



We Help Services Organizations  
Get Better At What They Do

### **The Challenge**

Optimizing your consulting and professional services offerings to be competitive and drive desired buyer behavior is not easy. For many technology companies, the PS function is not viewed as a strategic area of focus. As a result, the company does not put the appropriate practices in place and a shockingly high number of projects are delivered over-time and over-budget, negatively impacting financial results, client satisfaction, retention, and other critical business drivers.

### **The Solution**

RTM Consulting's Business Optimization Practice works with services organizations to enhance their operations by driving revenue generating improvements and cost saving transformations. Optimizing consulting and professional services offerings to be competitive and drive desired buyer behavior can be difficult. RTM Consulting can help evaluate alternative business models to produce the best results.

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## PS Business Optimization Case Study

### **Bullhorn Leverages RTM Consulting's Business Optimization Services to Transform Professional Services (PS) Organization**

#### **Who We Are**

RTM Consulting provides strategic and operational advisory services to technology companies and other industries to assist them in increasing revenues and growing margins by leveraging consulting, professional and support services more effectively.

#### **Client Situation**

Bullhorn's marketplace success put new and increasing demands on its professional services capabilities. An expansion to new segments was driving a need for modifications to its approach to delivery and resourcing. Continued company business growth created an opportunity for PS to support revenue and profit expansion; however, it also put increasing demands on managing a greater breadth and scale of projects. Bullhorn needed to better understand how to structure and run its professional services organization (PSO) to meet the objective of positioning the PSO for profitable growth and support of the company's overall direction.

#### **The Solution**

**RTM Consulting's Business Optimization Practice helped Bullhorn achieve performance improvements through a series of enhancements to its PS strategy and operations:**

- ▶ Aligning overall operations with a revised PS Charter to provide clarity and organizational awareness and readiness to execute
- ▶ Deployment of *Just-in-Time Resourcing*® to effectively align resources to areas of need, handle the growth in demand, and create more predictability for customers, employees, and Bullhorn PS
- ▶ Deployment of a Project Management Office to define and govern the use of a consistent approach to delivery

#### **The Result**

**By leveraging the diagnostic and implementation capabilities of RTM Consulting's Business Optimization Practice, Bullhorn is achieving performance improvements throughout its PS Organization.**

- ▶ Improved PS profitability by over 80%
- ▶ Improved resource utilization by nearly 50% - resulting in consistent achievement of 70%+
- ▶ Improved customer satisfaction scores by 30%
- ▶ Reduced the amount of time to initiate projects by 67%

*"Working with RTM Consulting to implement the changes to our PS operations has resulted in increased consultant utilization, improved project visibility ensuring that our projects start on-time and stay on budget, and most importantly, resulted in dramatic improvements in customer and employee satisfaction."*

--Matthew Trail, VP of Professional Services, Bullhorn