

SPI Research Releases 2026 PSA End-User Survey on PSA's Strategic Value

New study shows PSA improves utilization, margin, project delivery, revenue leakage, and cash flow while AI becomes the next service operating frontier.

KNOXVILLE, TN, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- [Service Performance Insight \(SPI Research\)](#) today released its 2026 PSA End-User Survey, a new research report showing that Professional Services Automation (PSA) has moved well beyond time, expense and project administration. The report finds that PSA is now a strategic operating platform for professional services organizations, connecting demand, staffing, delivery, billing, margin management and executive decision-making across the full Plan-to-Profit lifecycle.

Based on survey input from 101 professional services organizations, the study shows PSA is deeply embedded in operating models. Respondents manage, on average, 75.9% of their services business end-to-end in PSA, and 62.9% manage at least three-quarters of the lifecycle in the platform. The research concludes that PSA value increases materially when it becomes the shared system of work for services operations rather than a departmental tool. The report is priced at \$795 USD.

The 2026 results show measurable operating improvement across the services lifecycle. Average project margin rose from 32.9% before PSA to 39.7% after PSA, an absolute gain of 6.8 percentage points. Employee billable utilization increased from 63.9% to 72.2%, on-time project



The 2026 Professional Service Automation End-user Survey Report of 101 global PSOs



Service Performance Insight

Accelerate Service Productivity & Profit

Service Performance Insight - Accelerate Service Productivity & Profit



Organizations using PSA broadly, integrating it with key systems and managing with disciplined data can improve utilization, margins, cash flow and responsible AI adoption.”

R. David Hofferberth

delivery rose from 75.8% to 82.9%, revenue leakage declined from 5.8% to 4.2%, and days sales outstanding fell from 49.6 days to 42.9 days. For the average survey firm, the report models approximately \$4.1 million in additional annual profit from four non-overlapping benefit streams.

Integration is one of the defining themes of the 2026 study. SPI Research finds that PSA delivers its greatest value when connected with CRM, HCM, corporate financial management and business intelligence systems. CRM integration improves demand visibility and sales-to-

delivery alignment. HCM integration strengthens skills, availability and workforce planning. Financial integration connects delivery execution with billing, revenue, margin and cash. BI integration turns PSA data into management insight.

The study also examines embedded artificial intelligence in PSA. AI assistants and workflow guidance are the most commonly available capability at 36.9%, followed by resource matching at 34.8% and project-risk alerts at 33.8%. Forecasting assistance and leakage or anomaly detection are each available to 24.6% of respondents. The report concludes that the AI opportunity is real but still early, and that AI value will depend on the quality, completeness and integration of PSA data.

For executives, SPI Research recommends expanding PSA coverage across the full Plan-to-Profit lifecycle, strengthening data discipline around skills, availability, project status, cost, revenue and margin, integrating PSA with adjacent enterprise systems to create one version of operational truth, and preparing for AI by ensuring that PSA data is accurate enough to support predictive and prescriptive insight.

The 2026 PSA End-User Survey is part of SPI Research’s ongoing work to benchmark the professional services market and help services leaders improve productivity, profitability and operational maturity.

R David Hofferberth

Service Performance Insight

+1 239-207-7773

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/935640352>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something

we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.