking, and billing cycles to save time and reduce errors.
- **Scalable and Flexible Platform:** Adapt to evolving business needs with a solution built on the trusted NetSuite ecosystem.

Built on the trusted NetSuite ecosystem, SuiteProjects Pro enables your organizations to scale their service delivery confidently. By aligning operations, finance, and resource management, this solution empowers businesses to meet today’s challenges while preparing for tomorrow’s opportunities.



The professional service automation (PSA) software market is projected to reach \$1.679 billion by 2026, growing at a robust CAGR of 11.42% from 2021 to 2026.

Source: Planview

Despite being a benchmark solution, the complexities of modern service delivery require further innovation. Integrating AI-driven predictive intelligence with NetSuite SuiteProject Pro’s advanced automation capabilities enables proactive risk identification and mitigation, optimizes resource utilization, and ensures projects are delivered on time and within budget. The next-gen solution amplifies SuiteProject Pro’s strategic impact, ensuring sustained success in an ever-evolving landscape. This balanced perspective is key to ensuring that PSA truly serves as a strategic enabler for your business.

FROM GOOD TO EXCEPTIONAL: ELEVATING NETSUITE SUITEPROJECT PRO’S FULL POTENTIAL WITH PREDICTIVE INTELLIGENCE

In today’s competitive professional services landscape, success isn’t just about efficient processes—it’s about staying ahead. While Oracle SuiteProject Pro has redefined operational excellence with its robust PSA capabilities, the demands of modern project management extend beyond streamlining tasks. The true differentiator lies in the ability to foresee challenges, anticipate risks, and proactively address them before they escalate.

The Future for PSA

BRIDGING HUMAN INSIGHTS AND SYSTEM DATA

TrueProject's predictive project management approach integrates stakeholder sentiment with system-driven metrics, offering a 360-degree view of project realities. Leveraging key factors and KPI analytics compares organizational feedback with system data to identify patterns, anomalies, and performance gaps. This data-driven correlation produces advanced warnings and targeted recommendations that help teams preemptively avoid risks, lower costs, and increase project delivery success. With this deep analytical layer, TrueProject eliminates blind spots, empowering decision-makers with actionable intelligence that merges human perspectives and hard data for precise governance.

ENABLING CUSTOMIZABLE KPIS FOR PROJECT HEALTH MONITORING

Static metrics no longer suffice. TrueProject redefines success by enabling you to customize KPIs to your unique needs. Tailored insights align with project specifics and team dynamics, providing precise tracking and actionable improvements for project health.

AI-DRIVEN REAL-TIME DECISION-MAKING

PSA tools provide data, but predictive governance delivers actionable insights. With TrueProject's real-time alerts and patterns, you, the decision-makers, can act faster and more confidently at every project phase, transforming outcomes with precision-driven governance.

PROACTIVELY IDENTIFYING RISKS AND MITIGATING THEM

Wouldn't it be better to prevent issues than struggle to fix them? TrueProject detects early warning signs, allowing your teams to address risks before they escalate. This forward-thinking approach safeguards your project outcomes, bolsters stakeholder trust, and ensures operational resilience.

OPTIMIZED RESOURCE ALLOCATION AND STAKEHOLDER ALIGNMENT

TrueProject's predictive governance combines operational metrics with stakeholder sentiment to achieve the perfect balance. The solution further ensures teams are neither overburdened nor underutilized, driving efficiency and maximizing performance. Additionally, by integrating stakeholder sentiment into its framework, predictive governance fosters shared goals, seamless teamwork, and ownership, enabling projects to exceed expectations consistently.

Also, TrueProject's PM health and Derived Insights feature acts as a centralized control panel, providing the clarity and control you need for smarter decisions.

TrueProject elevates the robust capabilities of Oracle NetSuite SuiteProjects Pro to an entirely new level. As a strategic alliance, this powerful integration brings together NetSuite's best-in-class PSA capabilities with TrueProject's predictive intelligence, creating a seamless, AI-driven governance framework that optimizes project efficiency, enhances visibility, and mitigates risks before they escalate. By blending AI-driven insights, customizable metrics, and proactive risk management, this approach sets a new standard for operational efficiency and stakeholder trust. For organizations striving to stay ahead, predictive governance isn't just the future—it's the now.



In a business climate driven by technology, disruption and skilled talent shortages, professional services organizations must themselves become technology-enabled.

—Service Performance Insight

PSA: The Ultimate Game-Changer for Professional Services Organizations



50%

Of professionals without automated systems say manual data input and adjustments are the most time-consuming parts of their day.

Source: -Deloitte Benchmarking Report

Why struggle with traditional, rigid automation tools when you can have a solution that gives your team the power to detect risks, track project health, and make informed decisions without disrupting workflows? Why settle for just managing your projects when you can predict and ensure their success? With SuiteProjects Pro and TrueProject, you don't have to choose between efficiency and intelligence—you get both.

This partnership is not just product integration; it's a transformation. SuiteProjects Pro and TrueProject enable your professional services organizations to go beyond managing projects—they empower you to predict success, prevent failures, and deliver extraordinary outcomes. Here's how this combined power redefines the PSA landscape:

**SUITEPROJECTS
PRO FEATURE**

**TRUEPROJECT
ENHANCEMENT**

**THE
DIFFERENTIATOR**

**Comprehensive
Project Management**

Integrates predictive intelligence to identify risks weeks or months before, enabling proactive course correction.

Proactive decision-making ensures on-time, on-budget delivery, even for complex, multi-phase projects.

**Resource
Optimization**

Predictive analytics forecasts resource needs and preempts bottlenecks.

Enhanced resource allocation improves efficiency, reduces downtime, and ensures optimal utilization without overburdening teams.

**Advanced Project
Accounting**

Integrates financial tracking with predictive insights, providing real-time forecasts on budget health and potential cost overruns.

Empowers accurate financial forecasting, enabling timely intervention to prevent project budget overruns and ensuring that resources are allocated effectively to maximize profitability.

**On-the-Go
Access**

Offers mobile access to predictive alerts, enabling on-the-go decision-making and continuous project health monitoring.

Ensures that your project managers and teams stay informed and in control, wherever they are, with predictive risk updates and real-time project status available from any device.

**Robust Project
Reporting**

Transforms project reports into dynamic, real-time insights driven by predictive intelligence and stakeholder feedback.

Shifts from traditional reporting to actionable insights that allow project managers to make immediate, data-backed decisions, improving project outcomes and reducing the time spent on manual reporting.

DRIVE EXCELLENCE, SECURE SUCCESS, AND PREDICT THE FUTURE

In today's high-pressure world of professional services, where every decision counts and every project shapes your success, wouldn't having clarity and control at every step be reassuring? With Oracle's SuiteProjects Pro as the gold standard in PSA and TrueProject delivering predictive precision, your organization can stay ahead of the curve. By combining robust automation with proactive governance, you ensure every resource is optimized, every risk is anticipated, and every project is aligned with your strategic goals. This combination redefines your project outcomes and business success.

By aligning project execution with strategic priorities, SuiteProjects Pro and TrueProject ensure every decision drives profitability, strengthens stakeholder trust, and fuels sustainable growth. In an era where agility and foresight determine competitive advantage, this powerful collaboration empowers your organizations to lead confidently, delivering successful projects and enduring value. Don't settle for incremental change; embrace a combined transformative solution that positions your team for unparalleled success. Are you ready to leap?

Take control of your projects before they control you. With TrueProject, you can experience the power of predictive governance, precision, foresight, and unmatched performance. Take the first step at <https://www.trueprojectinsight.com/introduction>.

The Summary

The world of professional services is a high-stakes arena—where resource optimization, project profitability, and relentless customer demands collide under the weight of a fast-evolving global economy. Organizations face mounting pressures to deliver exceptional outcomes with premium resources, manage shrinking budgets, and sustain strategic focus while overcoming an unforgiving competitive landscape.

PSA solutions have become the cornerstone for handling today's toughest challenges. To meet these demands, your businesses need a solution beyond the basics, delivering precision, efficiency, and scalability. Oracle's NetSuite SuiteProjects Pro is a benchmark in PSA, empowering your organizations to manage projects seamlessly, optimize resources, and boost profitability. It delivers unparalleled clarity and efficiency with features like project accounting, advanced resource planning, and real-time dashboards. SuiteProjects Pro allows you, the leaders, to prioritize strategy in a fiercely competitive landscape by centralizing workflows and providing actionable insights.

Yet operational excellence alone no longer guarantees success. Your organizations need forward-looking capabilities in today's fast-paced global markets to stay ahead. While SuiteProjects Pro provides a robust foundation, achieving true resilience requires anticipating challenges before they arise. That's where predictive project management solutions like TrueProject come in. TrueProject integrates artificial intelligence-powered analytics with SuiteProjects Pro to offer strategic foresight and proactive governance. It helps you anticipate risks weeks or months in advance, align projects with strategic goals, and maintain agility in uncertain times. SuiteProjects Pro and TrueProject create a powerful combination that ensures operational excellence and strategic insight. The choice is clear: excel today and prepare for tomorrow with the collaboration of NetSuite SuiteProjects Pro and TrueProject.

ABOUT ADVANCED MANAGEMENT INSIGHT, INC.

Advanced Management Insight, Inc. (AMI) is dedicated to delivering advanced solutions that redefine project oversight, governance, and decision-making. At the core of AMI's expertise lies a commitment to empowering organizations with tools that enhance project outcomes and ensure alignment with strategic goals.

TrueProject, AMI's flagship KPI-driven predictive SaaS solution, integrates real-time insights with adaptive governance to help businesses identify risks early, optimize decision-making, and maintain project health. Designed for leaders navigating the complexities of modern project management, TrueProject transforms how organizations monitor, govern, and succeed in dynamic environments.

AMI's mission is to advance excellence in project management by equipping decision-makers with actionable intelligence, ensuring projects deliver value with precision, confidence, and measurable impact.

ENDNOTES

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