

Improving profitability through pricing

Today, market forces are requiring professional services firms to adjust how they price engagements. The pressure to set a fixed price for client work puts downward pressure on profit margins. Professional services firms are struggling to balance the need to meet client requirements for fixed or alternative fees with the need to protect their profits. Increasingly, firms are turning to technology solutions to help them accurately price engagements.

Clients demand alternative pricing

Professional services firms often differentiate their services based on superior client service; however, a hyper-competitive market puts that claim to the test. Clients are increasingly looking to their professional services firms to behave less transactionally and more strategically.

One such manifestation is a requirement to price engagements to match a client's business objectives, rather than on an hourly billing basis. Many firms comply, eager to deepen their relationships with their clients, but struggle with how to price these alternative fee arrangements profitably.

Today, most firms use a series of ad hoc processes, spreadsheets, and heuristic analysis to price their engagements. However, this approach cannot scale to support the increase in client requirements for AFAs and often doesn't result in accurate pricing strategies. The situation can get worse as the engagement proceeds; after a firm sets a price for an engagement, it's often quickly forgotten as attention turns to the next pricing challenge. This means if something goes off course, the firm is unaware of variance and unable to respond.

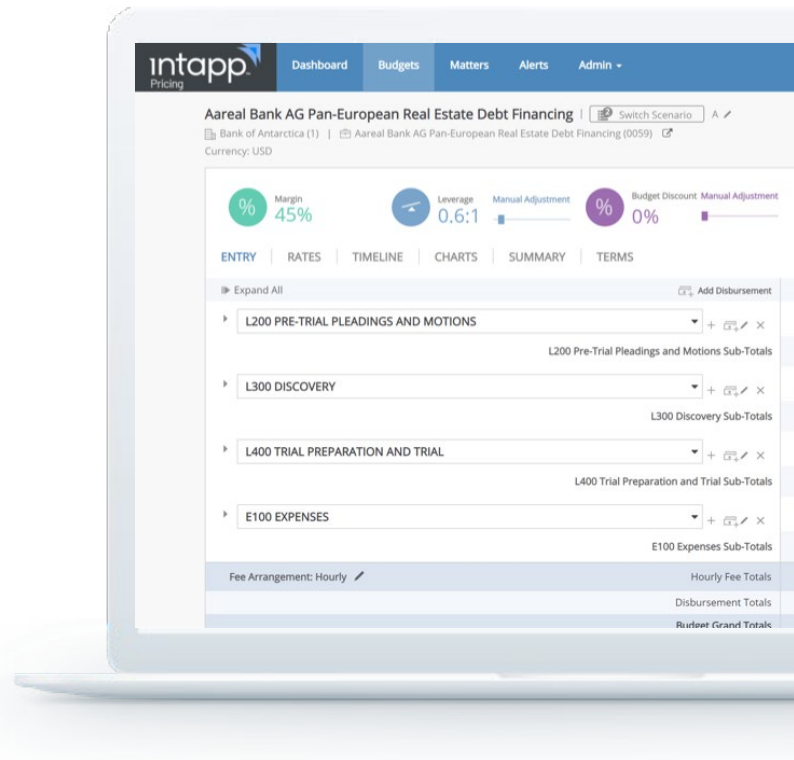
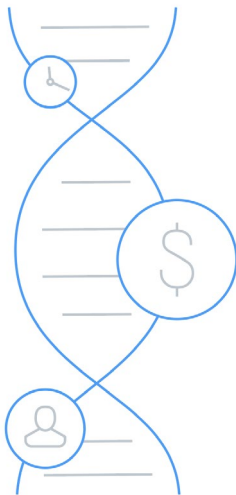
Introducing Intapp Pricing

Our broad experience in the professional services market leads us to believe that firms need a complete solution for pricing engagements. That's why we developed Intapp Pricing, the only pricing solution to address the full pricing lifecycle with the interoperability offered by the Intapp Professional Services Platform and our proprietary AI framework, Engagement DNA™.

Full pricing lifecycle

Other point products address parts of the pricing lifecycle, but only Intapp offers the full solution. Intapp Pricing enables firms to quickly scope engagements then model various pricing arrangements. By using Intapp's dynamic modeling capabilities, Intapp offers pricing professionals the ability to assess multiple pricing scenarios and their impact on profit margin. Firms can price matters more accurately and with an eye toward profitability, then ensure the engagement is tracking to budget until it's complete.

One unique capability offered by Intapp is the ability to provide proactive alerting if an engagement veers off course. By leveraging integration with Intapp Time and your FMS, Intapp Pricing gains information on engagement effort. After the system provides alerts, firms can make a course correction, such as altering leverage, to maintain profitability while matching client requirements.



Engagement DNA™

Intapp Pricing features Engagement DNA, an AI-powered technology that automatically sifts, sorts, and categorizes all your past engagements by shared characteristics. By identifying “families” of past engagements that are similar to your current opportunities, Engagement DNA provides predictive intelligence for your pricing strategies.



Interoperability

Intapp's solution is different from other pricing solutions in large part to its scope. Through the Intapp Professional Services Platform, the pricing process connects to other critical systems.

- Intapp Time provides time cards and other time-related data to Intapp Pricing.
- Intapp Experience enables firms to scope and model based on the right resources.
- Intapp Terms ensures that all pricing matches client requirements documented through outside counsel guidelines (OCGs).
- Intapp Integrate and Intapp Flow enable firms to extend integrations and workflows to any system.



**Improve engagement
profitability**



**Scope and price to meet clients'
engagement objectives**



**Operationalize and scale pricing across
the entire client lifecycle**