

Transform Your Services Business with OpenAir

Industry Leading Professional Services
Automation (PSA) and Services Resources
Planning (SRP) Solutions

DRIVING PROFITABILITY ACROSS INDUSTRIES

No matter what industry you are in, professional services is a growing business and an increasingly elusive one to manage and track. The bulk of your services professionals are often on site at client offices or on the road, so your organization has a lot of moving parts. Without up-to-date information, it's hard to know who's truly busy and who has time on their hands, especially if your services professionals work in different locations.

Managing projects on time and on budget is also a challenge, particularly if you rely on manual tracking and billing applications to run them. Manual processes not only bog down your services staff with administrative tasks—when they should be spending time with clients—but information becomes stale and you end up making decisions based on old data, or on your gut. More than ever, time is money these days. In an increasingly competitive global services economy, you need ways to maximize billable hours and plug up revenue leaks



With OpenAir, any project-based business can gain real-time visibility into resource utilization, project status, and finances.

REDEFINING EFFICIENCY

From software companies to international consulting firms, OpenAir helps professional services organizations work more efficiently and more profitably. We understand the pressures you grapple with every day—from worrying about whether you are charging the right amount for a project to how best to staff it. Since professional services are a significant contributor to your bottom line, efficient project and resource management can make the difference between being in the black and being in the red.



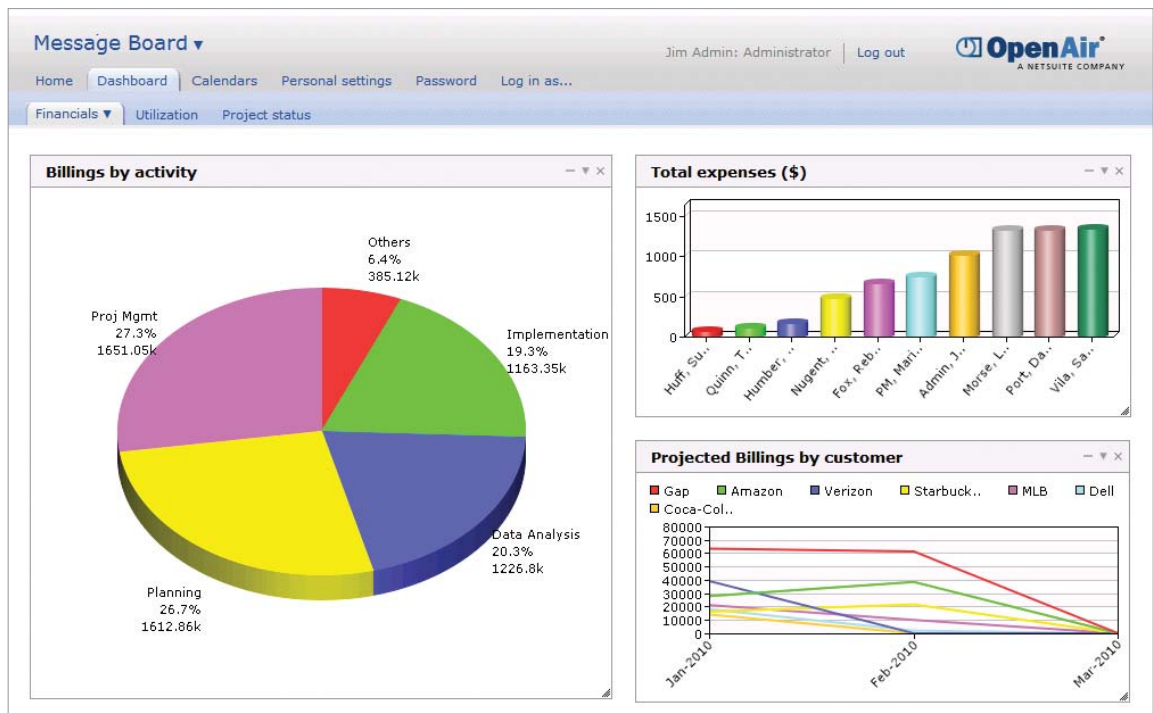
Access through our secure cloud means no costly hardware and software requirements and a worry-free, high ROI solution for you.

KEY BENEFITS OF OPENAIR

- **Visibility.** With a 24/7, 360° view of who's working on what and the state of your projects, OpenAir lets you make smart decisions based on timely data. Our dashboard capabilities help flag project overages, forecast based on historical data, assign the right people, and take control of projects and resources.
- **Efficiency.** From project scoping through completion, OpenAir's automated technology streamlines end-to-end workflow and eliminates manual errors and data re-entry. This means you can do more in less time with fewer people.
- **Optimization.** Take resource planning to a new level by assigning staff based on skill sets, capacity, and experience. OpenAir lets you effectively staff your projects to deliver high-quality, high-margin projects every time, often paying for itself within the first year.
- **Flexibility.** Being in the cloud means there's no software to buy, install, or maintain. OpenAir is highly customizable, scalable, and open, so it is compatible with your current solutions and can be tailored to handle your unique needs.
- **Global.** OpenAir automatically does real-time foreign currency conversions for you, so you don't have to worry about exchange rates. OpenAir also determines availability and skill set from a global resources pool so you can make effective resourcing decisions on the fly.

 Find out more: contact OpenAir at 1.888.367.1715 or visit www.openair.com

- **Collaboration.** With one data repository, OpenAir lets your staff efficiently capture and share the latest documents and project updates throughout the lifecycle of a project. This ensures that everyone stays in the loop and has the latest information.
- **Financials.** OpenAir's centralized billing automatically links to invoicing to ensure there are no billing delays. Our reporting tool helps with accurate forecasting, so you can anticipate resource needs and make decisions with confidence.



OpenAir's configurable dashboards provide key performance indicators for valuable insight into your business' critical metrics in an easy to decipher, graphical format

KEY INDUSTRIES

- **Software & Hardware Companies.** From blue chip product technology companies to start-ups, OpenAir helps software and hardware companies' professional services work more efficiently.
- **Professional Services.** Law firms, architectural companies, medical practices, accounting firms, personnel agencies, and other services organizations automate their processes with OpenAir.
- **Consulting Services.** From international consulting companies to healthcare, financial services, and management consulting firms, OpenAir maximizes utilization rates and cash flow.
- **IT Services.** IT consulting firms that install, code, troubleshoot, resell, and maintain technology benefit from OpenAir by more effectively managing resources and increasing profitability.

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SERVICES RESOURCE PLANNING (SRP) FOR YOUR ENTERPRISE

With teams of people in disparate offices, many professional services organizations today operate across multiple languages, currencies, and time zones.

As a result of this global expansion, enterprises like yours spend valuable time profitably deploying hundreds of service professionals around the world. Without an SRP solution, forecasts are based on best guesses instead of on true metrics. Revenue leaks result from delayed invoicing and underutilized employees. Cash flow is impeded by manual errors in converting foreign currencies and billable services professionals get bogged down by Sarbanes-Oxley compliance.

INCREASED VISIBILITY AND PROFITABILITY

While Professional Services Automation (PSA) solutions are the cost of entry for today's enterprises, only OpenAir's fully scalable solution grows with your organization and integrates with CRM and ERP software for a complete end-to-end Services Resource Planning (SRP) solution. OpenAir provides around-the-clock and around-the-world access to critical data that lets you make informed decisions on the spot.



OpenAir's cloud computing technology reduces overhead, streamlines processes around the world and often pays for itself in the first year.

BENEFITS OF OPENAIR

- **Efficiency.** OpenAir lets you eliminate double data entry across systems, reduce manual errors, and accelerate quote-to-cash and invoicing cycles by automating project workflows throughout your enterprise.
- **Visibility.** Get a big picture view of your entire business with OpenAir's 24x7 dashboard capabilities. From more accurate forecasting in your CRM to more efficient project and resource management to fully realized back-end financials in your ERP financial system, OpenAir gives you the visibility you need.
- **Flexibility.** OpenAir is vendor-agnostic so it seamlessly integrates with other solutions you may use. OpenAir Connect gives you a set of pre-built integrations for leading systems like Salesforce.com[®], SAP[®], Oracle[®], PeopleSoft[®] and other ERP/CRM software. OpenAir also offers a cloud-based SRP solution with NetSuite, the only end-to-end SRP solution available today.
- **Security.** As the industry leader for the past decade, OpenAir is a low-risk/high-reward software solution in the cloud that is secure and private, and offers state-of-the-art data backup and protection.
- **Global.** OpenAir is multi-currency and multi-lingual, making it ideal for complex global enterprises that struggle with inaccuracies due to foreign currency conversions. It also minimizes human error by automating workflow processes, including Sarbanes-Oxley compliance.

CUSTOMIZE YOUR SOLUTION

Depending on the size, industry, and needs of your organization, OpenAir allows you to create the PSA/SRP solution that best fits your business needs from the following modules.

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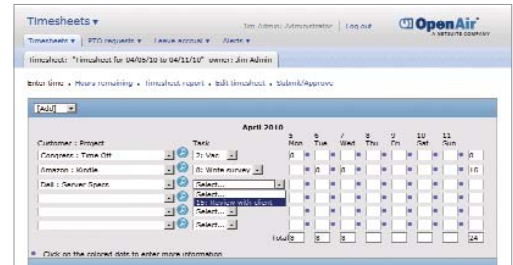
FEATURE-RICH MODULES

Timesheets

Increase accuracy and accountability with our easy-to-use, detailed time entry system.

Track time at the project and task level, and identify billable versus non-billable hours.

Integrate time tracking with *Project Management* to enable real-time updating of project status and results against key deliverables.



Expenses

Automate and streamline expense reporting, submission, approval, and invoicing processes.

Track and submit project expenses anytime/anywhere (even from your iPhone or BlackBerry) for rapid reimbursement and client billing.

Stay connected to OpenAir mobile when you're on the road with offline access.

Customize and automate the approval process and workflow by client and project.

Project Management

Efficiently manage projects with multiple billing options and changing budgets, tasks, and timelines, to increase profits and service quality.

Immediately recognize revenue by tightly integrating with timesheets and expense reports.

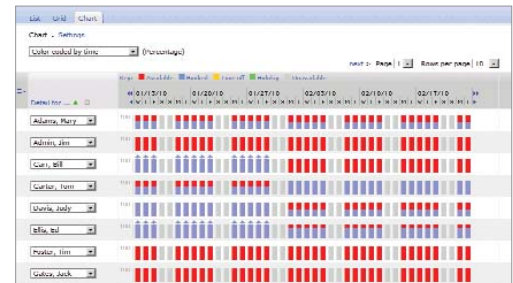
Save valuable time with standardized templates that eliminate the need to re-key data and reinvent the wheel.

Resource Management

Optimally deploy resources based on skills, interest, experience, and availability.

View resource reports to determine staffing needs and improve employee utilization rates.

Use robust utilization reporting, including capacity planning (FTE) forecasts and utilization by hierarchy (offices, line of business, etc.) to drive sound financial forecasts (billings, revenue, margin) off of staffing plans.



Reporting

Access real-time project status and financials whenever you need to with our dashboard capabilities.

Generate up-to-date, detailed utilization reports, project status updates, and financial reports whenever you need them.

Invoices

Improve revenue recognition and cash flow management with fully integrated multi-currency invoicing.

Customize billing and revenue recognition capabilities by customer or project.

Employ flexible costing functionality that allows for true historical user costs and handles multiple currencies and international tax related issues.

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“OpenAir met and exceeded our expectations: bottom line cash flow benefits, process automation, and performance metrics all add up to a fast ROI.”

John Carr
*Vice President of Operations
ICS, Inc.*

“Today OpenAir performs the work of two full-time employees at an employment cost of about \$150,000.”

Eric Berridge
*CEO and Founder
Bluwolf Group*

“Our consultants have been vocal regarding the improvements they have seen with OpenAir. They have greater visibility within the system and can self service their information needs.”

Jignesh Jain
*Vice President of Operations
Niteo Partners—an NEC Company*

“OpenAir is a clear winner with robust functionality, intuitive user interface, and excellent support.”

Alex Sefanov
*Founder, President, and CEO
BioPharm Systems*