Luxent

Growing Smart: Luxent Doubles Down on Best-of-Breed PSA

AT A GLANCE

- **SUMMARY:** By transitioning from an under-performing solution to Projector's PSA suite, Luxent gained the visibility and control it needed to nearly double the size of its professional services operations.

- **INDUSTRY:** Cloud-based software solutions and technology consulting services

- **LOCATION:** Aliso Viejo, CA

- **CHALLENGE:** Luxent needed a cloud-based solution specifically designed for professional services firms to support its rapid growth in a seamless manner.

- **SOLUTION:** Projector Professional Services Automation (PSA) integrated with Luxent's CRM and accounting system

- **RESULTS:**
  - Full organizational visibility into sales, delivery, and financial performance
  - Flexible and efficient integration between CRM, PSA, and finance systems
  - High user adoption and compliance among internal and external resources
  - International growth and expansion
  - Recognition as a top performing professional services firm in the market's leading industry benchmark

"What really matters is how well a solution models your business, is adopted by your users, and is supported by its creator. That's what we advise our clients, that's what we believe in ourselves, and that's what Projector delivers."

– Vivian Keena, CEO, Luxent

COMPANY PROFILE

Luxent is a software solutions and technology consulting firm focused on helping manufacturers transition to and benefit from cloud-based systems. The firm partners with leading cloud platforms such as Salesforce and NetSuite, as well as builds its own cloud-based solutions to help manufacturers benefit from technology that's faster, smarter, and easier to use. It's safe to say that Luxent knows the cloud.

BUSINESS CHALLENGE

PROJECTOR PSA PROVIDES:

- Flexibility to integrate with existing systems
- Cross-departmental visibility into sales and delivery operations
- Pre-built workflows designed for services firms

As a rapidly growing professional services firm, Luxent reached a phase many growing companies encounter—it believed it needed to replace its current solutions to meet increasing challenges to scale from a small business into a midsized enterprise. Vivian Keena, Luxent's President and CEO, looked to what other organizations of a similar size were using and was intrigued by the idea of choosing a solution that promised it could consolidate certain business functions to provide greater efficiency and flexibility. "We selected a suite of tools from a vendor that promised they would be able to meet our needs as a fast-growing services firm. Unfortunately, we did not get the flexibility we needed to truly make the solution work for Luxent."

During a standard implementation conducted in concert with the vendor, Luxent soon discovered the new solution lacked the industry focus of a best-of-breed PSA tool and needed the vendor to perform custom development to support typical workflows. "Our business is far from unique, but the customization of the software was," said Keena. "Because our workflows weren't supported natively, we had to pay for expensive development because the platform was too restrictive for us to customize it to our business." A cloud-based software vendor itself, Luxent knew these types of customizations were not uncommon, but after going live, it soon found the workflows to be worryingly fragile.

"We were going in circles just trying to get our vendor to do what it promised it could do," Keena explained. "What we really needed was a partner who would work with us and who we felt had an interest in our success. It was time to take a fresh look at the problem."

In addition to needing to customize the tool to model their business, Luxent also struggled to realize value from the integration between the new PSA and accounting system that was purported to be seamless. "The data models between the PSA and the accounting modules were completely different," Keena said. "Defeating the entire purpose of choosing a suite of tools."

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SOLUTION

As Luxent took a second look at solutions, it prioritized solutions' abilities to model its business. Luxent still required a tool that could integrate closely with its other business systems, but also knew that it needed a PSA that understood its challenges and opportunities as a professional services company. Luxent took a fresh look at Projector and chose to implement it as its core operational system.

Projector's professional services team helped Luxent model its standard workflows, configure integrations with its CRM and accounting package, and cut over to its new operating procedures quickly. Because Luxent's needs were easily supported by Projector, the implementation process took a matter of days, not months. Luxent was happy to get back to focusing on growing its business instead of wrestling with an under-performing PSA system.

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RESULTS

After implementing Projector, it was clear to Luxent the ease with which it was able to model its business. It no longer needed to worry about billable time not making it onto invoices or falsely triggered budget alerts. It no longer needed to spend countless hours escalating issues or trying to maintain fragile customized workflows with its former vendor. And most importantly, it no longer needed to be distracted by its business systems. Simply put, Projector just worked.

Luxent was also able to streamline its entire quote to cash process by integrating Projector with both its CRM and accounting package. As a result, it achieved many of the same benefits that competitive suites tout, such as visibility into every phase of the project lifecycle, while still being able to benefit from the industry focus of a best-of-breed solution. Luxent is able to utilize Projector's powerful capacity planning, project tracking, and analytical reporting features without fear of departmental silos or fragmented data.

Although these back-office efficiencies are significant, it's really Projector's singular focus on serving the professional services industry that Luxent benefits from the most. User adoption and satisfaction with Projector is at an all-time high. Luxent's employees and external contractors in countries all over the world use Projector to deliver their projects. According to Keena, "Projector is one of the few software companies that truly prioritizes the level of service it provides to its clients equally to the software it is developing."

Luxent now has the visibility into its operations it needs to be nimble, the confidence it needs in its business systems to support its growth, and the efficiency it needs in its processes to be profitable. Since implementing Projector, Luxent has nearly doubled in size and has been identified by SPI Research as one of the top performing professional services firms in its yearly benchmark of the professional services industry.

"What really matters is how well a solution models your business, is adopted by your users, and is supported by its creator," Keena said. "That's what we advise our clients, that's what we believe in ourselves, and that's what Projector delivers. Using Projector is one of the best decisions we ever made."

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