



Educe Group

www.educegroup.com



At A Glance:

- **Company:** A consulting services firm specializing in the implementation of learning, performance, talent, and compensation management technologies.
- **Industry:** Consulting
- **Location:** Bethesda, MD
- **Challenges:**
 - Consulting start-up wanted efficient and scalable platform for growth.
 - Expected virtual workforce would need transparent, real-time, on-demand systems.
 - Spreadsheets and disjointed, offline time tracking required non-existent overhead.
- **Results with OpenAir:**
 - Growth. Educe Group experienced 1100% growth in six years.
 - Savings. Company saves one Administrative FTE.
 - Efficiency. G&A costs comprise only 4% of total revenue.
 - Readiness. Easy for staff to get up to speed quickly.

The Educe
Group

“In six years we’ve grown 1100%.”

— *Charlie Kauffunger, Managing Partner*
Educe Group

Results

In only six years, OpenAir enabled Educe Group to grow from a one person shop in Maryland to a 15 consultant firm that spans eight states. “Having brought OpenAir in from the beginning, we can’t imagine life without it,” said Charlie Kauffunger, Managing Partner of Educe Group. “At the outset we wanted to create multiple competitive advantages and minuscule overhead was a key component. OpenAir’s online, hosted offering allowed us to accomplish this goal and resulted in real savings and value for our clients.” In fact, through the use of OpenAir, Educe Group continues to manage general and administrative (G&A) costs less than 8% of its total revenue.

Furthermore, OpenAir’s low total cost of ownership provided the foundation for record revenue growth at Educe Group. “In six years we’ve grown 1100%,” said Kauffunger. “This success is directly related to our ability to focus on client work and building core competencies, rather than time-consuming administrative duties and training on internal logistics.”

For example, OpenAir’s reporting engine generates real-time, concise financial analyses that have slashed the time necessary to prepare and review revenue forecasts. “Due to the reporting functionality alone, we’ve been able to avoid hiring an administrative FTE for invoicing, financial analysis, and resource management.”

The Challenges

As a consultant for years in organizations of all sizes, Kauffunger was well aware of the challenges facing services firms as they seek to maximize realization, continuous professional development, and work-life balance. Seeking to sidestep the common pitfalls, he was determined to avoid the ineffective and duplicative offline spreadsheet-based practices for invoicing, timesheet and expense management, project budgets, and forecasting. In addition, as Educe Group is committed to attracting and retaining the top talent in its field, minimizing the impact of a virtual working environment was critical to enabling its growing, geographically-dispersed team to work as efficiently as if everyone was based in one office location.

“Implementing enterprise talent management technologies is an exciting, rapidly developing niche and our clients’ needs are paramount—that is where we want to be focusing our attention,” said Kauffunger. “With OpenAir, we got a PSA platform based on best practices that would work in Year One and Year Ten.”

 Find out more: contact OpenAir at 1.888.367.1715 or visit www.openair.com



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The Solution

Of course, anyone who has experienced growth in business knows that the challenges that can be predicted early-on are one thing, but the unforeseen challenges that arise along the way are another.

For example, when Educe Group merged with Hashmi Solutions in 2007, OpenAir provided the flexibility to accommodate the different organizations’ processes and allow an evolution to a common ongoing standard with zero disruption to clients or minimal change management for internal staff. In addition, all too often new clients require new billing or invoicing arrangements- something OpenAir is able to accommodate with ease. With growth has also come the need to establish more formal and transparent resourcing processes, linking everything from the sales pipeline to individuals’ vacation planning in a unified view that projects when and where consultants will be in the months ahead and serves as the basis for financial forecasts.

Time and again, as its business has grown and processes required maturity, Educe Group has turned to OpenAir for solutions and found them.

“Scalability is not simply about volume, it is about adapting to a more complex environment,” says Kauffunger. “My favorite thing about OpenAir is that each time we realize we need to do something different, it seems OpenAir is ready and waiting for us with a well-conceived solution.”

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