



2025 RESOURCE MANAGEMENT GLOBAL SYMPOSIUM

April 7 - 9, 2025 • Indianapolis, IN

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ProFinda



Amplify the Value of Resource Management

Ctrl + Alt + Adopt:
Ensuring the Successful
Adoption of RM Technology



Adam James

Managing Director – Services Industries



Stacey Ball

Enablement Lead



Agenda

- 1** Introduction
- 2** Are we there yet?
- 3** Proven Change Steps
- 4** Cognitus Adoption Story
- 5** Q&A

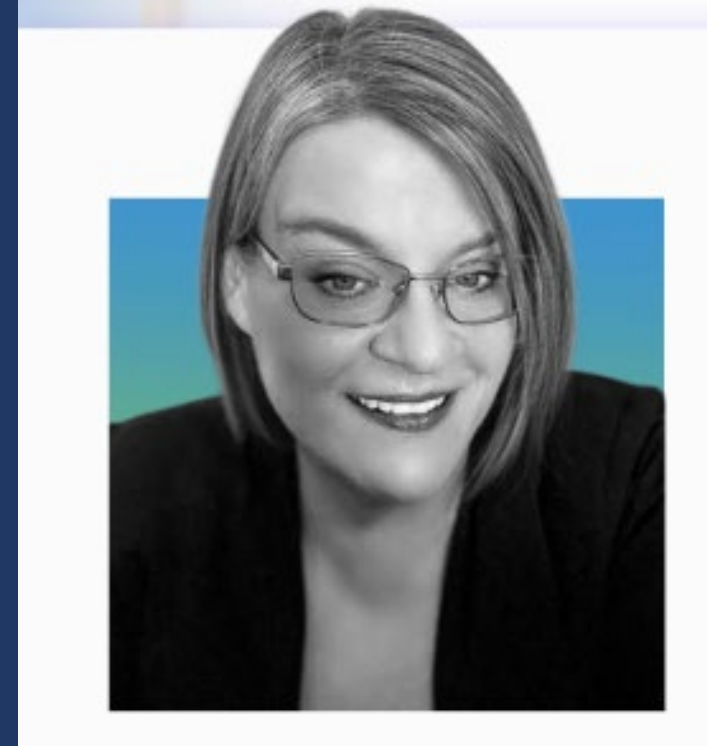
Introducing Stacey

Stacey Ball

Enablement Lead, ProFinda

Former Senior Director, Resource Management, Korn Ferry

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ProFinda at a glance



ProFinda's mission is to transform the employee deployment lifecycle, creating a gold standard staffing process to improve both operational efficiency and the employee experience.

All underpinned by AI.



ProFinda at a glance

2017

First Big Four Implementation



Europe, Americas, APAC



Industry Cloud Partner



Focus on scale
500,000+ users



Deloitte.

ROKE



COHN REZNICK
ACCOUNTING • TAX • ADVISORY



PA Consulting Group

NEWTON

ALVAREZ & MARSAL

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Are we there yet?



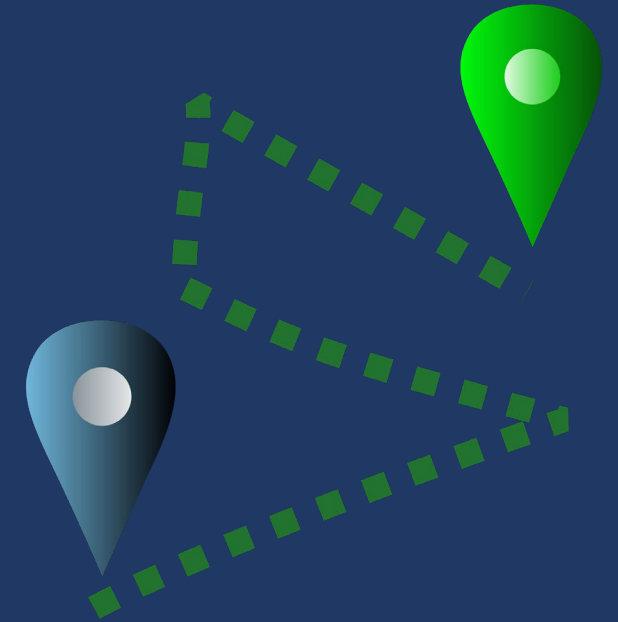
Where are we going?

Having a clear destination, a shared Point of Arrival, is critical to pave the way to a successful adoption.

What will success look like?

What will people be saying, doing, thinking differently?

How will we measure success?





“Look for the helpers. You will always find people who are helping.”

- Mister Rogers

Who is going to help us get there?

- Stakeholder identification & analysis
- Stakeholder engagement approach & plan
- Find your change champions

What's in it for me?

Communication to stakeholder groups is key to demonstrating the value proposition.



Video announcement
from leadership



Emails & Newsletters



Company Socials



Meetings



Merchandise



Gamification

How do I do this?

Targeted change activities to supports effective embedding of change, drives engagement, accelerates adoption and ensures long term user commitment.



Customize learning and development plans



Update RM process flows



Localized 'drop-in' sessions



Capture new joiners

This might be a great opportunity for YOU to stand out.
Help others understand how to be successful with the new now.
Be a resident expert!

How do I know I am on the right track?

Reinforce Profinda as a core tool through leadership messaging, highlighting its importance to achieving firm goals to help drive sustainability.



Track, evaluate and
share metrics / KPIs



Gather employee
feedback



Sustain visibility

Proven Change Steps

Proven Change Steps Delivered By Our Clients

MAKE CHANGE...

Clear

Known

Real

Happen

Stick

**Establish
strategic...**

- Aims / Goals
- Scale
- Vision

**Stakeholder
engagement...**

- Identify
- Evaluate
- Involve

**Translate the
vision...**

- What's in it for them?
- Old World v New World

The new now...

- Implement change
- Educate

Sustainability...

- Measure success & adoption
- Continuous improvement

Introducing Adam & Cognitus

Adam James

Managing Director, Service Industries



Go live with ProFinda – February 2025





SAP S/4HANA Greenfield, Brownfield, Bluefield Transformation Experts.

Our team of 1000+ skilled consultants and tech leaders bring a wealth of experience across various industries and functions, empowering our clients with tailored solutions that drive growth, maximize value, and improve their bottom line.

As a trusted **SAP partner**, we are committed to excellence and work closely with SAP to ensure our clients have access to the latest innovations and best practices.



Co-Innovated with SAP®

Fast Facts

- SAP North America Partner Excellence Award 2024
- SAP Co-innovation Partner
- SAP QPPS – Gallop - Rapid and Cost-effective Deployment Models for SAP S/4HANA (GROW with SAP)



10+
Industry
Leading
Solutions



11+
Offices Worldwide
With 1000+ SAP
Focused Employees



150+
Happy
Customers

Industries

Professional Services



**End-to-end
SAP partner**
to build, sell,
service, support

Technology Services



**Excellent
track record**
of on-time and
in-budget delivery

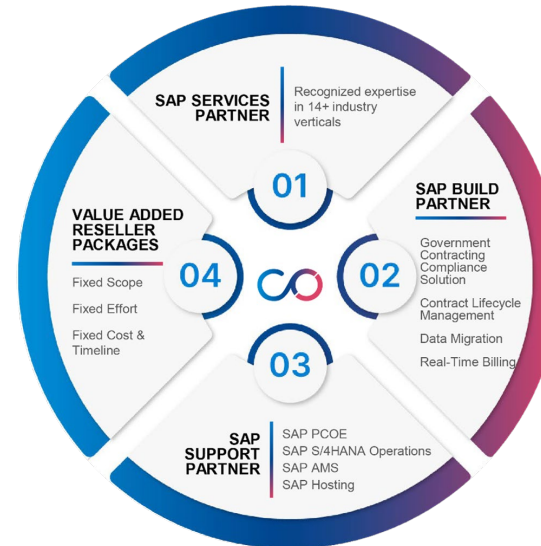
Business Services



Hybrid delivery model,
global coverage,
and around-the-clock
support

Our Solutions

- GROW with SAP for Commercial opportunities
- QPPs for applicable deals
- SAP-Endorsed apps for:
 - WIP Management
 - Real-time Billing (RTB)
- RISE with SAP w/ CIS-GovCon for Government Contractors



Our Differentiators

- **Industry specialization** – we have a practice dedicated to the services industries with a leader that has been in the SAP-for-Services ecosystem for 20+ years. Our pre-sales teams know the language of the services industries and how to pitch SAP.
- **History of success** – We have multiple referenceable customers willing to talk to prospects.
- **QPPs & Endorsed Apps on BTP** – we offer Services-specific QPPs for applicable deals and SAP-endorsed value-add, industry-specific BTP apps.

A Few Of Our Clients



Cognitus Program of Adoption

Spreadsheets for scheduling are great...until they're not.



➤ Our resources divided into 2 groups:

1. Industry teams (small/specialized, report to MDs)
2. Global delivery (larger pool/general skills, report to Global Delivery Mngr)

➤ The process for assignment to projects:

1. MD aware of a pending project w/ roles defined in the estimator we call 'RoM' (Excel)
2. MD emails industry team members ('you're assigned!')
3. MD emails the GD Manager: asks for candidates to fill the other roles
4. Various email exchanges, sometimes conversations.....
5. Team gets assigned to my project in SAP (enabling timesheet entry)

Ok for <100 resources..but now *900+?*

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1. Industry teams (small/specialized, report to MDs)
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✓ There was no **compelling reason** to use the RM tools!

✓ It was not **properly integrated with the overall process**

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HELP!

Personal Development

Hire Approvals

Roll Off Requests

New Joiner Skill Assessments

Vacancies

Associate Lists

Career Counselling

Variance Analysis

Requests

Priority Cases

Headcount Budgeting

Project Requirements

Bid Team Resourcing

Performance Management Feedback

Resource Managers

Project Teams

Onboarding

Team Meeting Prep

Future Project
Forecasts

Manual Updates

Timesheet Issues!

Project Team Profiles

Volume of Email Requests

Candidate
tracking

New Tools. New Rules.

New Tools. New Rules.

1) Better tools

- more capabilities (utilization forecasting, for example)
- better UI/UX
- API integration packages (accelerators)

2) Integrated

- CRM to our new, online RoM (estimator w/ roles/efforts)
- RoM to our new resource management tool (Profinda)
- ProFinda to SAP for timesheet enablement

3) Rules to force adoption

- Enable good behavior and encourage compliance

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Our new solution & process:

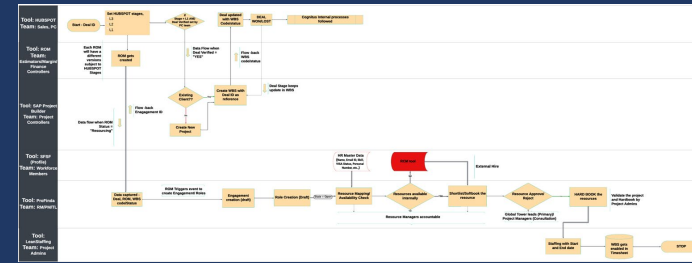
Tools

CRM: Hubspot for Lead Management

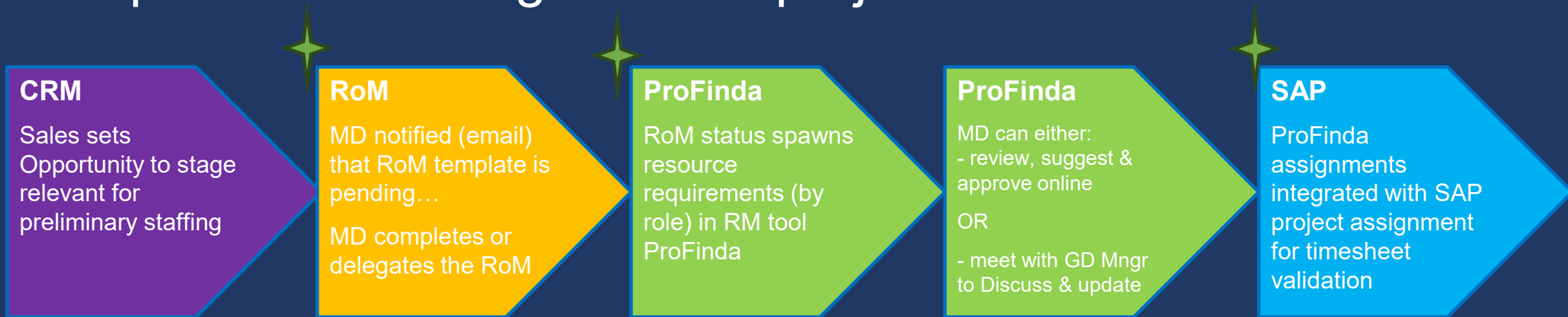
RoM: Online tool for project proposal (efforts/roles)

RM: ProFinda for resource management and assignment

ERP: SAP for projects and timesheet enablement



The process for assignment to projects:



Integrations **greatly** enable the process

Rules!

1. No new customer projects set up in SAP ERP without an Opp and a RoM
no project? no people. no billing.
1. Resources can only be assigned to a new project via RM tool ProFinda
no assignment? no timesheet!
3. Resources must maintain their skills in ProFinda
skills are used to qualify you for assignment & used in demand forecasting
*skills are also auto -derived from prior employee work using **AI***



Questions



2025

RESOURCE
MANAGEMENT
GLOBAL
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LEARN. COLLABORATE. INNOVATE.

Thank You!