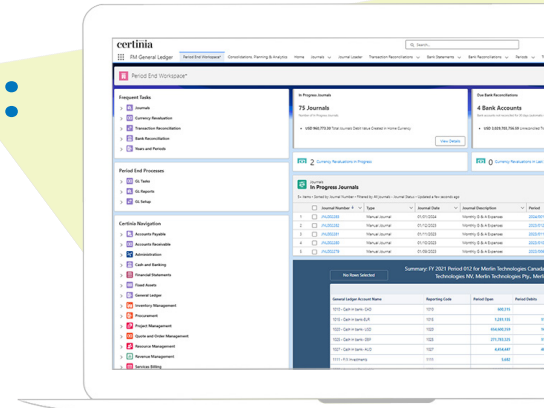


Customer success story:

# Implementing Certinia PS Cloud: A Q&A with Cambridge Health Research (CHR)



## The Customer

Cambridge Healthcare Research, established in 2013, has grown into an indispensable partner for decision-makers in the healthcare and life sciences sectors. Sparked by a desire to strive for better, the company's founders used their expertise in strategic competitive intelligence to cultivate an exceptional team of over 130 individuals. Today, CHR provides crucial insights, strategic analysis, and in-depth interpretation of market trends to inform pivotal decisions. Their portfolio has expanded to include divisions for market research, strategic competitive intelligence, and pricing, incorporating brands such as Vox.Bio and Solici. By nurturing new ideas and developing emerging talent, the company steadfastly works towards its matured vision - to bring the brightest ideas in healthcare to patients.

## The Challenge

Prior to Certinia, CHR faced a lack of mature workflows and systems that hindered their rapid growth trajectory, with the absence of a unified and scalable PSA system being a main concern. The process of timesheet entry was also not optimised, leading to compliance issues. In addition, CHR lacked visibility in capacity forecasting, which adversely impacted business performance and client delivery timelines. The need for customisations to suit specific needs was another hurdle, calling for a solution that could offer out-of-the-box configurations while providing the flexibility for future modifications.

### Client name

Cambridge Health Research (CHR)

### Industry

Consulting and Services

### Company Size

140

### Headquarters

Cambridge, UK



Forecasting



Performance



Timesheet  
optimisation



# The Results

*“With Certinia and its Fast Start implementation, we found the PSA system we had been searching for. Agilyx did a fantastic job delivering the project and customising configurations to suit our needs.”*

- Cambridge Healthcare Research

## Key takeaways from the project



**Increased visibility in capacity forecasting**



**Increased confidence in their forecast and created a more robust platform for macro-level business decisions**



**Timesheet entry has been optimised, leading to a notable improvement in compliance**

## Final Summary

Certinia has introduced efficient workflows and a system that encourages a more streamlined and organised operation. Timesheet entry has been optimised, leading to a notable improvement in compliance. They also gained increased visibility in capacity forecasting, contributing positively to the overall business performance and client delivery schedules. The Agilyx Force Multiplier enabled a faster implementation time with Certinia's out-of-the-box configurations, tailored to CHR's unique needs. This has provided the company with useful insights into their workflows, helping them identify potential future modifications. All these improvements have led to increased confidence in their forecast and created a more robust platform for macro-level business decisions

## What were Cambridge Healthcare Research's key takeaways from using Certinia's & Agilyx Group's Fast Start Implementation?

### 1. How would you describe the overall experience of the Certinia implementation process with Agilyx?

“Our experience was a learning curve with some challenges like any project, but ultimately successful. The project achieved the desired outcome, and both Agilyx and CHR gained valuable insights in the process.”

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**2. Did the implemented solution meet the initial objectives and goals set for the project?**

"Absolutely. Despite some delays, the project meets our objectives, and we're happy with our decision to implement Certinia."

**3. What would you consider as the key achievements or successes resulting from this implementation?**

"With Certinia and its Fast Start implementation (Agilyx Force Multiplier), we found the PSA system we had been searching for. Agilyx did a fantastic job delivering the project and customising configurations to suit our needs."

**4. Were there any unexpected challenges or obstacles encountered during the implementation? How were they addressed?**

"Certainly. We had issues with permissions and profiles, which delayed the launch. In hindsight, we should've started this process earlier. A deeper dive into business models and contractual restrictions would be beneficial for future projects."

**5. What feedback have you received from users or stakeholders regarding the implemented solution?**

"The feedback has been positive. Our consultants mainly use the tools for timesheet entry, and we've seen compliance improve since implementation. We're also seeing more visibility in capacity forecasting, which is positively impacting our business performance."

**6. How has the new implementation impacted day-to-day operations or workflows within your organisation?**

"As a rapidly growing business, we didn't have mature workflows or systems. Certinia and its Fast Start implementation provided us with out-of-the-box configurations, giving us the

ability to quickly see what we can learn about our workflows and what changes we can make to them in the future. We have been impressed with how complete the solution is out of the box for a professional services business like ours. We now have more visibility and confidence in our forecast, and crucially, the better ability to deliver to client timelines than we had previously."

**7. How well are your employees/team members taking to the new solution?**

"Our PMO teams use the systems daily, and there's good uptake from the consulting teams on administrative tasks. We're starting to see the solution's power in helping with macro-level business decisions."

**8. Are there any valuable lessons learned during the implementation that you would consider for future projects?**

"We learned that identifying critical assumptions early in the process could have made the implementation smoother. A more in-depth understanding of permissions and role restrictions could have resolved issues earlier."

**9. In hindsight, is there anything you would have done differently or any areas for improvement in the implementation process?**

"A richer understanding of the business and the operating model would have guided us better through the implementation process. Some critical questions on our contractual obligations could have solved issues earlier in the build."

**10. Any other comments?**

"We were impressed by the professionalism of the project manager on our build. She is a true credit to the Agilyx team!"

