10 METRICS EVERY IT SOLUTIONS PROVIDER SHOULD BE TRACKING

Knowledge is power. When you understand the metrics that matter most to your business, you can make better, fact-based decisions to improve your efficiency and utilization, as well as increase your overall performance and profitability.

1. **Billable Employee Utilization Rates**

Having the ability to track your employees' utilization rates against your targets over time not only gives you instant insight into your current performance, it can have an immediate impact on your bottom line.

This is where you fine-tune your business.

2. **Service Level Agreement (SLA) First Response and Resolution Performance**

When it comes to service delivery, nothing is more important than your ability to meet guaranteed SLAs. Solid SLA performance means a solid brand, but poor performance means you're putting your business at risk.

This is where you protect your brand.

3. **Billable vs. Non-Billable Time**

Accurately capturing and tracking the billable work you do is essential for adjusting your staffing, pricing and contracts to cover the scope of services you really provide to your clients.

This is where you capture lost revenue.

4. **Ticket Completion Rates by Issue Type, Source and Priority**

Being able to see your ticket completion metrics by issue type, source and priority will reveal exactly where the bottlenecks are so that you can eliminate them.

This is where you reduce business 'noise.'

5. **Opening Backlog Trends Over Time**

Keeping an eye on changes in your backlog volume and balances over time will make it easier to identify and correct systemic issues, improve throughput and reduce the risk of tickets falling through the cracks.

This is where you eliminate bottlenecks.

If you're not already surveying your clients for feedback on your services, start now.

6. Client Satisfaction

If you are not already surveying your clients for feedback on your services, start now. Nothing will provide greater insight into what's working and what needs improvement.

This is where you protect your base.

7. Sales Revenue vs. Plan

To ensure cash flow and plan for the future, you need insight into your sales opportunities over the next 30, 60 and 90 days — and to know exactly what's at risk, what's likely to close and when.

This is how you ensure a healthy business.

8. Average Age to Close—by Contract Type

Understanding the time it takes to close new sales opportunities, by type, will help identify the products and services with the highest demand, refine your process and shorten sales cycles.

This will help refine your catalogue.

9. Performance Trends by Sales Representative

Changes in individual trends over time will identify areas of excellence and opportunities for improvement, and provide solid guidance for developing your sales team.

This is where you maximize your pipeline.

10. Profitability by Client, Contract Type and Service

Finally, you need to know exactly where you are making money—and where you are losing it. This is especially important for recurring or managed services contracts, because underlying costs can quickly get ahead of you.

This is where you protect your margins.

> The better you understand your sales funnel, the more accurate your revenue projections will be.

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