



30%
increase in
PMO's billable
utilization

THE CBI
SUCCESS STORY



25%
more projects
delivered year
over year

CBI's PMO Increases Billable Utilization by 30% with Mavenlink

CBI is a national cybersecurity solutions provider dedicated to protecting clients' data, reputation, and brand.

CBI is a leading cybersecurity advisor to many of the world's top tier organizations. Founded in 1991, CBI provides innovative, flexible, and customizable solutions that help ensure data is secure, compliant, and available. CBI engages in an advisory-led approach to safeguard clients against the ever-changing threat landscape. CBI provides visibility into the entire security program and helps clients avoid cyber challenges before they can impact their data, business, and brand. CBI is dedicated to the relentless pursuit of mitigating risks and elevating corporate security for a multitude of industries and companies of all sizes.



Mavenlink has the right combination of PSA and project management capabilities. It has the perfect level of customization, and the quality of data really sealed the decision for us. As CBI grows, Mavenlink will be there to meet our needs."

Erica Lusk, Project Manager, CBI

INDUSTRY

Cybersecurity Services and Solutions

COMPANY

CBI

WHAT MAVENLINK REPLACED

iBE, ConnectWise, NetSuite OpenAir, AutoIt

BENEFITS

PMO billable utilization increased by 30%

25% more projects delivered year over year

Increased alignments between departments

Dependable timesheets meet the demands of corporate growth

THE CHALLENGE



Transforming into a Better Way of Doing Business

In the early years of the business, CBI adopted a variety of systems to support differing needs. As business grew, the amount of different solutions increased and CBI recognized the need for a singular service management solution for the organization. CBI required an individual system allowing data to be easily shared between team members while offering accurate time tracking and reporting.

Continued company growth intensified CBI's challenges. "There was no way we could scale CBI's growth based on the information we had without the risk of a substantial margin of error," said Erica Lusk, Project Manager at CBI.

Due to team members using a variety of incompatible systems, CBI experienced multiple obstacles, including:

Disparate Systems Creating Disconnection

Vital data had spread out across different systems and consistent growth had moved CBI past the capabilities of old systems. This resulted in time-consuming processes that could be rendered unnecessary with a stronger solution.

Data Inconsistency

Solution inconsistency led to gaps in data. This included both team member utilization rates and tracking of PTO and holiday time. In order to ensure time tracking compliance, hours were analyzed separately from systems.



Mavenlink provided CBI with valuable insight into historical corporate metrics allowing us to correct any inaccuracies. Mavenlink is powerful and easy to configure and presents data in a readily understandable way."

Robert Isenberg, Senior Director of Shared Services, CBI



THE SWITCH



Unlocking Critical Business Insights for Better Outcomes

As CBI continued to grow and recognize the need for alignment between team members using a variety of systems, the company began the search for a stronger project management and PSA solution. The search included considering Intacct, Kimble, and Upland, but CBI eventually chose Mavenlink.

CBI required a solution that could match the critical needs of a growing company. These needs included:

Detailed Time Tracking

With an ever-growing number of resources, efficient time tracking became more important. Mavenlink's timesheets let every CBI team member enter their daily schedules without fear of inaccuracies or the need to double check entries in a separate system.

Consolidated Project Management

A project management solution that can be utilized by every project manager and across all CBI teams needing access to vital data. Replacement of incompatible systems used throughout the company allowed for reliable management of projects and resources.

Actionable Project Metrics

Mavenlink project management provided CBI with better visibility and insights to understand resource and project performance. This resulted in project managers making specific improvements to resource schedules and project strategies for greater success.

"The dashboards we've created (without IT) are used regularly by Executive and Professional Services Management to gauge the health and efficiency of our Professional Services team. With Mavenlink, we make healthier go-to-market decisions to support CBI's varying service offerings," said Robert Isenberg, Senior Director of Shared Services at CBI.



The Mavenlink support team has been amazing. I can reach out to them no matter what kind of issue we're having. They're communicative and focused on providing solutions."

Erica Lusk, Project Manager, CBI



THE RESULTS





Becoming a Stronger, Better Connected Company

Understanding Project Health

Mavenlink's Health Report provides managers with a weekly snapshot of project performance to determine what is working well or if changes are needed to prevent complications. "The color coding makes it very clear to determine escalations," said Erica Lusk. "Mavenlink provides visibility to potential issues before they interfere with the project."

Fast and Dependable Time Entry

With the adoption of Mavenlink, timesheets and schedule tracking have become easier. CBI's organizational chart is broken down into teams based on practices, and the data gathered from timesheets is used to provide insights into each team. These insights have supported CBI's growth, leading to 25% more projects scheduled and delivered year over year.

Informed and Effective Management

Mavenlink project management is used daily by project managers. Mavenlink Master Planning plays a crucial role in how strategies are implemented throughout day-to-day work. In addition, customized insights reports, such as executive reports, are used to provide critical data and keep executives informed of important updates. Enhanced management visibility for CBI's PMO supports a 30% increase in billable utilization.

M-Bridge Integrations Strengthen All Systems

Mavenlink M-Bridge's OpenAPI integrated CBI's project management solution and Intacct financial solution. In addition, custom API software helps data communication among sales, projects, and finance for stronger insights into company performance. As a result, visibility into upcoming pipeline projects has increased by 20% year over year.



Our requests are heard by Mavenlink. We have a true partnership based on communication, responsiveness, and consistency."

Erica Lusk, Project Manager, CBI



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