

eTask-it: the smart way to manage your professional services delivery



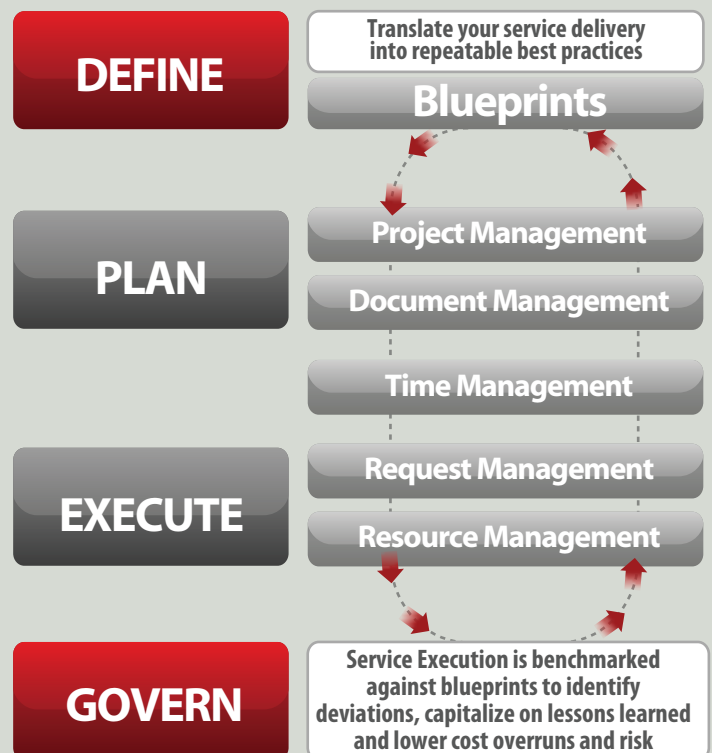
eTask-it provides key project management functionality PLUS a unique framework to translate your projects into rich blueprints to drive service standardization and deliver increased quality, efficiency and lower costs.

A technology-oriented world demands Professional Services Organizations (PSOs) to constantly improve their service delivery methods, tools and standards.

Responding to this challenge, the most innovative PSOs have begun to productize services to drive quality, consistency and repeatability. Productized services are proving to increase revenues while making services easier to sell and buy.

eTask has developed an online Professional Services Automation solution with service productization in mind. From the simplest to the most complex services eTask-it provides the **governance** infrastructure and **feedback** mechanism to enable PSOs to continually improve service delivery, while helping to increase profitability and consistency.

On-Demand. Collaboration. Continuous Improvement.



What is a productized service?

PSOs have increased the emphasis on building quality into service processes. By continually refining and retooling services to shorten time, reduce cost and increase quality - it adds up to improved client satisfaction. Learning from the quality practices in the manufacturing sector, the goal is to create services that are so consistent that they can be delivered with high levels of quality around the world by different teams.

Productized services have the following characteristics:

- A pre-defined and clear offering or deliverable
- A consistent standard delivery methodology
- Supporting tools and templates for executing the service
- Consistent knowledge and skills required to deliver the service
- Quantifiable costs and demonstrable value

Why productize?

A sophisticated client base demands constant proof of demonstrable value from PSOs. Fixed-time, fixed fee and shared-risk engagements represent about half of all the work performed by PSOs nowadays. Therefore it becomes increasingly important for PSOs to structure their work in a way that offers clear deliverables with pre-defined scope, methods, skills, time and cost.

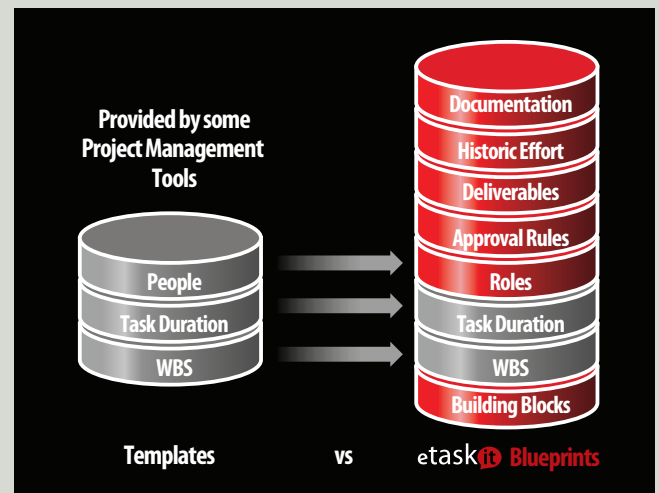
According to the SPI Research 2011 PS Maturity Benchmark survey of Professional Services Organizations, using a standard service methodology delivers significant improvement in revenue, pipeline size and utilization.

Key Performance Indicator (KPI)	Standard Methodology on >60% of Projects	Standard Methodology on <60% of Projects	Improvement
Annual revenue growth	11%	3%	267%
Size of pipeline to booking forecast	2.05	1.89	8%
Revenue per billable employee (k)	\$ 193	\$ 171	13%

Source: Service Performance Insight, March 2011

Blueprints vs templates

Many PSA providers offer project templates which facilitate reuse and repeatability. eTask-it takes the template concept several steps further to provide project governance to enable continuous monitoring and the improvement of processes. Standard templates only give a two dimensional view of tasks: time and resources. Blueprints add the additional views of complete guides, deliverables, required authorizations, historic effort and other critical information. The eTask-it blueprint enables the PSO to capture in a standard way the best practices for the delivery of each one of the phases of a service delivery, but more importantly, it allows the governance and improvement of these practices whenever they are used. Blueprints provide important project information to reduce risk, rework and cost.



eTask-it is much more than a standard PSA Platform

Excellence in professional services is achieved through consistent, high quality service delivery, increasing transparency to your customers and constantly learning how to reduce risk. eTask-it delivers service productization through the definition and constant improvement of blueprints, empowering your organization to improve margins and be more efficient and productive.

About eTask-it

www.etask.it

info@etask.it

[@etaskit](https://www.facebook.com/etaskit)

<http://linkedin.com/companies/etask.it>

eTask Europe

IQ Farnborough Business Park
The Hub, Regus Floor 1,
Fowler Avenue
Farnborough GU14 7JF
United Kingdom

eTask US

8601 Six Forks Road
Suite 400
Raleigh, NC 27615
USA

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