

PS PLANNING WORKSHOPS

“Our TPSA PS Planning Workshop helped us select the right metrics for measuring our performance. We now have a management dashboard that provides a day-to-day reference point for our executive teams to measure, evaluate, and plan for our services business development.”

— Terry Crawford-Smith,
Director of Finance and Operations, Worldwide Professional Services,
BMC Software



Technology Professional
Services Association
11031 Via Frontera, Suite A
San Diego, California 92127
USA
+1.858.673.3041
+1.858.946.0005 fax
info@tpsaonline.com

Does your PS organization have a clear charter? Have you created a strong business case that supports your current level of investment? Are the financial and operational goals for PS agreed on by everyone, including the company’s CEO and CFO?

Most professional services organizations cannot answer “yes” to all three questions. It’s not an easy task to plan and manage PS, much less to align PS goals with the rest of the organization — often while both are changing. Adding to the difficulty are the many common misconceptions about the nature of professional services.

When you need more than benchmark data to build your business case, consider a planning workshop with TPSA’s Advisory Services team.

Working with TPSA experts, you’ll learn how to set or correct the charter for your PS business and how to get your entire management team on board. Learn how to raise and address the issues top management needs to understand:

- **The contextual nature of PS.** To be successful, your service strategy must be created based on the role PS plays in your organization. What matters is not whether you are a hardware company or a software company, but what you are trying to achieve with professional services.
- **How embedded PS differs from pure services.** One of the most widely held misconceptions is the view that all professional services offerings are alike. In fact, embedded PS could not be more different from the pure services players, with constraints on margins and investments that are unique to working within a blended portfolio.
- **Total economic value.** Depending on your service strategy profile, measuring PS strictly on P&L might not be as useful as it sounds. Today’s leading companies use PS judiciously to create the highest total economic value for their firms, which means the right mix of products and services, at the right time, in the right package, to make your customers successful.

The PS Planning Workshop is a custom offering, created to meet your specific needs. We’ll work with you to address the issues your team is facing right now, and to build a foundation for the future.

To learn more about this offering, or to book an engagement, contact your TPSA Membership Development Director, call us at 858-673-3041, or email us at advisory@tpsaonline.com.

For information visit www.tpsaonline.com