

KANTATA™



Unleash the Power of Professional Services with Purpose-Built Software

Insights Derived From the SoftwareReviews
Professional Services Automation Emotional Footprint Report

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A New Era in Professional Services Automation

Powerful currents are reshaping the professional services industry. Client demand is increasingly volatile, and businesses face issues securing and retaining talent and tapping into a growing contract workforce in a world of remote and asynchronous work. Only the best providers of Professional Services Automation (PSA) software are able to equip their clients with the solutions and expertise they need to stay ahead of shifting client and talent demands while efficiently and effectively managing their operations. The vendors that lead the charge into a new era of PSA will have the specialized focus and domain expertise to understand the evolving needs of professional services organizations, as well as the scale to turn those needs into ground-breaking solutions.

Kantata, born out of a merger between two industry leaders, Kimble and Mavenlink, provides purpose-built cloud solutions designed to meet the specific needs of professional services organizations of all shapes and sizes, giving them the clarity, control, and confidence they need to do what they do best, even better.

Kantata offers a unique and comprehensive portfolio of industry-focused products and capabilities across multiple platforms. The Kantata Cloud for Professional Services™ enables businesses to plan and execute across the services lifecycle with fluidity and flexibility, seamlessly integrating with existing processes and technologies to address current and future requirements.

“We have broken new ground for our industry by creating a global company with a unique purpose-built vertical technology that serves the needs of professional services organizations of all sizes and specialties.”

Michael Speranza
CEO of Kantata

Key features



Resource Management

Get visibility into available resources and skills, assign resources strategically to maximize billable utilization, and quickly respond to change.



Time Management

Speed up time and expense submission and approval with predictive timesheets and auto-generating expense claims.



Project Management

Visualize the project portfolio, easily manage projects, and keep project delivery on track while keeping an eye on the bottom line.



Billing

Track billable and non-billable time against tasks, projects, and clients; eliminate disputes; and streamline month-end processes.



Reporting

Real-time, easy-to-understand dashboards and reporting with actionable data and insights.

Customers Are Delighted With Kantata

Peer review platform SoftwareReviews.com names Kantata an Emotional Footprint Champion in the 2022 Professional Services Automation category.

What is the Emotional Footprint?

SoftwareReviews evaluates 27 aspects of the customer relationship using a net promoter methodology. These ratings include provocative, detailed questions on the experience of working with the vendor, creating a powerful indicator of overall user sentiment.

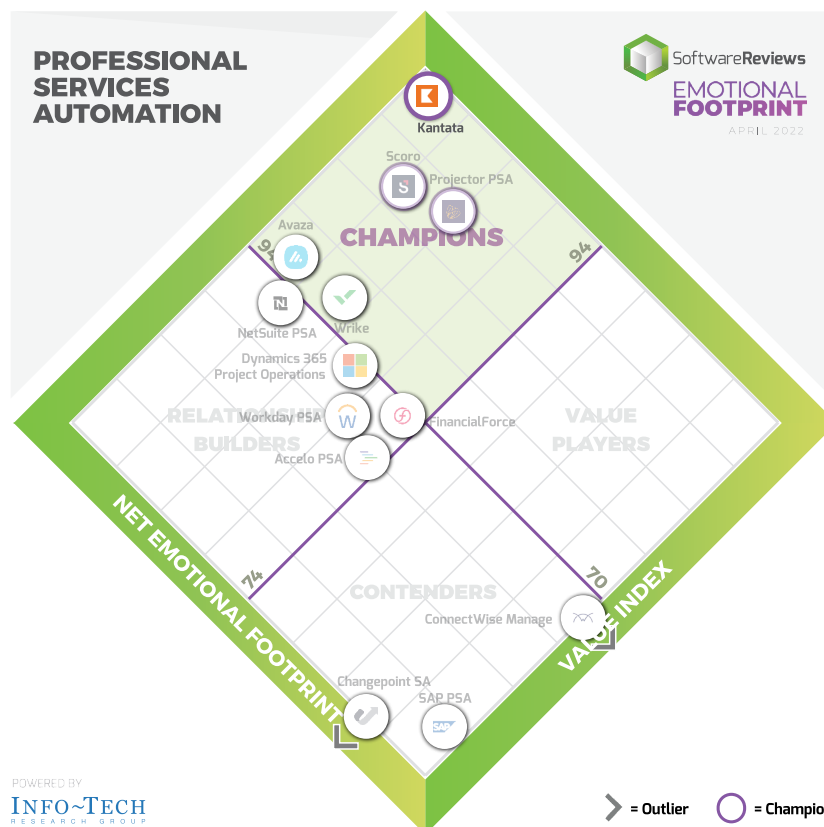
Best-in-class customer experience

SoftwareReviews places Kantata at the very top of the list of providers, delivering a **9.3 overall Customer Experience Score**.



NET EMOTIONAL FOOTPRINT **+93**
Kantata

Kantata also led the category with a +93 Net Emotional Footprint score, showing incredible performance across all aspects of the customer relationship.



“The number 1 thing I love about Kantata is that it solved problems I didn’t know I had. And the fact that it revealed those problems to us made it an eye-opening solution. We had a lack of clarity into our data and literally overnight, you could see a complete reversal in our understanding.”

Andrew Forsyth
Head of Operations, ORM
(A DCX Agency)

Unmatched Product and Platform Choice

In an industry where there are countless ways to run a successful business, professional services organizations require flexible and adaptable technology to meet their unique needs.

Kantata – unlike many generic, “one size fits all” solutions that have underserved the professional services industry – provides an array of proven paths to success, across multiple platforms, with out-of-the-box capabilities tailored to the needs of the businesses that will use them.

Kantata brings together the combined talents of two industry leaders, Kimble and Mavenlink, both gold medalists in the SoftwareReviews 2021 Data Quadrant, to create a purpose-built industry cloud for professional services.

The Kantata Cloud for Professional Services™ provides two specialized and flexible experiences, each targeted to meet highly specific functionality and technology requirements.

“Amazing Resource Management and Industry expertise. Kantata differentiates themselves by the people, product, and the understanding of professional services organizations.”

IT, Technology
Industry



Kantata SX (formerly Kimble) BUILT ON THE SALESFORCE PLATFORM

Kantata SX is ideal for organizations pursuing a Salesforce-based infrastructure strategy. The solution delivers functionality especially well-suited for global enterprises with business units across multiple countries.



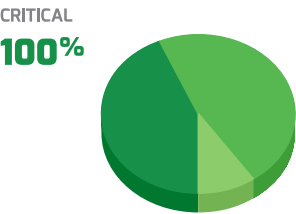
Kantata OX (formerly Mavenlink) BUILT ON AN OPEN ARCHITECTURE

Kantata OX is a strong fit for companies building heterogeneous infrastructures. The solution excels in supporting professional services organizations focused on scaling and operational efficiency.

Kantata's multi-product strategy aligns with the realities of a dynamic and diverse industry. By working with clients to identify the best-fit solution in the Kantata Cloud – rather than force-fitting buyers into a less-than-optimal solution – Kantata is able to guide businesses to an award-winning product experience that directly aligns with their needs.

Designed To Meet Your Most Ambitious Goals

The professional services lifecycle is complex, and when teams don't get it right, it doesn't just impact the bottom line – it also impacts client and employee satisfaction. Coordinating this lifecycle across teams is hard enough on one project. Services businesses are doing it across multiple projects and clients simultaneously. Spreadsheets aren't going to cut it – purpose-built technology is essential to the ongoing success of services organizations.



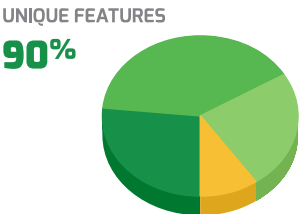
Customers saying that Kantata is critical to their success

With a perfect score of 100%, SoftwareReviews data clearly demonstrates that Kantata’s clients believe the Kantata Cloud for Professional Services is critical to their success. The Kantata Cloud is transforming how these businesses work by providing the visibility users need into their day-to-day operations to successfully and profitably deal with the changing realities of modern services engagements.



Kantata Meets Clients’ Most Demanding Requirements

Users believe that the essential business, project, and resource management features that Kantata provides are uniquely able to meet their needs. Data collected by SoftwareReviews shows that users are highly satisfied with the features Kantata offers, placing it ahead of other enterprise PSA tools with an overall score of 83%.



Kantata’s solutions have unique features that set them apart

FEATURES	KANTATA	NETSUITE PSA	FINANCIALFORCE	WORKDAY PSA
Resource Management	84	71	72	72
Project Management	80	76	88	78
Team Collaboration	83	73	75	75
Time Management	87	86	78	75
Expense Detail Tracking	83	80	73	82
Overall Score	83	77	77	76

“It was very important to us to get a system where we could consolidate time tracking with project management. Kantata has provided us with a reliable solution for both.”

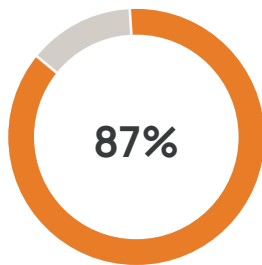
Roger Pimentel, Vice President of Operations, Boncom

Kantata Empowers Users and Administrators

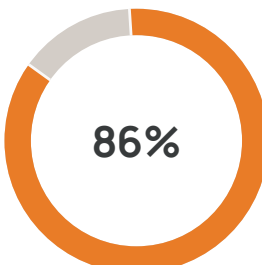
Great features can only live up to their potential to deliver return on investment if they are easy to use and administer. Kantata knows that the best results are only possible when users can quickly surface the insights they need to streamline to the complex tasks of managing people, projects, and costs.

In developing and optimizing the Kantata Cloud suite of out-of-the-box capabilities, Kantata puts a premium on usability, working with users to ensure they can operate and administer the solution in the most intuitive way possible.

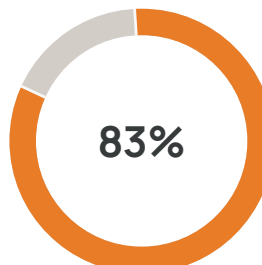
This approach is validated by the strong feedback received on the usability of the Kantata Cloud (87% satisfaction) as well as how easy it is to administer (86%)



Usability and Intuitiveness



Ease of IT Administration

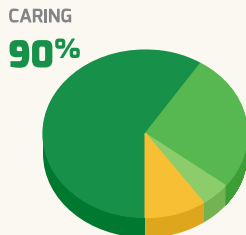
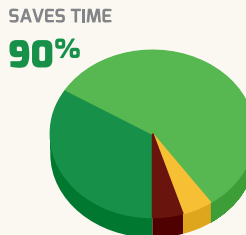
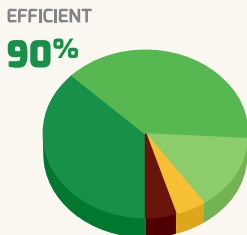
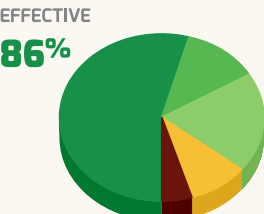
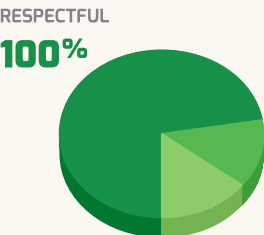


Provides Great Vendor Support

Kantata Users Are Delighted With the Support They Receive

Even with a highly usable and intuitive product, clients may still need help or have questions. The best technology providers combine excellent products with fast and effective customer support. Customers highly value the support provided by Kantata, giving an 83% satisfaction score to Kantata's vendor support.

SoftwareReviews measured five underlying aspects that contribute to the overall Service Experience. Kantata excelled at all levels, with an average NPS of +88 across the five elements, demonstrating a commitment to ensuring their customers receive the support they need to succeed.



“Customer support is at the forefront. They ensured the tool was fitting our every need.”

CEO at Health First Network

“The service that Kantata provides is exceptional. They fix issues extremely fast and are always available.”

IT, Technology Industry

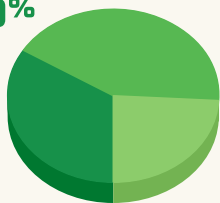
Purpose-Built To Drive Excellence in Professional Services

When businesses choose to implement PSA software, they are first and foremost looking for a solution that will suit their unique needs, addressing key challenges and streamlining essential processes so that value can be added throughout the business.

The Kantata Cloud for Professional Services is purpose-built to enable professional services organizations to achieve new levels of excellence by helping them consistently improve their performance and productivity across the services lifecycle. From estimation and resource planning to time tracking and billing, Kantata helps service organizations reduce costs and improve margins.

PERFORMANCE ENHANCING

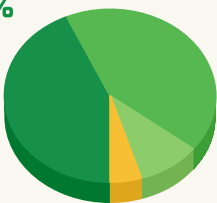
100%



All agree that Kantata allows them to increase their performance

ENABLES PRODUCTIVITY

95%



Kantata helps users efficiently manage and increase their productivity

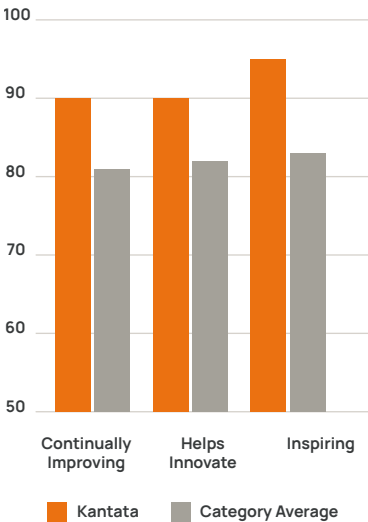
The Kantata Cloud for Professional Services – A True Source of Inspiration

Kantata's unique breadth and singular focus on the needs of the professional services industry puts it at the vanguard of innovation in the PSA category. From the introduction of Talent Network capabilities that transform how services businesses work with their external workforce, to ground-breaking innovations on the Salesforce platform that bring information in Sales Cloud, Revenue Cloud, Tableau, Slack and so much more to life for services organizations, Kantata is leading the way and unlocking transformative opportunities for its clients.

SoftwareReviews' results confirm Kantata's role as a leader in the PSA category, with high marks for continuous improvement of their products, their capacity to help clients innovate, and ultimately their ability to inspire clients to reach new heights.

"The number 1 difference for us has been the support that Kantata has given us. Kantata gave us great guidance during the implementation and all questions we had and even now we still have weekly meetings to make sure that the system meets our growing requirements."

Data & BI Analyst at NI



Kantata NPS scores for innovation related metrics.

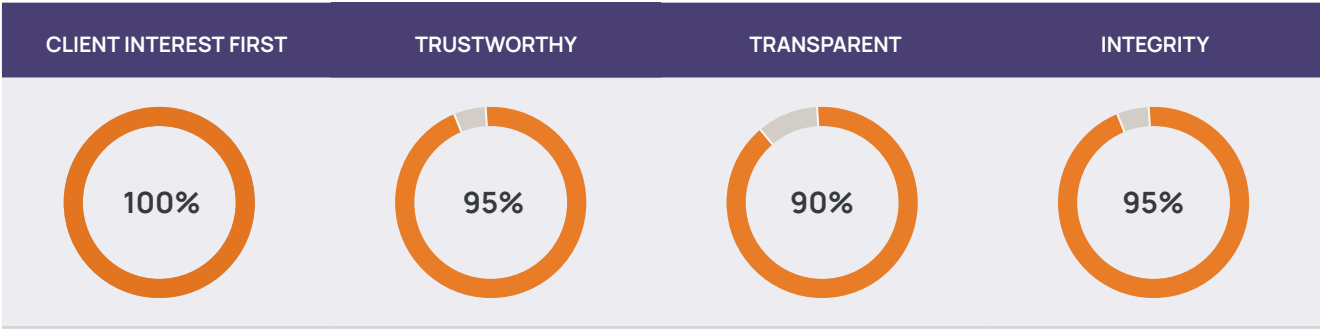
Kantata Proudly Exceeds Customer Expectations

Kantata puts its clients first – creating remarkable client experiences is one of the business' core values, and the Kantata team works tirelessly to build meaningful relationships and partner with clients every step of the way, with an emphasis on trust, transparency and integrity. This commitment to acting not just as a technology provider but as a trusted partner for clients is confirmed by 90% of clients agreeing that Kantata consistently exceeds expectations.

90%

Share of users stating that Kantata consistently exceeds expectations

User Ratings for Key Values of Kantata



Delivering Exceptional Value

Buyers are putting a lot on the line when they invest in PSA software – they need to be sure the solution will deliver significant value back to their business.

The Kantata Cloud for Professional Services has a proven track record of creating business value by enabling organizations to:

- Reduce time to plan, manage, and bill projects.
- Increase customer satisfaction by adding efficiency and transparency to their processes.
- Improve employee retention by simplifying the reporting and expense process.

These benefits allow organizations to scale confidently while protecting their clients, team and margins.

Kantata's ability to consistently drive transformational outcomes for its clients makes it a high scorer in SoftwareReviews value categories, including a #1 ranking for Fair Cost to Value of the solution.

85%

Satisfaction with Business Value
Created by Kantata

87%

Overall rating on Fair Cost
to Value of Kantata Cloud

“The tool speaks for itself and you will immediately recognize the value of it.”

Director Consulting,
Technology Services

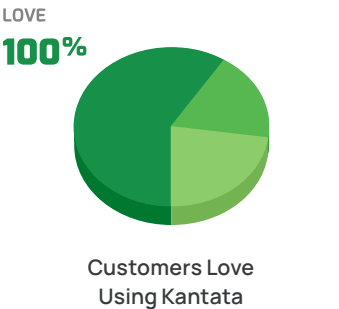
SoftwareReviews Data Proves It

– Users Love Kantata

Good software at a good price is not enough to guarantee customer satisfaction. Research shows that it is in fact the customer-vendor relationship that drives short- and long-term customer satisfaction.

Kantata's commitment to combining great products with a great customer experience is why 100% of users state they love working with Kantata.

The SoftwareReviews Word Cloud captures common sentiments shared by Kantata users. The positive attributes they most commonly associate with Kantata – such as *Client's Interest First*, *Helps Innovate*, *Inspiring* – highlight why Kantata is the Emotional Footprint Champion in the 2022 Professional Services Automation category.



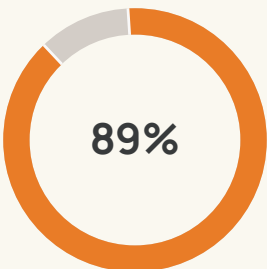
Word Cloud



Users Don't Just Love Kantata, They Recommend It

The most powerful measurement of user satisfaction is the likeliness to recommend the product to peers in the industry. With 89% of customers willing to recommend the Kantata Cloud for Professional Services, it is clear Kantata is the right product for professional services organizations of all shapes and sizes.

To learn more about Kantata and why they are so highly recommend by their customers, visit www.kantata.com



Rating by users likely to recommend Kantata

About Kantata

Kantata takes professional services automation to a new level, giving people-powered businesses the clarity, control, and confidence they need to optimize resource planning and elevate operational performance.

Their purpose-built cloud software is helping more than 2,500 professional services organizations in more than 100 countries focus and optimize their most important asset: their people.

By leveraging the Kantata Cloud for Professional Services™, professionals gain access to the information and tools they need to win more business, ensure the right people are always available at the right time, and delight clients with project delivery and outcomes.

Kantata Cloud for Professional Services

The Kantata Cloud for Professional Services leapfrogs traditional PSA solutions to enable predictable outcomes, limitless scale, and the workforce of the future. Kantata's people-first approach puts clients in control, with the visibility to make better decisions and the flexibility to deliver real-world results.

Kantata OX (formerly Mavenlink) and Kantata SX (formerly Kimble) have a proven track record. The solutions are designed to adapt to the way service organizations work – in the cloud, integrating with existing systems, with no-code development options that make it easy to customize and meet businesses specific needs.

Clarity. Control. Confidence. Kantata gives professional services firms the power to do what they do best, even better.

Learn more at www.kantata.com

About SoftwareReviews

SoftwareReviews is a division of Info-Tech Research Group, a world-class IT research and analyst firm established in 1997. Backed by two decades of IT research and advisory experience, SoftwareReviews is a leading source of expertise and insight into the enterprise software landscape and client-vendor relationships.

By collecting data from real IT and business professionals, the SoftwareReviews methodology produces the most detailed and authentic insights into the experience of evaluating and purchasing enterprise software.

Data quality is paramount. That's why SoftwareReviews bends over backwards to ensure the data it is collecting is from experienced users, so you can trust it and make decisions with confidence. Every review is thoroughly checked for authenticity through a robust QA process. Dynamic reviews adapt according to the reviewer's role and experience, avoiding inaccurate guesses.

What Is Professional Services Automation?

Professional Services Automation tools (PSAs) are full-suite software applications designed to assist professionals such as lawyers, accountants, engineers, and IT consultants with project management, resource management, task management, and invoicing among other things.



SoftwareReviews Emotional Footprint Methodology

SoftwareReviews collects user insights that help organizations more effectively choose software that meets their needs, measure business value, and improve selection.

Data and insights shown in this report were gathered from 294 validated users from the Professional Services Automation category.

Rankings, results, and positioning on SoftwareReviews reports is based entirely on end-user feedback solicited from a proprietary online survey engine



SoftwareReviews Data Quadrant Methodology

SoftwareReviews collects user insights that help organizations more effectively choose software that meets their needs, measure business value, and improve selection.

Data and insights shown in this report were gathered from 103 validated users from the **Communications Platform as a Service** category.

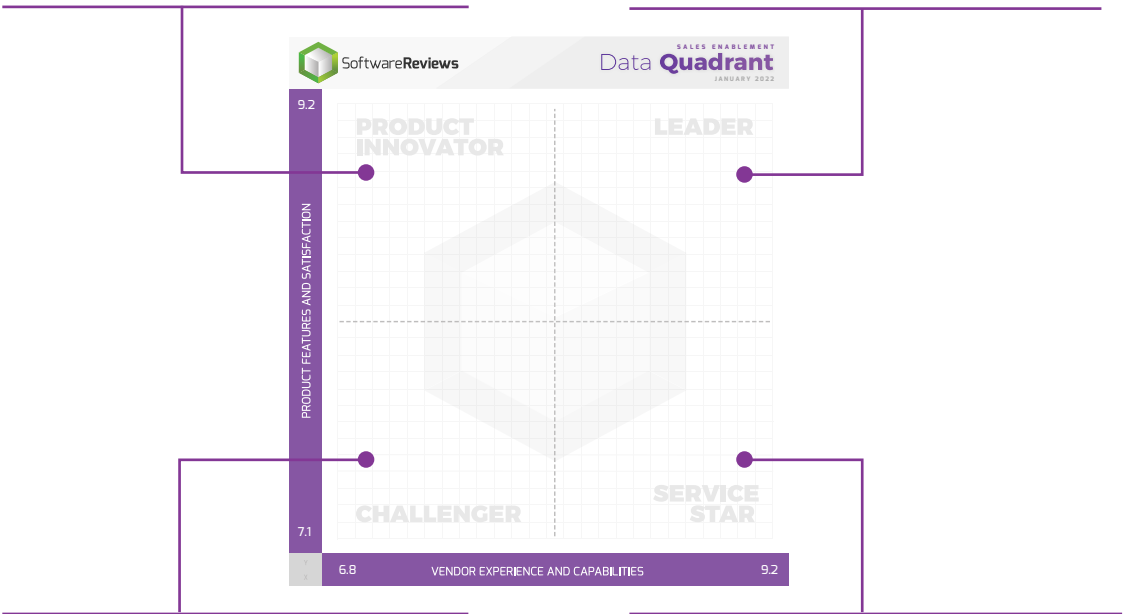
Rankings, results, and positioning on SoftwareReviews reports is based entirely on end-user feedback solicited from a proprietary online survey engine.

Product Innovators

Products that emphasize product features, gaining strong recommendations from their customers.

Leaders

Products that resonate strongest in the market, balancing features with a great user experience.



Challengers

Products that are strong performers in some areas and trail in others. Often up-and-coming vendors.

Service Stars

Products that emphasize a good experience and build strong relationships with customers.

KANTATA™

www.kantata.com