

# BLUEPRINT FOR INTELLIGENT SERVICES

## IN THE MODERN SAAS ECONOMY

PRECURSIVE  
PLAN. TRACK. FORECAST.



THE ROLE **OF SERVICES** .

# **Professional Services exists to maximize ARR without losing money**

Dave Kellogg.  
Executive in Residence  
Balderton Capital

# WHAT **WE DO**.



## CUSTOMER SUCCESS

Deliver on sales value promise and drive outcomes quickly for customers



## VALUE ENABLEMENT

Partner with customers throughout their journey to drive retention and growth



## GENERATE REVENUE

PS Revenue and gross margin helps fund operations and investments

# OPERATING MODEL.



Key metrics and KPIs are managed in real-time to support governance and functional growth

Integrated processes are critical to a seamless customer experience enabled via the Salesforce platform

PSO needs to mobilise people, capability and skills to meet customer needs across their lifecycle

# ALIGN OPERATING MODEL WITH METHODOLOGY .



The initial project builds capability to assess and then apply the appropriate services delivery frameworks enabled by Precursive



## OPERATING MODEL

Defined for global professional services



## PRECURSIVE MATURITY ASSESSMENT

Used to audit services maturity and delivery models



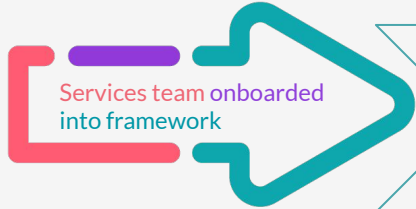
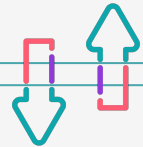
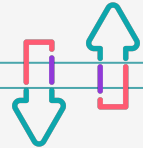
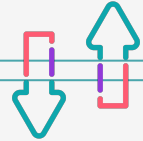
## DELIVERY METHODOLOGY

Provides the right framework for services delivery



## PRECURSIVE SERVICES DELIVERY CLOUD

Precursive enable services execution across all forms of delivery method



# PRECURSIVE **IMPACT** .



- **\$1M increase in profitability**  
Achieved by resource managers better assigning staff based on skills, geo location and capacity.
- **1,000 hours saved for PMO**  
Automation builds project plans and resource needs based on CPQ line items and services packages.
- **80% of projects delivered on time**  
Better control throughout implementations and improved backlog management drives efficiency.

**“What’s best about Precursive is its ease of use, especially compared to other tools on the market. The UX is super clean and it’s simplicity tying different pieces together, from resource allocation to project milestones, makes it an easy project management tool to use and therefore our adoption of the tool is high. The fact that it’s 100% Salesforce native is key”**

**DAYNE GILES .**

Director of Operations | Cox Automotive

# PRECURSIVE

THE SERVICES DELIVERY CLOUD FOR SALESFORCE

**PLAN . TRACK . FORECAST .**

[www.precursive.com](http://www.precursive.com)