RTMC

We Help Services Organizations Get Better At What They Do

The Challenge

Outside of project margins, utilization of human capital is the largest lever for impacting services organizations. The math is simple. For a 100 person services organization, 5 points of utilization equates to approximately $1 million to the bottom line.

Services organizations that don't consistently achieve target utilization levels are usually plagued with a lack of disciplined practices, poor tools and infrastructure, underinvestment or some combination of all three.

The Solution

RTM Consulting believes utilization is critical in periods of growth as well as contraction. In our experience, poor utilization is not as simple as having too many resources for too little work. Through the effective management of your resources, RTMC believes you can achieve significant improvements in profitability, employee retention, and career development. It is about getting _the right person in the right place at the right time_.

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Who We Are

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

Client Situation

DAC is a global digital marketing agency that helps marketers connect with consumers from the enterprise level down to the hyper-local level. Their expertise in content strategy, UX and creative storytelling, paid media, SEO and analytic insight helps drive performance and nurture customer loyalty for their clients. DAC was embarking on a company-wide strategic goal of automation and simplification of business processes and tools and was in the process of implementing the resource management (RM) features of its new Professional Services Automation (PSA) tool Mavenlink.

The Solution

Due to the dynamic nature of a digital company, DAC needed to implement RM solutions that could handle the unique challenges of the industry and engaged RTM Consulting to help…

► Provide more visibility into resource capacity and team utilization in order to better plan and prioritize project work

► Understand staffing techniques, including how to collect, compare and analyze resource supply and project demand data

► Design resource management processes to utilize the RM features in Mavenlink

The Result

By leveraging RTM Consulting's resource management expertise, DAC designed and deployed a centralized RM function driving standardized processes and infrastructure around staffing of resources.

► Regular touchpoints with all demand generators and supply team led to a 360-degree view of demand, staffing, and capacity

► Identified shortfalls and built missing processes that surfaced during the PSA implementation

► Implemented targeted RM processes to specifically handle the dynamic nature of a digital agency

► Creation of the RM function freed up senior leadership to focus on more strategic business decisions

"RTM Consulting is the industry leader when it comes to resource management so it was important when we established our RM function, we had the right foundation of leading practices as well as the consultation and support from the experts in the field."
--Christy Del Savio, Director, PMO & Business Process, DAC