

NetSuite OpenAir vs Kantata vs Certinia: 2026 PSA Comparison

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Executive Summary

As of 2026, **professional services automation (PSA)** platforms have become indispensable for project-driven organizations, streamlining everything from resource planning to billing. This report provides a detailed comparison of three leading PSA solutions: **NetSuite OpenAir** (recently rebranded as *NetSuite SuiteProjects Pro*), **Kantata** (the combined Mavenlink/Kimble platform), and **Certinia PSA** (formerly FinancialForce PSA). We examine each product’s history, core features, technology platform, pricing models, and real-world impact, drawing on vendor documentation, industry analyses, and [customer case studies](#).

Key findings include:

- Technology Platform & Integration:** NetSuite SuiteProjects Pro is tightly embedded in the Oracle NetSuite ecosystem (ERP, CRM) and now offers AI-powered project tools (Source: www.prnewswire.com). Kantata (a standalone cloud solution) emphasizes rich analytics and AI (e.g. its “Expertise Engine” projecting institutional knowledge) and extensive integrations (1,200+ connectors to CRM, ERP, HCM tools) (Source: www.kantata.com) (Source: www.kantata.com). Certinia PSA is built on Salesforce; it natively integrates with Salesforce CRM and finance, providing unified pipelines from sales to services (Source: certinia.com) (Source: www.businesswire.com).
- Core Features:** All three platforms provide timesheet input, project/task scheduling, resource management, billing/invoicing, and analytics. They differ in emphasis: Kantata and OpenAir focus on project delivery and utilization, while Certinia highlights quote-to-cash workflows and customer success (thanks to Salesforce CRM integration) (Source: sysgenpro.com) (Source: www.businesswire.com). For example, Kantata touts real-time resource scheduling and a Talent Network feature for managing contractors (Source: www.businesswire.com) (Source: www.kantata.com). NetSuite SuiteProjects Pro has added AI capabilities (risk analysis, staffing recommendations) and a unified [per-user pricing model](#) (Source: www.prnewswire.com) (Source: www.prnewswire.com). Certinia promises end-to-end visibility on Salesforce: shared opportunity-to-project workflows, live financials from bookings to revenue, and seamless time/expense capture (Source: certinia.com) (Source: certinia.com).

- Pricing Models:** Pricing is subscription-based for all three. Vendor-published data and third-party analyses indicate typical pricing tiers: NetSuite SuiteProjects Pro requires a base subscription (≈\$399/mo) plus per-seat fees (≈\$49/user/mo) for enterprise features (Source: netsuite.folio3.com). Kantata offers tiered plans (including a free entry plan) with professional editions around \$15/user/mo and business plans ~\$30/user/mo when billed annually (Source: www.top3.software), or roughly \$45/user/mo by some estimates (Source: www.selecthub.com). Certinia PSA (Salesforce-native) uses per-user pricing; an analyst report cites a Professional tier ≈\$50/user/mo and Enterprise tier ≈\$150/user/mo (Source: www3.technologyevaluation.com). (All pricing is indicative; vendors custom-quote based on needs.)
- Market Adoption & ROI:** Each solution has notable enterprise customers. For instance, Hewlett Packard Enterprise (HPE) reported managing 7,000 users and \$2.5B in services revenue on Certinia PSA, earning an extra \$14M in annual billable hours (Source: certinia.com). Siemens Digital Industries (PS) chose Certinia, noting improved margin and utilization after deployment (Source: certinia.com). Kantata's customers include large organizations like Finastra, whose services division cut cost overruns by 36% and achieved ROI in 9 months after deployment (Source: www.businesswire.com) (Source: www.businesswire.com). On the OpenAir side, Jardine Lloyd Thompson (JLT) Australia saw a 20% productivity jump and AUD \$200k annual savings after implementing OpenAir (Source: www.abvt.com.au), and W. Capra Consulting centralized its operations (replacing "five to ten separate systems") across 160 users in 100 days (Source: www.casestudies.com). Industry research underscores PSA's impact: firms without PSA are estimated to lose 5–10% of revenue to inefficiencies (Source: www.kantata.com), and 70% of PSA adopters report higher revenue and satisfaction (Source: certinia.com).
- Strategic Considerations:** Analyst guidance emphasizes aligning platform choice with business priorities. An enterprise study notes **Kantata** excels in *delivery-centric usability, resource management depth*, and utilization analytics but may require additional ERP integration for complex finances (Source: sysgenpro.com). **Certinia** (Salesforce-based) offers strong *quote-to-cash continuity* and flexibility via Salesforce, though it can be complex (and costly) to implement (Source: sysgenpro.com). **NetSuite OpenAir** (SuiteProjects) is ideal for organizations already in the **NetSuite ERP** world, providing tight project accounting and familiar workflows (Source: sysgenpro.com). The choice often hinges on existing tech stacks: for Salesforce-centric firms Certinia is attractive, whereas NetSuite customers lean OpenAir/SuiteProjects (Source: [\[sysgenpro.com\]](https://sysgenpro.com)) ([https://sysgenpro.com/compare/professional-services-platform-comparison-for-erp-feature-visibility-and-adoption#:~:text=led%20platform%20such%20as%20Kantata,with%20the%20right%20\[implementation](https://sysgenpro.com/compare/professional-services-platform-comparison-for-erp-feature-visibility-and-adoption#:~:text=led%20platform%20such%20as%20Kantata,with%20the%20right%20[implementation) partner]) (<https://houseblend.io/articles/netsuite-solution-providers-types-tiers-vetting>). All platforms are advancing with AI and analytics: Kantata has launched its proprietary "Expertise Engine" AI assistant (Source: www.kantata.com), and NetSuite's 2024 update added AI-driven staffing/risk tools (Source: www.pnnewswire.com).

This report below delves into these aspects in depth: tracing historical context, dissecting features and architecture, analyzing pricing, citing data and benchmarks, and surveying customer outcomes. We include multiple perspectives (vendor claims, independent analysis, and user voices), detailed tables, and extensive citations to provide a rigorous, evidence-based comparison of these PSA platforms as of 2026.

Introduction and Background

The Rise of PSA Software

Professional Services Automation (PSA) refers to software systems that support project-oriented service firms (e.g. consultancies, agencies, IT services, healthcare services) in managing the full project delivery lifecycle. A modern PSA platform typically handles resource/resource management, time and expense tracking, project planning, billing and invoicing, and often integrates with financials or CRM. The concept emerged in the early 2000s as consultancies realized that financial ERPs and spreadsheets alone could not handle project-centric operations. By automating time entry, resource scheduling and project accounting, PSAs aimed to **increase utilization, close invoices faster, and improve insights into project profitability**.

Key early entrants included companies like OpenAir (founded 2002) and FinancialForce (PSA launched around 2010). Over time, the space has grown into a competitive market including *PSA-first* vendors (e.g. Kantata, Kimble, Mavenlink, OpenAir) and *service modules* within larger suites (e.g. SAP, Oracle, Microsoft). Recent industry analyses emphasize that PSA is now a strategic decision affecting everything from customer satisfaction to revenue (one report noted "7 out of 10 businesses using PSA see increased revenue" (Source: certinia.com). Another IDC study sponsored by Kantata found that firms delaying PSA adoption can quietly lose 5–10% of revenue annually to inefficiencies like delayed billing and underutilized staff (Source: www.kantata.com).

PSA platforms have recently shifted toward **AI and data-driven capabilities**. Studies indicate PS firms are investing heavily in technology: 82% of services leaders expect to increase tech spending within 12 months (Kantata state-of-industry survey) (Source: www.kantata.com). Use of AI for staffing, forecasting, and risk management is now a competitive differentiator (e.g. NetSuite added AI recommendations, Kantata announced an AI

“Expertise Engine”) (Source: www.prnewswire.com) (Source: www.kantata.com).

Historical Evolution of the Three Platforms

NetSuite OpenAir (SuiteProjects Pro): OpenAir was founded in 2002 and acquired by NetSuite (now part of Oracle) in 2008. It became NetSuite’s signature PSA offering for ERP-focused customers. Historically, OpenAir focused on core PSA needs (timesheets, resource planning, project accounting) and was often bundled with NetSuite ERP. In late 2024 Oracle announced at SuiteWorld that OpenAir would be rebranded **NetSuite SuiteProjects Pro** starting January 2025 (Source: community.oracle.com). This rebranding was accompanied by new AI-powered capabilities: Oracle’s press release touted features like “AI-powered project risk analysis” and “AI-powered staffing recommendations” (Source: www.prnewswire.com). The new SuiteProjects Pro also adopts a unified per-user pricing model and modern UI (Oracle’s Redwood design) (Source: www.prnewswire.com). As of 2026, SuiteProjects Pro serves enterprises already on the NetSuite suite (ERP, CRM, PS Cloud etc.), emphasizing seamless integration with financials.

Kantata (Mavenlink + Kimble): Kantata emerged in 2022 from the merger of Mavenlink (US-based, founded 2008) and Kimble Applications (UK-based, founded 2011). The merger created a combined company with ~600 employees serving over 2,000 customers worldwide (Source: www.businesswire.com). The joint venture (backed by private equity) promised to deliver an “industry cloud for professional services” with advanced AI and connectivity. The Kantata PSA platform is a standalone cloud solution (not tied to a specific ERP) built for resource forecasting and project delivery. Over 2023–2025, Kantata has invested heavily in AI and analytics: for example, in October 2025 it unveiled the “Kantata Expertise Engine,” an AI assistant that leverages a firm’s historical project data to auto-generate proposals and flag risks (Source: www.kantata.com) (Source: www.kantata.com). Kantata also markets a benchmarking/reporting integration with Service Performance Insight (embedding SPI’s dataset) to help customers measure performance against peers (Source: www.kantata.com).

Certinia PSA (formerly FinancialForce): FinancialForce began in 2009 as a cloud ERP on Salesforce’s platform and later extended into PSA. In May 2023 FinancialForce formally rebranded as **Certinia** to reflect an expanded vision of a unified “Services-as-a-Business (SaaS)” platform (Source: www.businesswire.com). Certinia’s PSA is native to Salesforce CRM, meaning it shares data/UX with Salesforce Sales Cloud. The full Certinia suite now includes PSA (called Professional Services Cloud), Financials, FP&A (planning), Customer Success Cloud, and CPQ, all on Salesforce (Source: www.businesswire.com). With Salesforce’s entry into the low-code/AI era, Certinia leverages that stack to offer a connected experience: for example, opportunities in Salesforce can become projects in Certinia PSA with one click, ensuring that sales and services are tightly aligned (Source: certinia.com). Headquartered in California, with ~1,000+ employees and backed by Advent and Salesforce Ventures (Source: www.businesswire.com), Certinia reports serving ~1,400 customers in 30+ countries (Source: certinia.com). Its typical customers range from mid-market consultancies to large tech/service firms, often those already deeply invested in Salesforce.

The PSA market has accelerated during the 2020s, driven by remote work, client demands for transparency, and recognition of the profitability lift PSA can deliver (Source: www.kantata.com) (Source: certinia.com). The competitive landscape includes these three, plus others like SAP S/4 HANA Project system, Microsoft Dynamics 365 Project Operations, and Workday PSA. Analysts note that **Kantata vs. OpenAir vs. Certinia** are often considered together. One analysis advises that **Kantata** is well-suited to delivery-focused services firms (strong on utilization and project visibility) but may need extra ERP integration for complex finance (Source: sysgenpro.com); **OpenAir/SuiteProjects** is best for organizations already on NetSuite (leveraging NetSuite finance) (Source: sysgenpro.com); and **Certinia** appeals to Salesforce-centric organizations seeking tight Salesforce-CRM/user-experience alignment and robust quote-to-cash workflows (Source: sysgenpro.com).

This report will dissect these claims and realities in detail, providing evidence-based comparisons of features, pricing, and outcomes for modern PSA.

Product Overviews

NetSuite SuiteProjects Pro (formerly NetSuite OpenAir)

Product Evolution and Positioning

NetSuite OpenAir has been a leading cloud PSA solution for two decades. After Oracle NetSuite introduced SuiteProjects (a basic PSA embedded in NetSuite ERP), OpenAir was later positioned as an *advanced* PSA solution for larger or specialized needs. In Dec 2024, Oracle announced that OpenAir would be rebranded **NetSuite SuiteProjects Pro** effective Jan 2025 (Source: community.oracle.com), unifying the naming. SuiteProjects Pro is an all-in-one project services solution built into the NetSuite suite. It appeals especially to organizations already using NetSuite ERP/CRM (often in consulting, IT services, or internal IT).

SuiteProjects Pro emphasizes integration with NetSuite ERP and finance: project billing, revenue recognition, and resource costs flow into the same general ledger. Oracle's statements highlight this *tight finance alignment*: "close alignment with NetSuite finance, practical project accounting support, and a coherent path for organizations already in the NetSuite ecosystem" (Source: sysgenpro.com). At the same time, SuiteProjects Pro has been upgraded with modern UX (Oracle Redwood design) and built-in AI for project management. As of 2024, Oracle announced features like **AI-powered project risk analysis** and **AI staffing recommendations** that help automate scheduling and issue prevention (Source: www.prnewswire.com). The suite also offers an "all-in-one package with per-user pricing" to simplify licensing (Source: www.prnewswire.com).

Core Features

NetSuite's PSA platform covers the full project lifecycle:

- **Resource Management & Staffing:** Assign the right people by skills, manage allocations, track utilization. The new AI recommendations help "match projects with the right talent" when projects are created (Source: www.prnewswire.com). SuiteProjects Pro supports capacity planning, skill profiling, and scenario planning.
- **Project Planning & Scheduling:** Build Gantt charts, set budgets and milestones, and track actuals versus plan. Projects have full financial baselines. The user-interface has been enhanced (search across all projects, task lists per role, dashboards) to improve usability (Source: www.prnewswire.com).
- **Time & Expense Tracking:** Consultants enter time and expenses on projects via web or mobile. NetSuite OpenAir historically offered mobile apps (iOS/Android) for timesheets and expense capture. (Case studies note consultants can enter time "from the road" on mobile devices (Source: www.abvt.com.au).)
- **Project Financials & Billing:** Integrates with NetSuite ERP to produce invoices, recognize revenue, and maintain cost and billing fences. It enforces cost controls and automates billing tasks. Oracle's announcement emphasizes that SuiteProjects Pro is embedded in NetSuite ERP itself, streamlining project accounting and billing (Source: www.prnewswire.com).
- **Analytics & Reporting:** Provides standard and configurable reports on project health, utilization, profitability and forecasts. The system can push data into NetSuite's suite-level dashboards or external BI tools. (A 2022 case study noted rich customizability of reports helped optimize fee structures (Source: www.abvt.com.au).)

In short, SuiteProjects Pro remains a **project-centric add-on to NetSuite**, now modernized with AI. Its strengths are greatest when an organization values unified ERP data and built-in finance (for example, invoices posted directly to NetSuite's GL). Its limitations include a steeper learning curve if projects are complex and might require extra integration work if an enterprise uses multiple ERPs (as one analyst notes, it may be less flexible for "highly specialized financial requirements" beyond the NetSuite scope (Source: sysgenpro.com).

Integration and Ecosystem

NetSuite SuiteProjects Pro sits within Oracle's cloud ecosystem. It naturally integrates with:

- **NetSuite ERP/Financials:** General ledger, accounts receivable, payroll, multi-entity consolidations. Project accounting (costs, revenue) flows into the same books as billing. For customers on NetSuite ERP, this is seamless.
- **NetSuite CRM:** Opportunities/orders can roll into projects. (However, if a company uses Salesforce, additional integration would be needed.)
- **Third-party Systems:** While primarily in NetSuite land, SuiteProjects Pro can integrate with other tools via Oracle's integration tools or middleware. For example, customers often link timesheets in OpenAir to vendor management systems or expense platforms. Oracle suggests using restful APIs and connectors, but details are beyond this report.

Importantly, SuiteProjects Pro adoption is most advantageous for NetSuite-centric enterprises. As one analysis points out, companies already invested in NetSuite find OpenAir the natural fit, whereas those heavily on other stacks often look elsewhere or require more integration effort (Source: sysgenpro.com) (Source: sysgenpro.com).

Case Example: JLT Australia

Jardine Lloyd Thompson (JLT) Australia, a subsidiary of a global insurance broker, illustrates OpenAir's benefits. JLT's consulting division replaced siloed timekeeping (multiple Excel/Access apps) with NetSuite ERP + OpenAir (Source: www.abvt.com.au). They reported **20% higher overall productivity**, unified project and resource management, and elimination of ~\$200k AUD per year in manual data entry costs (Source:

www.abvt.com.au). The solution was rolled out to ~150 consultants, standardizing project accounting and improving visibility into fee structures (Source: www.abvt.com.au). A manager noted that OpenAir gave “a lot more transparency” into milestones and resource use (Source: www.abvt.com.au).

This case underscores OpenAir’s value: by centralizing projects in one system, JLT streamlined operations and drove efficiency. Similar success stories (e.g. W. Capra Consulting’s 100-day rollout consolidating 5–10 systems) highlight that a cohesive PSA can replace error-prone manual processes (Source: www.casestudies.com).

Pricing Overview

NetSuite SuiteProjects Pro uses a **subscription pricing model**. According to industry sources, OpenAir’s pricing comes in multi-tier packages. A NetSuite partner blog reports:

- **Professional (SMB) plan:** Starting at about **\$399 per month** (likely base fee) plus **\$49 per user per month** for user licenses (Source: netsuite.folio3.com).
- **Enterprise plan:** Starting at **\$899 per month** (base) plus \$49/user (Source: netsuite.folio3.com).

These figures likely reflect minimum entry pricing; actual quotes depend on modules, users, and contract length. In practice, customers often pay higher annual amounts. Oracle has also noted that SuiteProjects Pro is available as an *all-in-one* package with per-user pricing (suggesting a transition from complicated bundles to simpler per-seat fees) (Source: www.prnewswire.com).

Thus, NetSuite’s PSA pricing is **tiered by features**, with additional per-seat charges. It tends to have a higher *fixed cost* floor (hundreds per month) than pure per-user competitors (Source: netsuite.folio3.com).

Kantata Professional Services Automation

Company Background

Kantata formed in mid-2022 when US-based Mavenlink merged with UK-based Kimble Applications (Source: www.businesswire.com). The union – backed by Bain Capital and Vista Equity – created a global PSA specialist. The name evokes a musical “cantata” of many voices, reflecting the goal of harmonizing people and processes (Source: www.businesswire.com). At launch, Kantata claimed ~600 employees and 2,000+ clients (across ~100 countries) (Source: www.businesswire.com), positioning itself as the largest dedicated PSA vendor.

Since its formation, Kantata has continued absorbing related companies (for example, acquiring Projector PSA in 2023, though Projector remains a separate product line). The corporate strategy is to build “an industry cloud for professional services,” emphasizing vertical specialization and data insights (Source: www.businesswire.com).

Core Features

Kantata’s platform (often referred to as **Kantata SX** or simply Kantata) is a unified PSA toolkit, with a strong emphasis on analytics and AI. Key capabilities include:

- **Project Management:** Gantt charts, milestones, task management and collaboration. Projects track budgets versus actuals. Workflow-driven notifications and Slack integration help teams stay updated (Kantata supports Slack-triggered timesheet entries and status updates) (Source: www.businesswire.com).
- **Resource & Talent Network:** Advanced resource scheduling with skills databases. Kantata introduced a *Talent Network* feature allowing companies to include freelancers/partners in resource planning (Source: www.businesswire.com). Managers can do scenario modeling of internal vs. external staffing for future project pipelines.
- **Financial Management:** Kantata covers billing/invoicing, expense management, and financial analytics. It includes revenue and margin forecasting, and can automate billing based on project deliverables. For example, one case study noted Kantata’s deployment improved Finastra’s margin tracking and billing adherence across multi-divisional projects (Source: www.businesswire.com).
- **Time & Expenses:** Users submit timesheets and expenses via web or mobile, with approvals and integration to payroll. Kantata enforces timesheet policies and supports multi-currency, tax, and expense rules.

- **Business Intelligence & AI:** A major focus for Kantata. The platform provides dashboards and custom reports on project performance and resource utilization. In October 2025 Kantata unveiled its **Expertise Engine**, an AI assistant trained on a firm's historical data (proposals, projects, outcomes) to auto-generate project descriptions, highlight risks, and recommend staffing mixes (Source: www.kantata.com). Kantata also partners with Service Performance Insight (SPI) to deliver industry-benchmark data within the app (Source: www.kantata.com). These AI-driven insights aim to help firms “be more proactive” and leverage institutional knowledge (Source: www.kantata.com) (Source: www.kantata.com).

In vendor literature, Kantata markets “full visibility across scoping, resourcing, forecasting, project execution, and financial management” on one platform (Source: www.kantata.com). The solution is designed for complex services environments: it supports professional service firm best practices, multi-department collaboration, and scenario-based planning (e.g. matching demand forecasts with skill inventories).

Integration and Platform

Kantata is a **cloud-native** application (multi-tenant SaaS). It is not tied to a specific ERP; instead, it offers **broad integration options**. According to Kantata, it provides “over 1,200 prebuilt connectors” and can integrate seamlessly with CRM, ERP, HCM, and middleware (e.g. Salesforce, Dynamics, SAP, Oracle, Workato, MuleSoft, Slack, Tableau, etc.) (Source: www.kantata.com) (Source: www.kantata.com). For example, Kantata customers often connect the platform to Salesforce CRM (for opportunity/project sync), to Oracle/NetSuite ERP (for syncing invoicing and financials), or to Zendesk/ServiceNow (for tracking service tickets).

A consultant's analysis warns that while Kantata is flexible, **integration architecture is critical**: “Kantata can fit heterogeneous environments well, but integration architecture becomes a critical design decision” (Source: sysgenpro.com). In other words, enterprises must carefully design how Kantata exchanges data (real-time vs batch, master data & ownership) when connecting to ERPs or other systems (Source: sysgenpro.com). Kantata provides REST APIs and a workflow builder to facilitate custom integrations, but integration complexity and maintenance are an important consideration.

Kantata also offers a Slack app and email integrations so that users can update projects and enter time within Slack channels, reinforcing its collaboration features (Source: www.businesswire.com). Overall, Kantata's platform is designed to be extensible: it appeals more to firms needing advanced AI/analytics and willing to integrate it into a diverse tech stack.

Case Example: Finastra

Financial technology firm **Finastra** provides a striking example of Kantata's impact. In 2023, Kantata announced that Finastra's services division (nearly 8,000 global customers) had driven a **36% reduction in cost leakage** since adopting Kantata (Source: www.businesswire.com). (Cost leakage here refers to revenue lost through unbilled time and overruns.) Finastra deployed **Kantata SX** (Salesforce-native) to gain visibility into project performance across its services organization. The Kantata cloud “quickly enabled services to drive significantly higher profits,” delivering ROI in under nine months (Source: www.businesswire.com).

According to Finastra's operations lead, Kantata enforced better project planning and data visibility: teams could see upcoming staffing needs and risks much earlier, enabling intervention. The outcome: standardized processes across 3 continents, improved resource forecasting, and ultimately a healthier pipeline (Source: www.businesswire.com). After the success in services, Finastra expanded Kantata usage into core functions like cost control, further streamlining global project governance (Source: www.businesswire.com).

This story reveals Kantata's strength: it boosts confidence and efficiency via real-time data and planning. Finastra cited it helped “see what we will need from a staffing perspective” ahead of time (Source: www.businesswire.com). In short, Kantata's flexible SaaS on Salesforce met Finastra's needs for a purpose-built PSA that could scale across divisions.

Pricing and Packaging

Kantata's pricing is **custom-quoted**, but certain public figures are available. Kantata does *not* publish standard list prices; instead, it offers tiered plans. Industry sources suggest:

- **Free Plan:** (often mentioned on third-party sites) for very small teams (e.g. up to 5 users), with limited features (Source: www.top3.software).
- **Professional Plan:** Entry-level tier, sometimes listed around **\$15 per user/month** (billed annually) (Source: www.top3.software) or equivalent. (SelectHub's market analysis reports Kantata starting around \$45/user/mo (Source: www.selecthub.com), though this may reflect a mid-market average.)
- **Business Plan:** Mid-tier, **~\$30 per user/month** (annual) according to one site (Source: www.top3.software), supporting unlimited projects and higher storage.

- **Enterprise Plan:** Custom quoting for large firms, including full feature sets and unlimited users (Source: www.top3.software).

Another report states “Kantata pricing starts at about \$45 per user/month” (Source: www.selecthub.com), underscoring that pricing scales with user count and features. Unlike NetSuite’s large base fee, Kantata’s model is primarily **per-user**, though enterprise deals may involve base fees and volume discounts.

One user review notes Kantata’s minimum seat count is 50 and expects multi-year contracts once integrated. In practice, total cost depends heavily on configuration complexity, number of users, and training. Given Kantata’s strong analytical/AI focus, buyers should consider ROI in terms of improved utilization and reduced churn, as Kantata’s own research links PSA use to 5–10% revenue gains (Source: www.kantata.com).

Certinia Professional Services Automation (formerly FinancialForce PSA)

Company Background

Certinia (formerly **FinancialForce**) has its roots in Salesforce.com; it began in 2009 to deliver ERP on the Salesforce platform. Over time, FinancialForce extended into PSA and other clouds. In May 2023 the company rebranded as **Certinia**, aiming to signal its evolution into a unified “Services-as-a-Business” platform (Source: www.businesswire.com). The name change accompanied expansion beyond PSA (ERP/FP&A, Customer Success, Services CPQ). Certinia is based in San Jose (1000+ employees) and is backed by Advent International and Salesforce Ventures (Source: www.businesswire.com). As of 2026, Certinia’s customer base numbers about 1,400 organizations globally (Source: certinia.com).

Core Features

Certinia’s PSA (called **Professional Services Cloud** or PS Cloud) is distinguished by being **Salesforce-native**. It leverages Salesforce’s platform and data model to provide:

- **Resource Management:** Certinia allows managers to “*deploy the right people*” by scheduling staff against skills and projects (Source: certinia.com). Features include utilization dashboards and alerts to spot under/over-utilization.
- **Sales-Services Alignment:** A key selling point is unified pipeline and quoting. Opportunities in Salesforce can be automatically converted into projects, ensuring sales and services share data (Source: certinia.com). This “*opportunity-to-project*” automation shortens the lead time from sales to delivery, increasing sales confidence.
- **Project & Portfolio Management:** Certinia offers project planning (tasks, budgets, milestones) with real-time visibility. “Budgets in line, stakeholders informed,” says the vendor – the platform provides at-a-glance views of status, risks, and client interactions across the practice (Source: certinia.com).
- **Financials & Billing:** Real-time project financials (from bookings to invoicing, revenue, margin) are available (Source: certinia.com). Since Certinia runs on Salesforce, it embeds PSA data alongside CRM and finance data for unified reporting. Revenue forecasts (for both active projects and pipeline) can be generated using builtin tools.
- **Time & Expense Management:** Teams submit time and expenses via web or mobile; managers approve and trigger automated billing workflows. The tight integration means project billing can be generated immediately and sent to Salesforce Billing or ERP, reducing billing cycle times.
- **Analytics & Mobile:** Certinia leverages Salesforce reporting and Einstein AI for dashboards. Delays and utilization gaps can be surfaced in Salesforce reports. The platform is fully mobile-friendly (Lightning UI), and because it is Salesforce-native, it automatically works on Salesforce mobile apps.

In essence, Certinia PSA shines on **connectivity**: it shares the same contacts and accounts as Salesforce Sales Cloud, enabling “single source of truth” for customer information. The vendor highlights that by being on Salesforce, teams get “*unprecedented visibility across finance, sales, and services delivery – in a connected business.*” (Source: certinia.com). The PSA module is often sold in conjunction with other Certinia/FinancialForce products (like ERP and CPQ), which can further automate revenue recognition and renewals.

Integration and Platform

Because Certinia PSA is built on Salesforce, it natively integrates with any Salesforce product:

- **Salesforce CRM (Sales Cloud):** Common accounts/opportunities/contacts. Opportunities can become projects via a Salesforce workflow. Integrated forecasts mean that sales and delivery share pipeline data. (One case study notes that Certinia’s Salesforce-native architecture was a deciding factor for Siemens in 2022 (Source: certinia.com).)

- **FinancialForce ERP (now Certinia ERP Financials):** Certinia's own ERP module can back the PSA, tying project costs and revenue directly into general accounting, invoicing, and multi-entity consolidation.
- **Revenues Cloud (Billing/CPQ):** Certinia also provides services CPQ and billing solutions that link sales quotes to project quotes. This yields a seamless Quote-to-Cash flow (quote in Salesforce CPQ → project in PSA → invoiced through services CPQ). HPE, for example, cited that after adding Services CPQ to Certinia, they managed \$2.5B service revenue with very tight forecast accuracy (Source: certinia.com).
- **Third-party & AppExchange:** Because it rides on Salesforce, any Force.com app (e.g. Slack for Salesforce, MuleSoft for integration, Workato for workflows) can be connected. However, the flip side is that Certinia customers must manage Salesforce licenses/complexity. It inherits Salesforce's security, metadata model, and upgrade cycle. Independent analysts caution that Certinia's **complexity** (many modules and Salesforce governance) can be a double-edged sword (Source: sysgenpro.com).

Overall, Certinia is best for organizations already standardized on Salesforce. Those invested in Salesforce find Certinia appealing because their staff use one platform for CRM, PSA, and financials (Source: sysgenpro.com). But adopting Certinia PSA in a non-Salesforce shop typically means either migrating CRM to Salesforce or accepting integration overhead.

Case Example: Siemens Digital Industries (Services)

Siemens Digital Industries Software, a \$4B+ business, provides engineering and manufacturing software globally. Its services arm chose Certinia PSA to unify its global operations. The decision came after evaluating several PSA options; Siemens' CIO noted that "*Certinia had the best vision and capabilities,*" especially given its alignment with Salesforce (which Siemens already used extensively) (Source: certinia.com).

Post-implementation, Siemens reported significant gains: "we've seen consistent increases in billable utilization and realized project margins, enabling us to exceed our margin expansion targets" (Source: certinia.com). The company consolidated users in 30+ regions onto Certinia PSA, streamlining processes and eliminating administrative overhead. By harmonizing workflows globally, Siemens could scale services across dozens of product lines. The headline figures on the Siemens case study even list "1,000 new opportunities and 500 new quotes generated monthly" and "450 new service projects initiated monthly" under Certinia (reflecting pipeline management improvements) (Source: certinia.com).

A Siemens leader observed, "Certinia's synergy with Salesforce cemented our decision" and credited the platform for delivering a "*single source of truth*" for all service operations (Source: certinia.com) (Source: certinia.com). In effect, Siemens used Certinia to achieve a unified backlog and forecast across hundreds of projects, increasing efficiency and customer satisfaction.

This illustrates Certinia's core promise: integrated sales-to-services processes yielding higher resource efficiency. By automatically connecting Salesforce opportunities to delivery teams, Siemens improved utilization without adding headcount. As one Siemens VP put it, Certinia helped turn 7000 resource requests into delivered project outcomes (literally: "7,000 resource requests processed monthly") (Source: certinia.com).

Pricing and Packaging

Certinia's pricing is **subscription-based** and primarily per-user. According to industry analysis (before and after the rebrand), the PSA (FinancialForce) product typically offers tiered editions, though actual prices are custom-quoted. A technology evaluation site (TEC) reports sample pricing: **\$50 per user per month** for a basic Professional tier (small businesses) and **\$150 per user per month** for an advanced Enterprise tier (Source: www3.technologyevaluation.com). This aligns with Certinia's focus on mid-to-large customers.

Another reviewer confirms Certinia's structure: per-user subscriptions starting at roughly \$50, rising with more features or users (Source: www3.technologyevaluation.com). (All subscriptions usually require an annual commitment.) In practice, a 10-user team might budget on the order of \$500–\$1,000/month for PSA seats. When factoring in a Salesforce Platform license requirement (PSA runs on Salesforce), the total cost of ownership increases. Therefore, Certinia is often more expensive on a per-user basis than some pure-PSA rivals, but it justifies this with end-to-end integration.

One analyst note warns that Certinia's strengths come at the cost of *complexity*: high total cost (modular package, training, support) and the need for strong Salesforce governance can drive up implementation costs (Source: sysgenpro.com). Conversely, organizations that **already** have Salesforce can consider Certinia costs partly sunk (their Salesforce licenses cover the underlying platform). In summary, Certinia PSA tends to sit at the higher end of PSA pricing, reflecting its enterprise feature set and build-on-Salesforce architecture.

Feature-by-Feature Comparison

In this section, we systematically compare the three platforms across major PSA capabilities. The following tables and narrative analysis highlight similarities and differences in functionality, integration, and pricing.

CAPABILITY	NETSUITE SUITEPROJECTS PRO	KANTATA PSA	CERTINIA (FINANCIALFORCE) PSA
Platform / Tech	Oracle NetSuite cloud (part of Oracle cloud suite). Newly rebranded from OpenAir in 2025 (Source: community.oracle.com).	Kantata's proprietary cloud platform (result of Mavenlink+Kimble merger) used by 2000+ orgs (Source: www.businesswire.com).	Salesforce-native (running on Salesforce Cloud). Formerly FinancialForce PSA; part of Certinia SaaS platform (Source: www.businesswire.com) (Source: www.businesswire.com).
Intended Users	Professional services/business consulting, IT services, internal service orgs – especially those on NetSuite.	Services firms emphasizing project delivery and resource utilization (marketing, engineering, IT, consultancies). Flexible for heterogeneous IT stacks.	Services-centric businesses already on Salesforce (consulting, IT services, digital agencies) seeking tight sales-to-services integration.
Resource/Staff Mgmt	Strong scheduling & planning; added AI staffing recommendations (Source: www.prnewswire.com); utilization tracking; multi-ratecards.	Advanced resourcing: skills/roles database, scenario planning, <i>Talent Network</i> for contractors (Source: www.businesswire.com); robust forecasting and utilization analysis.	Scheduling by skills/availability in Salesforce; utilization dashboards. Integrates with Salesforce Sales org for assigning opportunity owners to projects.
Project Mgmt	Gantt charts, milestone/budget management, task tracking in a scalable UI. Redwood UI with global search and dashboards (Source: www.prnewswire.com).	Gantt and WBS planning, custom workflows, document collaboration. Emphasis on real-time project visibility (status, risks) and Slack collaboration.	Project planning (tasks, milestones, dependencies); "Budgets in line, stakeholders informed" dashboard (Source: certinia.com). Native Salesforce UI.
Time & Expense	Web/mobile timesheets and expense entries. Integration with AP systems (often NetSuite or 3rd-party ERPs).	Time entry in web/mobile; automated approvals; supports multi-currency/tax. Emphasis on enforcing timesheet policies and capturing freelancer time via Talent Network.	Web/mobile timesheets integrated with Salesforce. Time and expenses feed directly into project financials and billing. Adds mobile Lightning interface.
Billing/Financials	Tight integration with NetSuite ERP: invoices generated from project events, native revenue recognition and accounting (Source: www.prnewswire.com). Supports multiple billing rules (time/material, fixed-price).	Project accounting with invoicing (supports milestone, time/T&M). Financial analytics dashboards (margin, cost leakage). Integrates to external ERPs/CRMs for finance or uses connectors to integrate with ERP software.	Part of Certinia SaaS: professional services and ERP modules share data. Supports automated invoicing, Salesforce-based revenue forecasts, and multiple billing types.
Forecasting & BI	Basic forecasting modules in NetSuite; relies on NetSuite financial reports. New SuiteProjects Pro includes AI forecasting and risk analytics (Source: www.prnewswire.com).	Strong predictive forecasting (demand vs. capacity), plus embedded Tableau dashboards (Delivery Analyzer) (Source: www.businesswire.com). Kantata Expertise Engine uses historical data for predictive insights (Source: www.kantata.com).	Includes forecasting tools in Salesforce (often using Salesforce CPQ forecasts or Einstein AI). Real-time dashboards via Salesforce reports/Einstein Analytics. Vendor cites "32% higher profit" potential (Source: certinia.com).
Collaboration / UX	Role-specific dashboards; Oracle Redwood UI for modern look (Source: www.prnewswire.com).	Modern web UI with Kanban lists, project newsfeed, and Slack/email notifications. Users report strong collaborative workflows (comments,	Native Salesforce UX (Lightning). Single sign-on with Salesforce. Chatter feed integration on project records. Evidence of high

CAPABILITY	NETSUITE SUITEPROJECTS PRO	KANTATA PSA	CERTINIA (FINANCIALFORCE) PSA
	Attachments and comments on tasks. Mobile apps for consultants.	mentions). AI chatbot (Expertise Engine) in beta.	engagement as Salesforce is familiar.
Integrations	Integrates tightly with NetSuite and other Oracle clouds. Third-party via APIs/Del-Connectors. Standard connectors to CRM or accounting may require implementation.	Over 1,200 connectors available (Source: www.kantata.com) – can integrate to virtually any CRM/ERP/HCM (Salesforce, Dynamics, SAP, Workday, etc.) via middleware. Slack, email, Jira, etc.	All Salesforce AppExchange: easily connects to any Salesforce/Force.com app. Native with Salesforce CPQ/Billing. Integrates with MuleSoft for external ERP if needed.
Reporting & Dashboards	Embedded NetSuite reports and saved searches. KPI dashboards (utilization, project profitability). Analytics often via NetSuite’s SuiteAnalytics.	Custom dashboards (time, expense, project margin, utilization). Kantata BI module (with Tableau) for deeper analysis. >2,000 reports possible via dataset.	Extensive reports via Salesforce reports/dashboards. “Single source of certainty” claims real-time analytics. Can also bring data into external BI via Salesforce Connect.
Mobile Access	iOS/Android apps for OpenAir timesheets and project updates. Instant refresh.	Web-responsive design; mobile app for timesheets and alerts. Recently launched mobile interfaces for key features.	Accessible via Salesforce mobile app (iOS/Android). All PSA screens and reports available on mobile Lightning.
Customization	Custom fields and workflows within NetSuite’s SuiteCloud. Moderate flexibility but update-safe.	Highly configurable (custom objects, formulas, workflows). Built on a cloud platform allowing tailoring at project, resource, and invoice level.	Built on Salesforce, so inherits full platform customization (fields, flows, rules). Very flexible but requires Salesforce admin expertise.

Table 1: Feature Comparison of NetSuite SuiteProjects Pro, Kantata PSA, and Certinia PSA (FinancialForce). Citations in analysis below.

Analysis: All three platforms are **full-featured PSAs**, covering the essentials of project delivery. They each emphasize their unique strengths:

- Platform Integration:** SuiteProjects Pro is best for NetSuite/ERP integration, Kantata for flexible multi-system integration and advanced analytics, and Certinia for Salesforce-driven processes (Source: sysgenpro.com) (Source: www.kantata.com). For example, a company standard on Salesforce likes the “Salesforce-native” nature of Certinia (one analyst notes the shift from CRM to project is seamless (Source: sysgenpro.com), whereas a company with no unified CRM might favor Kantata’s open connectors (Source: www.kantata.com).
- Resource Optimization:** Kantata is frequently praised for “*resource management depth*” and visibility (Source: sysgenpro.com), ideal for firms needing to handle complex staffing (including external talent). OpenAir also does resource planning, but historically has been more project-finance centric.
- Finance vs Delivery Focus:** The triad roughly splits into finance-led vs delivery-led. NetSuite/Certinia (ERP/CRM-led) side are built to tie into accounting early and control billing closely. Kantata (PSA-led) focuses more on operational agility. In many summaries, Kantata and OpenAir are seen as *PSA-first*, prioritizing utilization and delivery visibility, while Certinia offers more “end to end” continuity from sales (quote) to renewal (Source: sysgenpro.com).
- AI & Analytics:** Kantata has the most aggressive AI roadmap (Expertise Engine, SPI benchmarks (Source: www.kantata.com) (Source: www.kantata.com). NetSuite has begun embedding AI features as of 2024 (Source: www.prnewswire.com). Certinia uses Salesforce Einstein and reports high ROI but does not currently market a bespoke AI assistant. All offer BI dashboards, though NetSuite users rely on ERP reports and Certinia users on Salesforce reports.
- User Experience:** Opinions vary. Kantata and Certinia often win high praise for intuitive modern UI (especially for those familiar with Slack/Salesforce respectively), while NetSuite has updated to Redwood but is sometimes still seen as more “traditional” ERP style. One analysis calls Kantata “*delivery-centric usability*” strong, whereas Certinia’s “*platform complexity*” can be a challenge (Source: sysgenpro.com).

- **Customer Segment:** Small to mid-sized firms may lean toward Kantata or Certinia for ease and lower entry pricing, whereas large enterprises often choose SuiteProjects Pro if already in Oracle/NetSuite, or Certinia if Salesforce-driven. NetSuite OpenAir historically catered from mid-market up to large, but its relatively high base price makes it less common for very small teams. Kantata does offer a free entry level (up to 5 users) to attract smaller teams (Source: www.top3.software).

Comparative Pricing

Aside from features, cost is a major consideration. The pricing models vary:

- **NetSuite SuiteProjects Pro:** Primarily a fixed package plus per-user. Based on a NetSuite partner’s summary, basic plans start at about **\$399/month plus \$49 per user/month** (Source: netsuite.folio3.com). Enterprise customers often pay more (the Enterprise base was quoted ~\$899/month). Overall, budgeting for SuiteProjects Pro might look like hundreds per month upfront, then ~\$50 per active user. The vendor also offers an “all-in-one” per-user package to simplify (so some deals may bundle the base into per-seat fees) (Source: www.prnewswire.com).
- **Kantata:** Subscription per user. One source describes a *starting* price around **\$45 per user/month** (though this is analyst-estimated) (Source: www.selecthub.com). Another breakdown suggests multi-tier plans (Free/Professional/Business/Enterprise) with nominal rates (\$15 and \$30/user) (Source: www.top3.software). In practice, Kantata tails pricing to company size and usage. There is usually no large base fee (aside from minimal seat counts); instead cost scales with headcount using the software. Buyers should plan for implementation services and possibly a 50-seat minimum.
- **Certinia (FinancialForce PSA):** Subscription per user on Salesforce. According to TEC, **Professional (basic)** licensing begins near **\$50/user/month**, while **Enterprise** editions (with advanced features) run around **\$150/user/month** (Source: www3.technologyevaluation.com). One analyst note mentions starts at **\$25/user** for small accounts, though that likely reflects past pricing <2023. In any case, Certinia tends to be more expensive per user than generic PSAs, reflecting its enterprise orientation. Additionally, customers must factor in the cost of requisite Salesforce Platform or Sales Cloud licenses.

PRODUCT	PRICING MODEL	TYPICAL ENTRY PRICE	NOTES
NetSuite SuiteProjects Pro	Tiered subscription: base package + per-seat	Base ~\$399/mo; +\$49 per user/mo (Source: netsuite.folio3.com)	Per-seat model added; all-in-one per-user option also available (Source: www.prnewswire.com).
Kantata PSA	Subscription per user (tiered plans)	~\$15-\$30/user/mo (annual billing) (Source: www.top3.software) (free tier for ≤5 users)	Entry plans exist; likely ~\$45/user/mo on average (Source: www.selecthub.com).
Certinia PSA (FinancialForce)	Subscription per user	~\$50/user/mo (Professional); ~\$150/user/mo (Enterprise) (Source: www3.technologyevaluation.com)	Requires Salesforce seats; implementation often multi-phase.

Table 2: Pricing comparison (indicative) for NetSuite SuiteProjects Pro, Kantata, and Certinia PSA.

Analysis: Certinia’s higher per-user rates reflect its enterprise-grade integration with Salesforce; NetSuite has a moderate base cost plus seat fees; Kantata is comparatively lower and more flexible for smaller teams (even offering a free plan). It’s important to note that **total cost of ownership** should consider not just subscription fees but also implementation, integration, training, and ongoing support. For example, ITQlick analysts noted that PSAs like FinancialForce (Certinia) and Kantata may involve significant hidden costs above subscription (setup, customization) (Source: www.itqlick.com) (Source: www.itqlick.com).

In ROI terms, many firms find the investment pays off quickly: Finastra’s Kantata deployment saw ROI within 9 months (Source: www.businesswire.com), and a study by IDC found PSA adopters markedly outperform those that “do nothing” (Source: www.kantata.com). Buyers should therefore weigh the upfront cost against documented benefits (higher utilization, less leak, faster billing).

Market Data and Trends

To understand how these PSA platforms fit into the broader picture, we briefly review industry data and trends.

- PSA Adoption & Benefits:** Kantata cites research showing that firms without PSA lose 5–10% of revenue each year to inefficiencies (Source: www.kantata.com). Conversely, Certinia’s marketing claims 70% of PSA users see revenue gains (Source: certinia.com). In Kantata’s 2024 industry survey, 75% of PS leaders reported improving profit margins, and 62% saw higher billable utilization over the prior year (Source: www.kantata.com). Most telling, **82% of professional services firms are planning major tech investments** in the coming year (Source: www.kantata.com), highlighting the priority placed on automation and analytics in services organizations.
- Resource Management Challenges:** The same Kantata study found nearly all firms (96%) struggle with forecasting the right roles/skills for projects (Source: www.kantata.com). Over 61% had to turn down business due to lack of available resources (Source: www.kantata.com). These findings underscore the importance of advanced resource planning features – precisely what PSA tools aim to improve.
- PSA Growth Drivers:** Key drivers for adopting PSA include (per Kantata’s survey): improving data quality/visibility, boosting utilization, and enabling outcome-based delivery (Source: www.kantata.com) (Source: www.kantata.com). The industry is also moving toward “Agentic AI” – autonomous assistants that can orchestrate tasks. Netsuite’s introduction of AI staffing is a step in that direction, and Kantata’s Expertise Engine is explicitly about compounding institutional knowledge with AI (Source: www.kantata.com). **Gartner** (2025) similarly predicts AI will “touch all IT work by 2030”, affecting workflow tools like PSA.
- Vendor Evaluations:** Independent analyses stress fit and integration. A 2026 comparison by SysGenPro notes that *Kantata offers strong delivery visibility* but may need extra work for finance integration (Source: sysgenpro.com). It highlights Certinia’s *Salesforce alignment and Q2C strength* but flags its complexity (Source: sysgenpro.com). It recommends choosing **Kantata/OpenAir** for operational focus, whereas **Certinia** is best for CRM-centric firms (Source: sysgenpro.com). The bottom line: *there is no one-size-fits-all PSA* (Source: sysgenpro.com).
- Customer Satisfaction & ROI:** Reviews on sites like G2 and TrustRadius generally rate all three solutions well (typically 4+ stars). Users often praise Kantata’s analytics and OpenAir’s integration, while Certinia usage yields extra Salesforce synergy. However, negative feedback occasionally mentions interface complexity (for certinia) or slow support (for older OpenAir versions). These anecdotal reviews are beyond this scope, but overall they affirm PSA’s value proposition: more accurate project delivery, better utilization, and happier clients.
- Future Outlook:** All three companies (and the PSA market at large) are betting on advanced AI and analytics. Kantata’s announced roadmap (e.g. Sales Accelerator module) (Source: www.kantata.com), Oracle’s continuing SuiteProjects enhancements, and Certinia’s leveraging of Salesforce’s AI (Einstein) suggest the next few years will see smarter forecasting, automated recommendations, and deeper benchmarking. In parallel, the concept of “*Services-as-a-Business*” (Certinia) and “*outcome-based delivery*” (emphasized by Kantata) point to a future where PSA is the backbone of service ecosystem platforms, connecting CRM, ERP, resource networks, and customers in one digital thread (Source: www.businesswire.com) (Source: www.kantata.com).

Case Studies and Examples

We summarize a few illustrative examples (some already mentioned above) to ground these comparisons in real outcomes.

- Jardine Lloyd Thompson (OpenAir):** JLT Australia’s consulting arm achieved **20% higher productivity** after deploying NetSuite OpenAir, replacing fragmented custom-built spreadsheets (Source: www.abvt.com.au). They standardized flat-fee project pricing and integrated time/expense across 20 offices. This delivered both efficiency gains and cost avoidance (AUD \$200k/year saved) (Source: www.abvt.com.au).
- W. Capra Consulting (OpenAir):** A 160-person US consulting firm consolidated “*five to ten separate systems*” into NetSuite and OpenAir in 100 days (Source: www.casestudies.com). This provided a single system of record across 160 users for timekeeping, scheduling and invoicing, enabling them to scale without adding overhead.
- Finastra (Kantata):** After a short implementation, Finastra realized a **36% reduction in project margin leakage** and ROI in under 9 months by switching to Kantata (Source: www.businesswire.com) (Source: www.businesswire.com). The key benefits were better demand forecasting, standardized processes, and increased visibility (their quote: “*guesswork around pipeline is removed*” (Source: www.businesswire.com)).
- Nexus Studios (Kantata):** A creative agency, Nexus Studios, praised Kantata’s Talent Network feature (and Slack integration) for empowering them to manage a global talent pool more effectively (Source: www.businesswire.com). By mapping their staff and freelancers in Kantata, they could assemble optimal teams and deliver projects worldwide.
- Siemens Digital Industries (Certinia):** Siemens validated Certinia’s fit after evaluation, citing “*best vision and capabilities*” and Salesforce synergy (Source: certinia.com). Post-deployment, Siemens put 7000 users on Certinia, harmonizing processes and boosting margins. Their global utilization rates improved as teams across 30+ regions logged onto one platform.

- **Hewlett Packard Enterprise (Certinia):** HPE's Services division took full advantage of Certinia's scalability. Over three years, they integrated 10 acquisitions and 7,000 service users into Certinia PS Cloud. As a result, they increased annual billable hours by \$14M and now run **\$2.5 billion** through the platform (Source: [certinia.com](https://www.certinia.com)). The CFO reports this digital transformation "wouldn't have been possible without" Certinia.

These cases illustrate the quantitative impact PSA can deliver: double-digit productivity and profit gains, rapid implementation timelines (3-6 months for many), and one common thread – a move away from spreadsheets to a single software system. They also highlight the variety of sectors served (insurance consulting, edtech, software, hardware services) and confirm that all three platforms host large global enterprises.

Implications and Future Directions

The comparison above has covered technology, features, and pricing **as of 2026**. Looking ahead, several trends and considerations emerge:

- **AI and Automation:** All three vendors are embedding AI into PSA workflows. NetSuite's SuiteProjects Pro introduced AI-driven scheduling and risk analysis in 2024 (Source: www.prnewswire.com). Kantata's new Expertise Engine (late 2025) uses company data to auto-generate proposals and advisories (Source: www.kantata.com). Certinia leverages Salesforce's Einstein; while no flagship PSA AI was announced publicly, many Certinia customers use Salesforce analytics and AI to forecast revenue and utilization. We expect **agentic AI** (self-running agents) to become features – automating multi-step planning tasks. Analysts predict up to 25% of such tasks will be AI-handled by 2030. Early signals (like Kantata's *Sales Accelerator* in beta, which auto-writes parts of proposals) suggest PSA is on the leading edge of practical AI use in enterprise.
- **Outcome-Based Pricing and Engagements:** Several sources (and Kantata's research) indicate a shift from time-and-materials billing to *Value or Outcome-based models*. PSA platforms are responding by adding features for risk-sharing contracts, milestone-based billing, and even real-time client feedback loops. For instance, Kantata's mention of "outcome-based delivery" reflects this trend (Source: www.kantata.com). Future PSA tools may include customer health scores (from Customer Success Cloud integration) and profitability tracking that directly tie to customer satisfaction.
- **Consolidation vs. Best-of-Breed:** Some enterprises may prefer an all-in-one suite (ERP+PSA+CRM) to ensure data consistency. For those, NetSuite's integrated stack or Salesforce+Certinia combo makes sense. Others demand best-of-breed: e.g. a consultancy might use Salesforce CRM + Kantata PSA + Workday for finance. PSA platforms will thus continue developing vast connectors (Kantata already has 1,200) and APIs, or acquiring niche solutions (e.g. Kantata acquiring PSInit lunches and embedding them).
- **Migration Paths:** As products rebrand and upgrade, customers face migration decisions. NetSuite customers must transition from "OpenAir" to "SuiteProjects Pro" UI by early 2025 (Source: community.oracle.com). Kimble/Mavenlink customers had to combine under Kantata. FinancialForce clients adjusted to the Certinia branding (which entailed little technical change but a new positioning). Vendors now emphasize seamless migration: NetSuite says "current customers automatically get the new features" (Source: www.prnewswire.com); Kantata and Certinia similarly promise continuous upgrades.
- **Data & Security:** All three platforms abide by high security standards. NetSuite and Oracle impose strict compliance (SOC2, ISO 27001) and host data in Oracle Cloud. Kantata, as a top-tier SaaS, uses industry-standard encryption and has customers in regulated industries. Certinia inherits Salesforce's security framework. For global firms, each vendor's ability to support data residency, multi-currency, and compliance (GDPR, HIPAA, etc.) is often a tie-breaker.
- **Integration with Emerging Tech:** PSA vendors are exploring integration with low-code platforms (e.g. integration with Salesforce Flow for Certinia, Workato for Kantata) and with ERP moving to the cloud (e.g. Oracle Fusion projects). They're also eyeing IoT/workforce tools: one could imagine linking PSA with real-time project sensors or with AR tools for field service. The roadmap likely includes deeper connections to field service and CRM ecosystems.
- **Services-as-a-Business (SaaS) Concept:** Certinia's marketing coined "Services-as-a-Business" to describe a vision where all service operations are run like product businesses – forecasted, measured, and optimized end-to-end (Source: www.businesswire.com). This includes tying in Customer Success and CPQ, not just PSA. NetSuite and Kantata have similar ideas (full-lifecycle service management, client success metrics, etc.), though with different labels. In the future, PSA and Customer Success platforms may converge further, ensuring that projects smoothly transition into ongoing service contracts and renewals.

Conclusion

NetSuite SuiteProjects Pro (OpenAir), Kantata, and Certinia PSA each represent mature, enterprise-grade solutions for automating services delivery. They share many features—timesheets, resource planning, billing—but differ in platform roots and focus.

- **NetSuite SuiteProjects Pro** is optimal for organizations deeply embedded in the Oracle/NetSuite ERP ecosystem that value strong project accounting and seamless ERP integration (Source: www.prnewswire.com) (Source: sysgenpro.com). Its recent AI enhancements improve staffing and risk analytics, reinforcing its appeal to data-driven firms using NetSuite.
- **Kantata** excels for firms prioritizing project delivery and utilization optimization. With flexible integrations (Source: www.kantata.com) (Source: sysgenpro.com) and advanced analytics (like the Expertise Engine) (Source: www.kantata.com), it serves service businesses willing to leverage AI and external talent networks. Its pricing and modules can scale from small to large, and its broad connector library suits heterogeneous IT environments.
- **Certinia PSA** is compelling for Salesforce-centric companies. Its unmatched integration with Salesforce CRM and CPQ means sales pipelines flow directly into project plans. This “single platform” approach delivers strong quote-to-cash continuity (Source: certinia.com) (Source: certinia.com). However, it carries higher cost and complexity, so it is best for organizations already invested in Salesforce.

Across all these platforms, multiple case studies confirm significant ROI: increased billable utilization, faster invoicing cycles, and tangible revenue gains (Source: www.businesswire.com) (Source: certinia.com). Industry research echoes this, indicating that *failing to adopt a PSA* can cost firms up to 10% of revenue (Source: www.kantata.com).

Future Outlook: The PSA space will continue evolving with AI, data, and the blurring of CRM/ERP boundaries. Expect deeper automation (agentic AI), more outcome-based service offerings, and further consolidation of the services technology stack. Vendors will emphasize flexible APIs and partner ecosystems to meet clients' diverse environments, as one expert summary advises prioritizing “*process fit, integration realism, migration scope, and role-based usability over headline feature volume*” (Source: sysgenpro.com).

For decision-makers selecting a PSA in 2026, the guidance is clear:

- If the goal is **operational speed and agility** in project delivery, and you have a diverse tech landscape, Kantata or a standalone PSA may serve you best (Source: sysgenpro.com).
- If you run on **NetSuite ERP/Oracle Cloud**, sticking with NetSuite's PSA leverages existing investments and simplifies finance (Source: sysgenpro.com).
- If your key systems are **Salesforce-driven**, Certinia (FinancialForce) will provide the deepest alignment between sales and services (Source: sysgenpro.com).

Whichever path is chosen, the evidence is that modern PSA tools deliver measurable gains in efficiency, profitability, and client satisfaction (Source: www.abvt.com.au) (Source: certinia.com). The choice between NetSuite SuiteProjects Pro, Kantata, and Certinia should therefore be informed by strategic fit and long-term vision, as well as by the detailed feature and pricing comparisons documented above.

Sources: Statements and data in this report draw on vendor announcements (Source: community.oracle.com) (Source: www.businesswire.com), product literature (Source: certinia.com) (Source: www.kantata.com), independent analyses (Source: sysgenpro.com) (Source: sysgenpro.com), industry surveys (Source: www.kantata.com) (Source: www.kantata.com), and published case studies (Source: www.businesswire.com) (Source: www.abvt.com.au) (Source: certinia.com). All claims are backed by the cited references.

Tags: psa software, netsuite openair, kantata, certinia, financialforce, psa comparison, suiteprojects pro

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