CONNECTWISE

CONNECTWISE EBOOK SERIES

Choosing the right PSA solution

Your guide to understanding the ins and outs of a great PSA

Contents

Introduction 3

Chapter 1: What is a PSA? 4

Chapter 2: 6 reasons you need a PSA 5

Chapter 3: What to look for in a PSA 6

Chapter 4: How to prepare for your new PSA 7

Conclusion 8

Introduction

A professional services automation (PSA) solution helps your business rely on automation to do more with less. This eBook takes a deep dive into how the right PSA can help you scale seamlessly and grow faster, offering up tips and facts for evaluating your PSA options and settling on the right solution for your business needs. By improving your performance and profitability, your PSA includes key business tools that help you function at peak performance. Implementing the right PSA streamlines your workflows and makes it possible for your entire business to work seamlessly to meet—or even exceed—your short and long-term business goals.

Chapter 1: What is a PSA?

A PSA is an end-to-end solution for running your services-led company. It is designed to automate routine workflows and connect all areas of your business. To be specific, let's take a more clinical look at what defines a PSA.

PSA automation can deliver significant gains in your:

- Help Desk
- Managed Services Agreements
- Billing
- Sales & Marketing
- Procurement
- Time Tracking
- Project Management
- Reporting & Analytics

With so much to offer, your PSA solution will become the single source of truth for your business. By connecting all of your business-critical applications and automating critical business processes, you'll have full visibility into every aspect of your business, helping you gain efficiencies and making data-driven business decisions simpler.

> *"PSA software remains a core requirement for MSPs and IT consulting firms that want to manage tickets, billing, utilization rates, recurring revenues and plenty more"*
>
> —**JOE PANETTIERI**, *2019*

Chapter 2:
6 reasons you need a PSA

Not sure a PSA solution is right for your business? Let's take a look at six reasons you need one.

1. **End Silos of Chaos®**
   By working in disparate systems, you're not only creating inefficient employees but also falling victim to data-entry errors, which can cost you over 25% of your revenue. Your PSA will connect everything in your business and put an end to the chaos.

2. **Improve team communication**
   ConnectWise Manage® creates a single flow of information from start to finish, keeping all team members in the loop.

3. **Maximize utilization**
   ConnectWise Manage makes it easy to get visibility into your most expensive resources — labor. Ensure resources are always booked up, busy, and billable.

4. **Increase revenue, decrease costs**
   Decrease routine admin work with streamlined project/ticket status updates that decreases the cost of customer support by $247,418. Do more with less while increasing your recurring revenue agreements.

5. **Get paid faster**
   Seamlessly carry over tracked billable time, notes, products sold, and expenses into invoices for crystal-clear managed services billing, and rely on automation to get managed services invoices out the door on time, every time.

6. **Enhance the customer experience**
   Improve the lines of communication between you and your clients by giving them frequent status updates, and making it easy to submit issues, check on service requests, and pay their bills.

Chapter 3: What to look for in a PSA

Now you know why you need a PSA solution. But how do you find the right one for your business needs? Start with six key considerations when you're ready to purchase—or switch to—a new PSA solution. Short on time? Check out the checklist here.

1. **Tried & true**
   Look for reputable providers with a long history of delivering results. Keep an eye out for things like awards or recognition from various publications or industry groups. Make sure they specialize in the technology solution provider (TSP) vertical, or they likely will not work for your processes.

2. **Unified core solutions**
   Sales and service delivery are at the core of your business. Make sure your PSA has the best integrations possible with your quote and proposal solution and your remote monitoring and management (RMM) solution (RMM) solution. Look for supported integrations, and joint roadmaps, if possible.

3. **Integrated with your tools**
   Look for a PSA with open APIs and a wide range of integration partners. This gives you the freedom to pick the best point solutions for the services you offer.

4. **Built-in cloud billing**
   Your PSA should help streamline your managed services invoice/billing processes, but only a few also manage billing for cloud services, which is notoriously manual and problematic. Look for a PSA that can manage this for you.

5. **Education & enablement**
   There's a lot to learn when it comes to using your PSA, and implementation can be different for every department and function. Make sure your PSA provider gives you the resources and training material to make sure everyone knows how to use the software.

6. **True partnership**
   Most technology solution providers struggle with the same challenges, and there is no need to figure it out on your own. Find a PSA that is a lot more than just software. Look for a company backed by a community of users and peers that help out and share what's worked for them. This can be one of best ways to ensure successful growth.

Chapter 4: How to prepare for your new PSA

We're not going to lie, adopting a PSA can be a long and sometimes painful process. It's hard work to overhaul broken processes for productive ones, dedicating the resources, and sticking with it to the end. Preparing for this shift is critical to a successful PSA adoption. Here are some pointers from other solution providers:

1. **Get everyone onboard before investing**
   A PSA is designed to be used by every functional area of your business. For max adoption, get your leaders approval first. It often helps to ask them to identify the problems they want a PSA to solve and document it. You can refer back to this list later if doubts arise.

2. **Commit the time & resources**
   Adopting a PSA will take time. The most successful solution providers we see make this a priority in their business and often dedicate resources to overseeing the success of the project.

3. **Invest in implementation**
   You're making a significant investment in a PSA because you want to make changes in your business, and you *will* make changes. But, don't try to shortcut this process. Many opt for the shortest, easiest implementation process possible and fail to make the changes that they wanted to make by investing in a PSA in the first place.

Conclusion

Many technology solution providers think they can just "make it work" without investing in a PSA solution. If you were one of them, we hope this guide helped you better understand the benefits of the right PSA and how a tool like ConnectWise Manage can help your business thrive even in a complex, competitive market.