

PRODUCT BRIEF

KEY BENEFITS

- Centralized insight of orders-to-cash process
- Optimize resources and boost project delivery
- Real-time financials for data-driven insight
- Customer portal ensures transparent communications
- Streamline operations and lower overhead from manual work

KEY FEATURES

- End-to-end project lifecycle, from lead to cash, in one platform
- Resource optimization based on skills, availability, and demand forecasts
- Real-time financial insights and reporting for continual budget awareness and margin analysis
- Mobile timesheets and ERP integration for fast workflows and accurate financials
- Robust data governance for audit trails, regulatory compliance, and peace of mind

Clarity® for Professional Services Automation

Beyond single-purpose professional services automation (PSA) tools, Clarity delivers predictability, foresight, and governance to professional services organizations seeking consistency in their delivery.

Overview

The Clarity® by Broadcom transforms professional services delivery by providing a single platform that surpasses the limitations of single-purpose PSA tools. It offers unmatched extensibility, seamless integration, and robust project resource and financial management capabilities. Gaining a real-time view into opportunities, resources, and financials empowers you to improve client engagements predictably and profitably. Clarity adapts to diverse industries and organizational sizes, ensuring personalized services and optimized operations.

Business Challenge

Many services organizations struggle with disparate systems, legacy PSA solutions, and a lack of pipeline visibility. When organizations must manually switch between the integration tools used to connect and report on the flow of work, they can experience a slew of problems that creates more overhead cost. The lack of real-time insight into the pipeline of incoming work can mean increased last-minute staffing costs, timeline and budget overruns, and even costly contract violations due to missing important milestones. Decision-making is reactive and inefficient at best, which limits even the most experienced services firm from being as proactive and profitable as today's market expects.

Solutions

Clarity provides a single-pane-of-glass view into professional services delivery, integrating the entire orders-to-cash process from your chosen CRM all the way through to your billing and ERP solutions of choice. It enhances control and visibility across the entire service lifecycle, offering proactive resource forecasting, and seamless CRM/ERP integration. Real-time insights, accurate financial tracking, and streamlined timesheet processes eliminate inefficiencies, ensure compliance, and empower leadership to make informed decisions. The result is increased transparency, consistency, and predictability in pipeline and work delivery, which in turn leads to improved customer satisfaction and higher margins with lower bench rates.

Differentiating Features

Unified Opportunity Management

Clarity delivers pipeline visibility, enabling you to track high-probability opportunities and forecast demand effectively. Proactive resource forecasting identifies potential bottlenecks early, allowing for optimized resource planning. Seamless CRM integration maintains a unified view of customer relationships, ensuring alignment between sales and service delivery, ultimately enhancing client satisfaction.

Streamlined Delivery Management

Match the right talent to projects based on skills and availability through resource optimization. Clarity supports flexible delivery models, including waterfall, agile, and hybrid methodologies. Cross-engagement visibility allows for monitoring progress, financials, billing milestones, and risks in real-time. Integrated collaboration facilitates document sharing, conversation tracking, and issue resolution in one centralized platform, fostering teamwork and efficiency across projects.

Comprehensive Financial Management

Integrated financial and resource management ensure accurate labor cost calculations, budget forecasting, revenue tracking, and profitability analysis. Real-time financial insights provide up-to-date reporting on margins, revenue, and costs. The seamless integration of Clarity with ERP automates financial workflows, including invoicing. Mobile-friendly timesheet processes facilitate the capture and approval of billable hours, supporting financial tracking and invoicing processes, strengthening accuracy and accountability.

Enhanced Customer Collaboration

A secure self-service portal empowers customers to access shared project details, reports, and tasks in real-time while ensuring strict access controls to sensitive data. Customer-driven roadmaps track requests, backlog status, and roadmap progress transparently. AI-generated insights provide automated status reports and key updates, ensuring that customers stay informed, engaged, and fully invested in project outcomes.

Resource Management

Clarity has real-time resource planning that includes people, teams, and roles. With drag-and-drop ease you can run what-if scenarios. Automate the customer experience with talent management, capacity planning, and forecasting designed for modern PSA.

Figure 1: Clarity Supports Opportunity Management

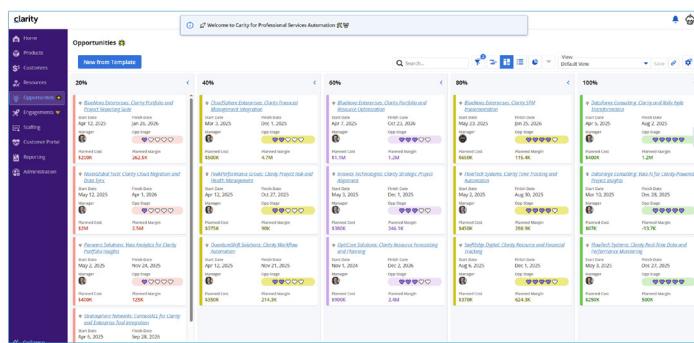


Figure 2: Clarity Helps Manage Engagements

