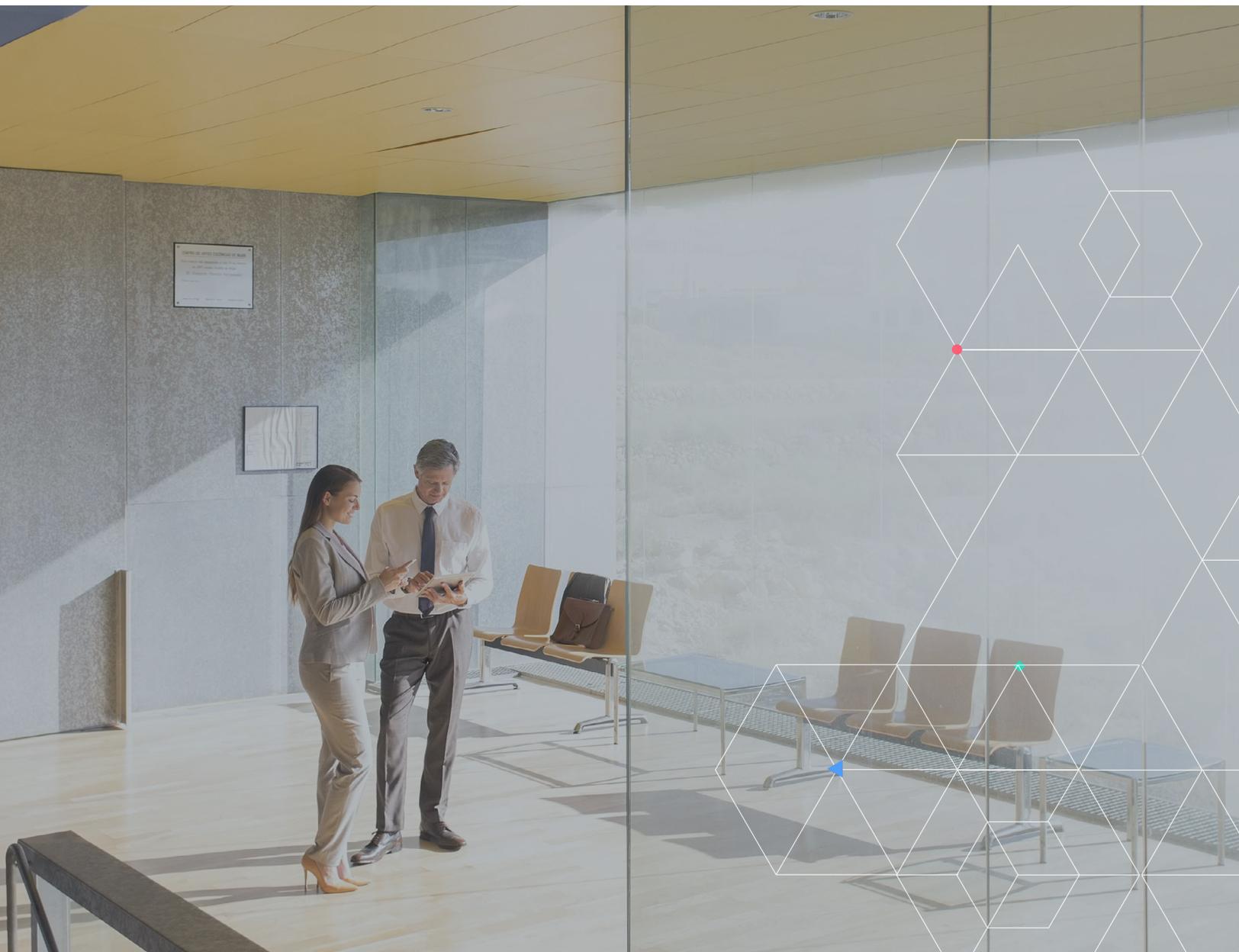intapp™

Mining time data to reveal new sources of revenue

Revolutionizing the Professional Services relationship with Time

The time recording challenge

How many hours did your professionals spend on this client, on that project, on those tasks?

Those are the cornerstone metrics of Old Time. They answered the question, "how much should we bill?" This is still a valuable query, but in this new world in which data is pored over and mined for every bit of its value, it is only one of many questions that firms must ask of its time data.

Are our professionals working efficiently? Are we pricing future contracts competitively? Are our projects on budget? Did we miss billable hours? Are our professionals spending too many hours tracking their time?

Intapp Time provides the superior business intelligence with which to answer these questions and change your firm's fundamental relationship with Time.

Why is it so difficult to fill out a timesheet?

In a perfect world, timekeepers would record their time contemporaneously with the work being undertaken. They would:

1) Begin a timer

2) Work on the activity Stop the timer

3) Select the Client and Project

4) Write a quality narrative describing the activity and the value

5) Immediately submit the time entry for billing

In the real world however, where multi-tasking has become the norm, and a decentralized, increasingly mobile workspace is common, timesheets are unlikely to show a truly accurate account of the working day. This is in large part because timekeepers often recreate their timesheets hours - or even days – after the activity; are away from their primary devices; or are simply unmotivated to keep accurate time records.

There are many obstacles to accurate timekeeping, but without this critical information a firm loses control over its most basic business functions – staffing decisions, project management, pricing and billing.

Problem	Reason
Timekeepers fail to record time away from the office or outside normal business hours	Mobile timekeeping solutions are often clunky and difficult to use
Under-record how long they spent on an activity	It's difficult to recall exactly how much time was spent on a prior activity, especially when building a timesheet a significant time after the activity
Professionals wait hours or even days after a task to record time	Timekeeping is difficult, annoying and cumbersome
Many contracts are fixed fee	Fixed fee contracts make timekeeping appear less necessary

Intapp Time puts you back in control

Automated Capture Changes the Game – Intapp Solution

With over 10 years' experience and 350 clients using our time software, we've learned a great deal about the role of time recording within professional services firms.

The first and most important step is for a firm to change its relationship with Time. Time can no longer be viewed one-dimensionally as hours to be billed or as a necessary evil. Firms need to appreciate the multi-dimensional value to Time, how capturing a 360-degree data image of its flow across your firm can foundationally affect decisions from staffing to billing to pricing.

However, the success of any time solution is determined by its enthusiastic adoption by the timekeepers. It must provide an intuitive and engaging user experience, be able to support multiple ways of working, and reduce professionals' bookkeeping hours by offering a fully automated time recording solution.

Intapp Time is a unified suite of applications that provides timekeepers with access to time data and capture wherever they are: in the office, on a mobile device, online and offline.
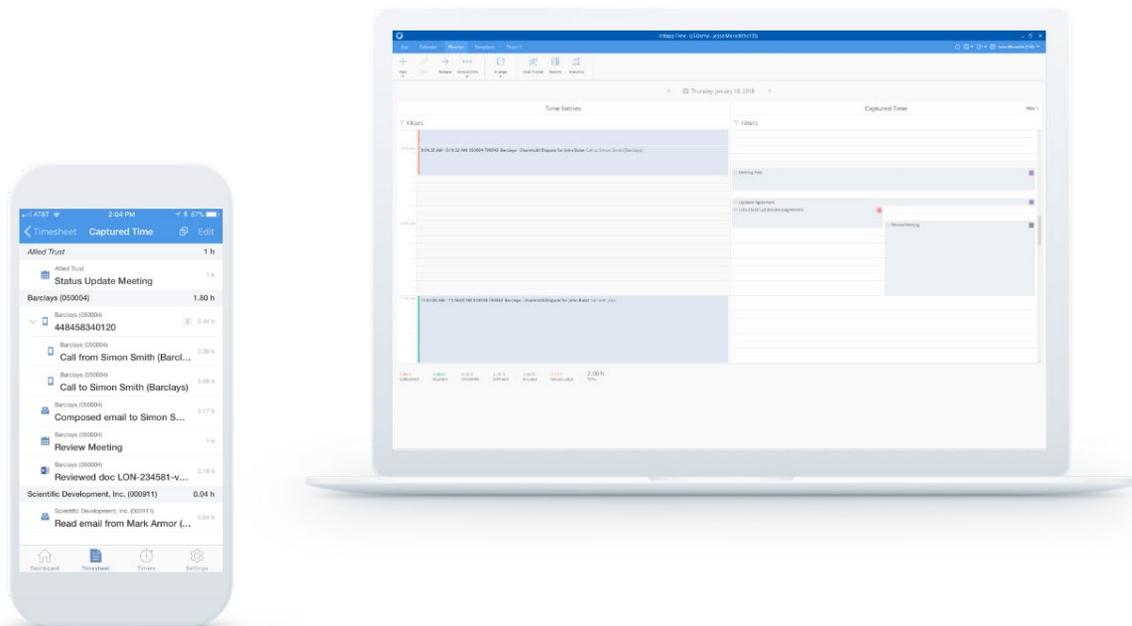
It is user-centric, offering a completely automated option while fully supporting hands-on tracking - contemporaneous or reconstructionist.

Automated – Intapp's next-gen work/time data capture automatically creates time and narrative entries.

Contemporaneous – Intapp offers the best timer applications available.

Reconstructionist – Intapp provides an intuitive and engaging interface that helps Timekeepers record activity days or even weeks later via automated background monitoring of key applications, such as document creation and email, that provides prompts to aid entries.

Mobile – Intapp's mobile applications provide complete access to the user's time data away from the office, empowering options for both full automation or hand entries.

The Intapp advantage

The flexibility and functionality inherent in the Intapp solution is an evolutionary leap in generating accurate time data.

Problem	Intapp Advantage
Timekeepers fail to record time away from the office or outside normal business hours	The device-agnostic software automatically captures project-specific activity at any time or any place, whether in the office or on a mobile device
Under-record how long they spent on an activity	Software is more reliable than human behaviour. It automatically uses a timer to record exactly how long a timekeeper spends on an activity and as such reduces the likelihood that an activity is under-recorded
Professionals wait hours or even days after a task to record time	Automatic time capture eliminates the gap between when work is done and when it is recorded
Professionals aren't always diligent in their timekeeping	Automatic capture provides complete data on staff strengths and efficiency
Many contracts are fixed fee	Automatic capture addresses firms' new understanding of the multi-dimensional value of time data

The business impact

Mining time data to reveal new sources of revenue

- **Inform staffing decisions:** "Employees are a company's greatest asset." And yet, many professional service firms have an incomplete or even erroneous picture of how much time these valuable assets are spending on their projects. This can lead to sub-optimal staffing decisions and incomplete data sets with which to evaluate, manage, and retain staff. Intapp Time provides the data firms require to maximize their employees' skill sets and best match them with their clients' needs, as well as identify gaps in staffing requirements that can help fuel future growth. In addition, Intapp Time supports employee focus by identifying non-productive time thus providing the opportunity to stage an intervention.

- **Increase project efficiency:** Firms cannot afford to labor under the delusion that a project is on-budget simply because hand-entered time data indicates that it is. Time is chronically under-reported. This inhibits a firm's ability to pro-actively

manage its projects. Workflow adjustments may need to be made, resources re-allocated, target completion times examined. These adjustments require insight; insight requires data. Intapp Time provides that data – automatically. With engagements broken down into phases and tasks, target completion times and resourcing allocated to each, firms can gain insight into the key metrics that inform project efficiency.

- **Reduce leakage:** All firms suffer leakage: time recorded doesn't equate to time worked; fees billed don't equate to time recorded; fees collected don't equate to fees billed. It's impossible to reduce leakage to zero, but significant reductions are readily achievable.

  Too many professionals under-record. For hourly clients, this comprises an obvious assault on the bottom line. Improved time-keeping solutions that capture all work – not just reported work – can jolt profits by hundreds of thousands of dollars annually.

Significant leakage also occurs all along the billing chain, from discounting to unwanted bill queries. Controlling this leakage is a matter of controlling the narrative: how much time was spent on this project, this phase, this action? When team leaders and partners have complete visibility of this narrative, the firm is much better placed to respond to client queries, with options to either use defensible records to support the bill or use the same data to safely navigate a price negotiation.

• **Reduce timekeeper hours:** Professionals generally view timekeeping as a necessary evil. If they are fee-earners, this is effort that could be better spent earning fees. If they are fixed fee, it is effort that appears to them without value. In either case, timekeeping is drudgery.
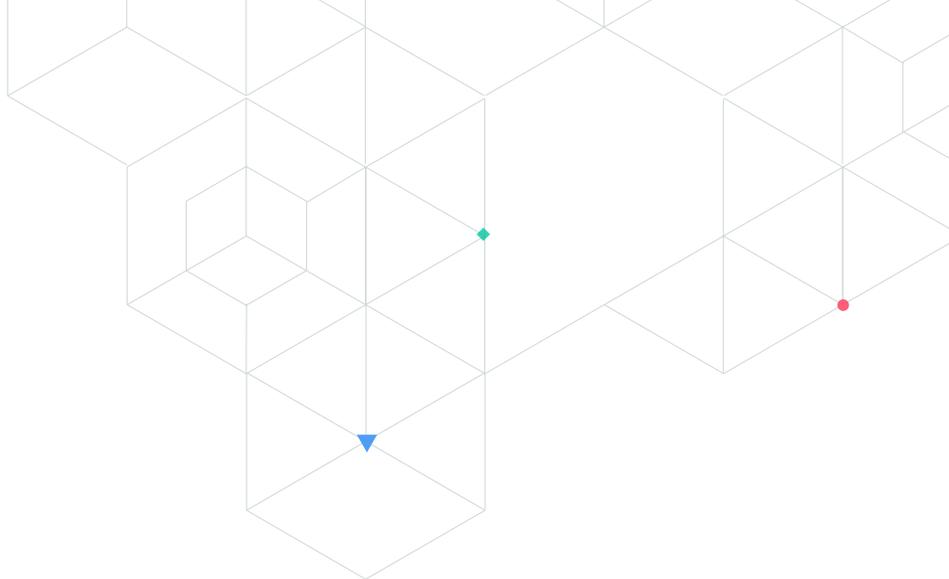
Intapp Time is designed to lessen or even completely remove that burden. It is the industry's most advanced approach to

time management, combining the most sophisticated time entry, automated time capture and mobile time recording capabilities.

Unlike legacy approaches, Intapp delivers a proven, capture-centric solution to time recording coupled with time entry capabilities specifically designed to accommodate a variety of user preferences and styles. It enables users to quickly track and enter time on desktop, laptop or mobile devices – or to allow the software to automatically capture the information without the need for hand entries.

Intapp Time is an intuitive, easy to use time solution that reduces the professional's administrative burden, freeing time better spent on client-facing matters.

Intapp value	Intapp capability
Enable optimum staffing decision	More accurate understanding of project workflow and professionals' habits enables better project/employee matching and informs employee evaluations
Inform accurate pricing of future engagements	In capturing true time spent, the Intapp solution provides a thorough, granular data set on past projects that can be interrogated to ensure quotes are based on accurate data, not 'best guesses'
Increase project efficiency	Automated time capture provides a truer metric of progress against budget, allowing mid-course adjustments
Reduce leakage	Intapp reduces leakage by capturing time that would otherwise have been missed. It captures the actual duration and therefore reduces the under-recording of time
Reduce timekeeper hours	Reduces the administrative burden associated with time recording, thereby returning time to the professional that can be used on client-facing activities

The new era of time capture

Intapp Time

Time can no longer be viewed one dimensionally as hours to be billed. Time is multi-dimensional. It informs pricing and resourcing, supports alternative fee structures, underpins project management and feeds into the business intelligence matrix to further illuminate decision-making and drive growth for the firm. Intapp Time is not just the next generation of timekeeping solutions, it is the vanguard of a new era of Total Time Management.

Intapp provides software and services that enable professional services firms to thrive in an increasingly competitive marketplace enhancing their ability to win more business, operate efficiently, manage risk, and drive client success. Over 1500 customers globally, including 96 of the Global 100 Law Firms, 5 of the top 8 Global Accounting Firms, and 5 of the top 10 Global Economic Consulting Firms rely on us. We offer a Professional Services Platform -purpose built for this industry -spanning the entire Client Lifecycle with solutions for Client Development, Business Acceptance and Client Delivery. For more information, visit: www.intapp.com.