



## Coveo Helps Haley & Aldrich Restore 11% of Profits Lost During the Recession

**HALEY &  
ALDRICH**

Haley and Aldrich (H&A) is a science and engineering consultancy based in Boston, MA with 20 offices across the U.S. Trent Parkhill is Haley & Aldrich's CIO and has led and managed a wide variety of technology projects for the firm for more than 20 years. Before moving into his current role, Parkhill worked as a manager in one of the company's business units, and as an engineer in the design of a wide variety of projects.

During his time as an engineer, Parkhill grew intimately aware of the firm's barriers to accessing knowledge and information. As CIO, he decided to look deeper into the problem. He then uncovered some staggering numbers: H&A had 15 terabytes of information, growing at a whopping 70% each year, with half of it scattered across 21 offices.

The amount of information was not the only problem: repositories contained information in multiple formats; email archives contained valuable information but were inaccessible; consultants weren't aware of others' expertise and were therefore duplicating work; and the firm as a whole was losing billable hours that were instead being spent searching for information.

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**Coveo Customer:** Haley & Aldrich

**Industry:** Professional Services (Science & Engineering)

**Business Goals:**

- ▶ Facilitate access to knowledge and information spread across 20 geographically-dispersed offices
- ▶ Increase productivity and reduce re-work by leveraging knowledge and expertise
- ▶ Better leverage existing IT investments in databases, systems and technologies

**Coveo Solution:** Coveo Enterprise Search

**Results:**

- ▶ Saved 39,931 hours/year due to increased productivity
  - ▶ Time savings helped restore 11% of the firm's profits lost during the recession
  - ▶ 100% user adoption across the firm
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## Coveo Customer Success Story

Although intranet content was growing in both quantity and quality, usage was declining as this critical knowledge was difficult, if not impossible, to find. It was apparent to Parkhill that the company needed to improve its access to information – or else the business would suffer.

### Searching for the Right Solution

Parkhill researched offerings from several enterprise search vendors. He was looking for a solution that was easy to use, easy to configure, and required little to no services. Parkhill wanted to also ensure that the investments he made in other databases, systems, and technologies over the past 20 years, would be able to be leveraged by its enterprise search solution.

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**Trent Parkhill**  
CIO, Haley & Aldrich

The one solution that fit his needs, and shared his philosophy, was Coveo. Parkhill discovered that Coveo offered a free Proof of Concept – which allowed him to download Coveo, configure it to his needs, and easily implement it on H&A’s own data, in his own environment. With just a few phone calls to Coveo’s Professional Services team, H&A was up and running, indexing hundreds of thousands of documents instantly. Parkhill was immediately blown away by what he saw. Demonstrating the power of Coveo Enterprise Search on H&A’s own data, and the results it generated in a matter of a few minutes, was inspiring.

“The offerings from other enterprise search vendors were either too expensive, required me to double storage costs by converting all my data into XML, or didn’t provide faceted search,” said Parkhill. “Coveo Enterprise Search allows me to easily integrate with SharePoint, Exchange, Desktop content, and other internal databases and connect structured and unstructured data with the document index. As a consultant who has struggled with these kinds of challenges for decades, it is truly amazing to see such clear and useful information pop up in seconds after a search.”

“I’m pretty picky when it comes to the look and feel of software products,” says Parkhill. “Being able to download Coveo’s technology online, configure it, and visualize the benefits of Coveo’s faceted search results from terabytes of data...all before investing in it, were critical components of the decision to fully deploy the software. Coveo’s professional services team was also available around the clock, happy to help me with the installation. No matter what my needs were, Coveo always came through.”

Realizing the power of the solution once he saw the Proof of Concept, Parkhill knew that Coveo was the clear leader in his search for an enterprise search solution. He then developed and presented a business case to H&A’s CEO and COO, who gave immediate approval to move forward. In fact, five minutes into the 45-minute presentation he had prepared, he was told “just buy it.” As Parkhill notes, people who understand the knowledge needs of an organization recognize the value of Coveo immediately. Coveo was the clear choice.

### Coveo Enterprise Search for Haley & Aldrich

Out of box, Coveo provided H&A with an effective medium to locate structured and unstructured data stored in virtually any enterprise system, into its proprietary, central, unified index. By not having to move data, H&A not only saved a significant amount of money, but are able to continue leveraging existing systems and investments.

H&A also worked with Coveo’s Professional Services team to configure the solution to provide a Customer Relationship Health Dashboard, which showed H&A’s client accounts, the interaction between clients and employees, and the “health” of each relationship based on frequency and tone of communication and more.

Finally, H&A implemented Coveo’s Expertise Finder which allows users to identify colleagues that hold specific knowledge or expertise by identifying the authors of documents and files related to certain projects, issue resolutions, and more. This is particularly useful for Professional Services and other knowledge-intensive firms.

To start, Coveo indexed nearly 15 terabytes of information for H&A, and continues to index their vast amount of data, which grows at a staggering 70% a year. H&A’s full Coveo implementation included the Coveo Enterprise Search Platform 6.1; Coveo Information Indexing Connectors for SharePoint, Email, Desktop, Databases; Expertise Finder; and Customer Dashboard.

## Coveo Customer Success Story

### Results: Quantifying the Value of Enterprise Search for the First Time

One of Parkhill's key objectives was to increase productivity across the firm by facilitating the location of knowledge and information. As the below chart outlines, Coveo performed beyond Parkhill's original expectation, greatly reducing the average time needed to locate various documents, find internal expertise, and more. Parkhill calculated the following numbers:

Activity	Avg. time spent (minutes) pre-Coveo	Avg. time spent (minutes) post-Coveo	% improvement
Find electronic files	15.25	0.52	74%
Find reusable content	135	8.5	86%
Find right expert/ source document	330	5.25	98%
Find knowledge when staff is no longer employed	262.5	5.25	91%
Reconstruct cases from closed files	270	3	99%
Investigation to avoid conflict of interest	262.5	37.5	38%
Mine information about clients (prepare for meeting)	95	5.5	82%
Objectively measure customer relationship health-trends depth/ changes in relationship	3510	3	100%

Using the numbers above, with Coveo, the firm is able to save 39,931 hours per year – the equivalent of having 15 fully productive full-time employees (FTEs). The amount of money saved is broken down into three categories: the overhead of non-professional and professional employees, and the number of billable hours saved by professionals.

	Number of hours saved per year
Professional Overhead (34% of 80% total professional employees)	10,861
Professional Billable (66% of 80% total professional employees)	21,084
Non Professional (overhead) (20% all employees)	7,986
<b>Total</b>	<b>39,931</b>

In utilizing the hours gained through their Coveo implementation, H&A has been able to restore annual profits by 11% during a difficult economic period. For H&A clients, benefits include the same level of value provided at a lower price point, as the consultant can complete more work in shorter time. By providing more value, (same high quality work at lower number of hours), H&A establishes even better relationships with its clients, who give the firm more repeat business (the cost of sale decreases dramatically from new business to repeat business).

“ I was asked what it felt like the first time I used Coveo and my response was that it's like being an 8-year-old on Christmas morning,” said Parkhill. “To see all of your data – billions of documents – come up at your command, to be able to type in any words you want and have it crossed across (the enterprise) and pull that content out... Things that over the years I had spent hours and hours not getting very far, to see all those hours condensed down to a minute, it's just so amazingly powerful.”

**Trent Parkhill**  
CIO, Haley & Aldrich

In addition, H&A is able to win more business by being more competitive in bids. The branding and competitive differentiation helps H&A win more business. In calculating results, Coveo assumed a 3% increase in new business due to these branding benefits. Another way search benefits H&A's profitability is in the area of fixed-fee projects. When H&A can complete a project in less time, profit falls directly to the company's bottom line. Seventeen percent of H&A's projects are fixed-fee. On top of the productivity and cost saving metrics, H&A has enjoyed a record-breaking 100% adoption rate of Coveo – evidence of the solution's ease of use, as well as the need for it across the enterprise.



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