

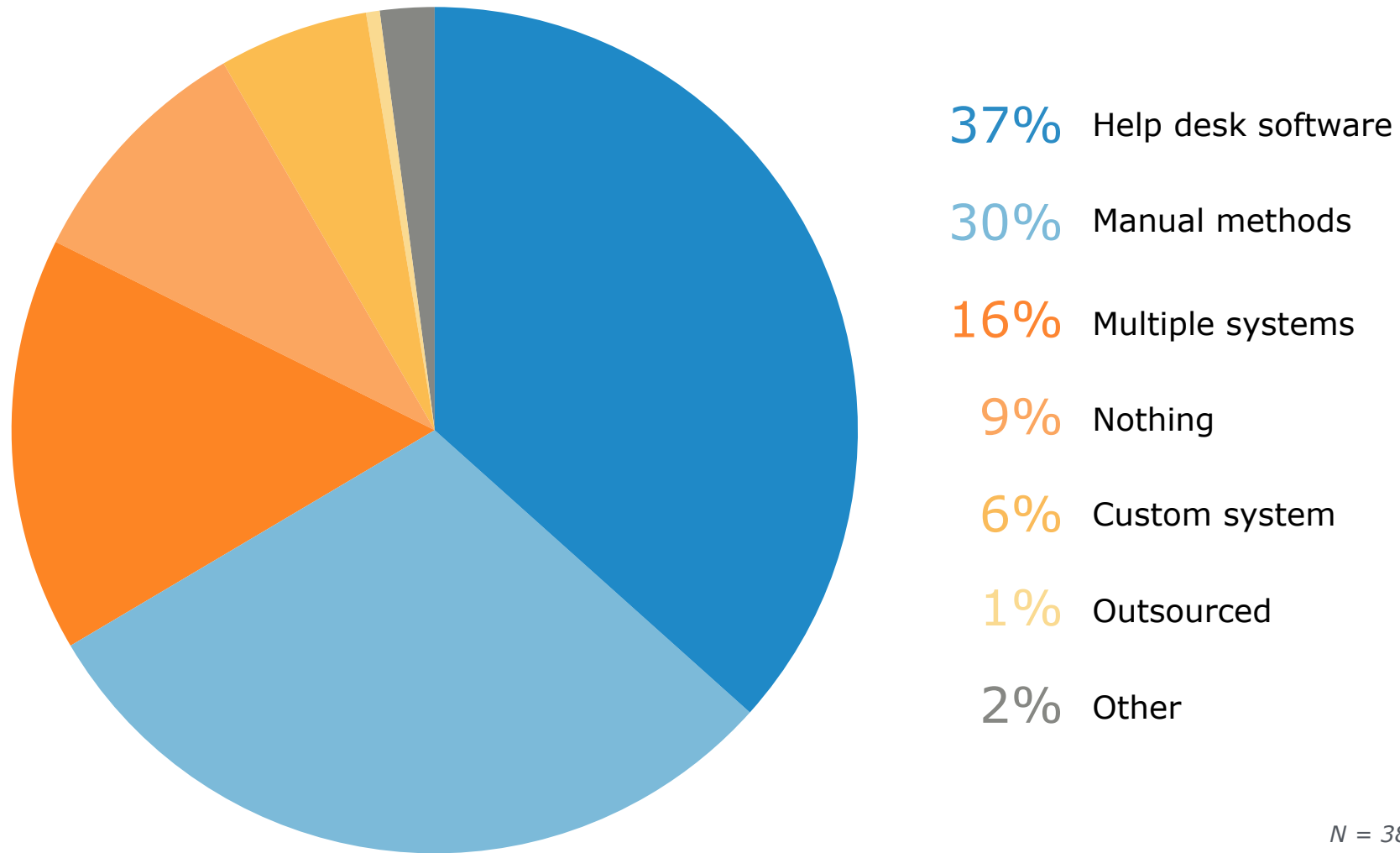
Software Advice BuyerView: Help Desk Software Report

Insight into today's software buyer

Abstract

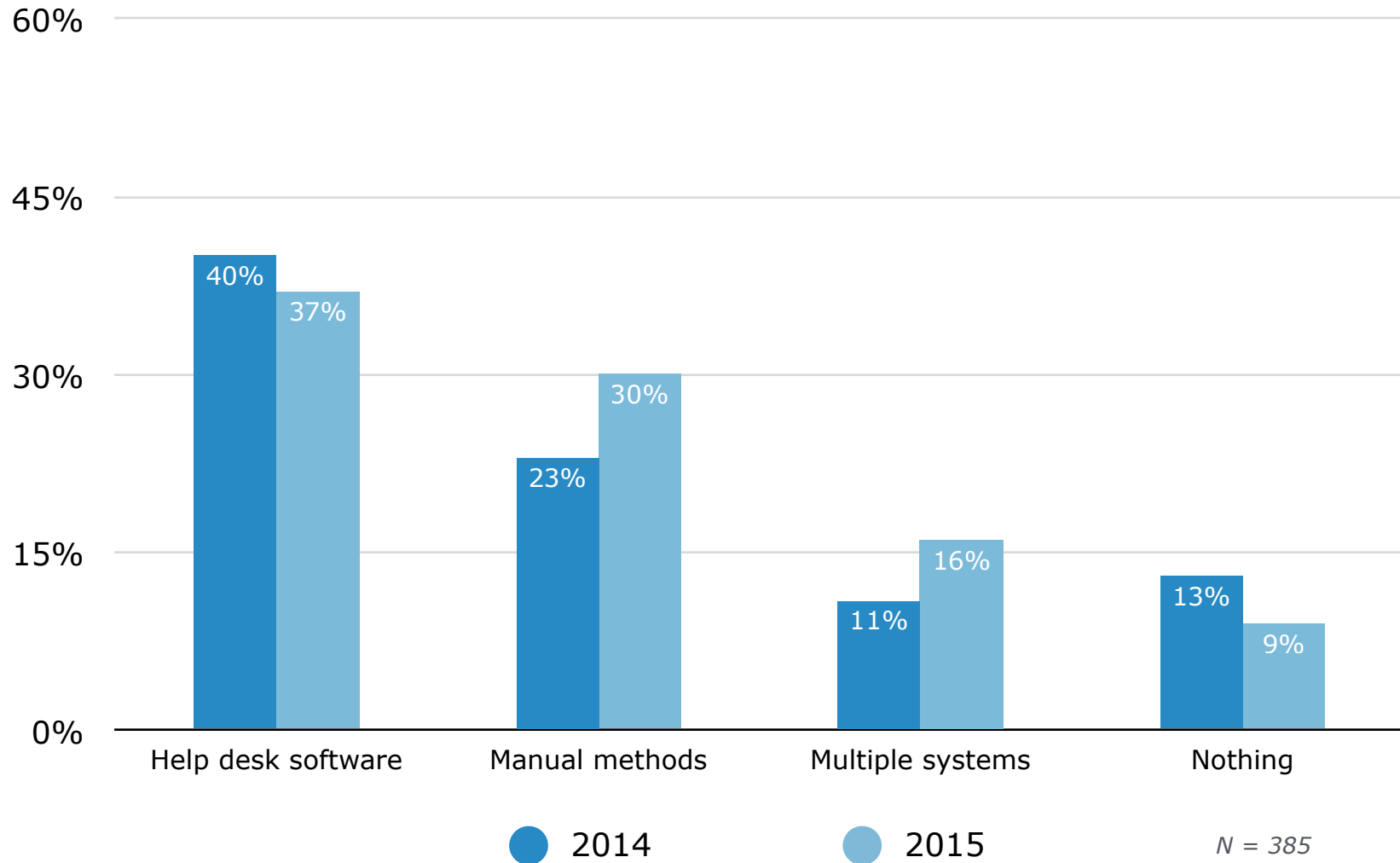
This report presents the findings of a recent Software Advice survey of companies currently purchasing new help desk software. These findings show that a majority are first-time buyers and the greatest year-over-year increase in buyers is found in the public sector and software/IT industry segments.

Prospective Buyers' Current Methods



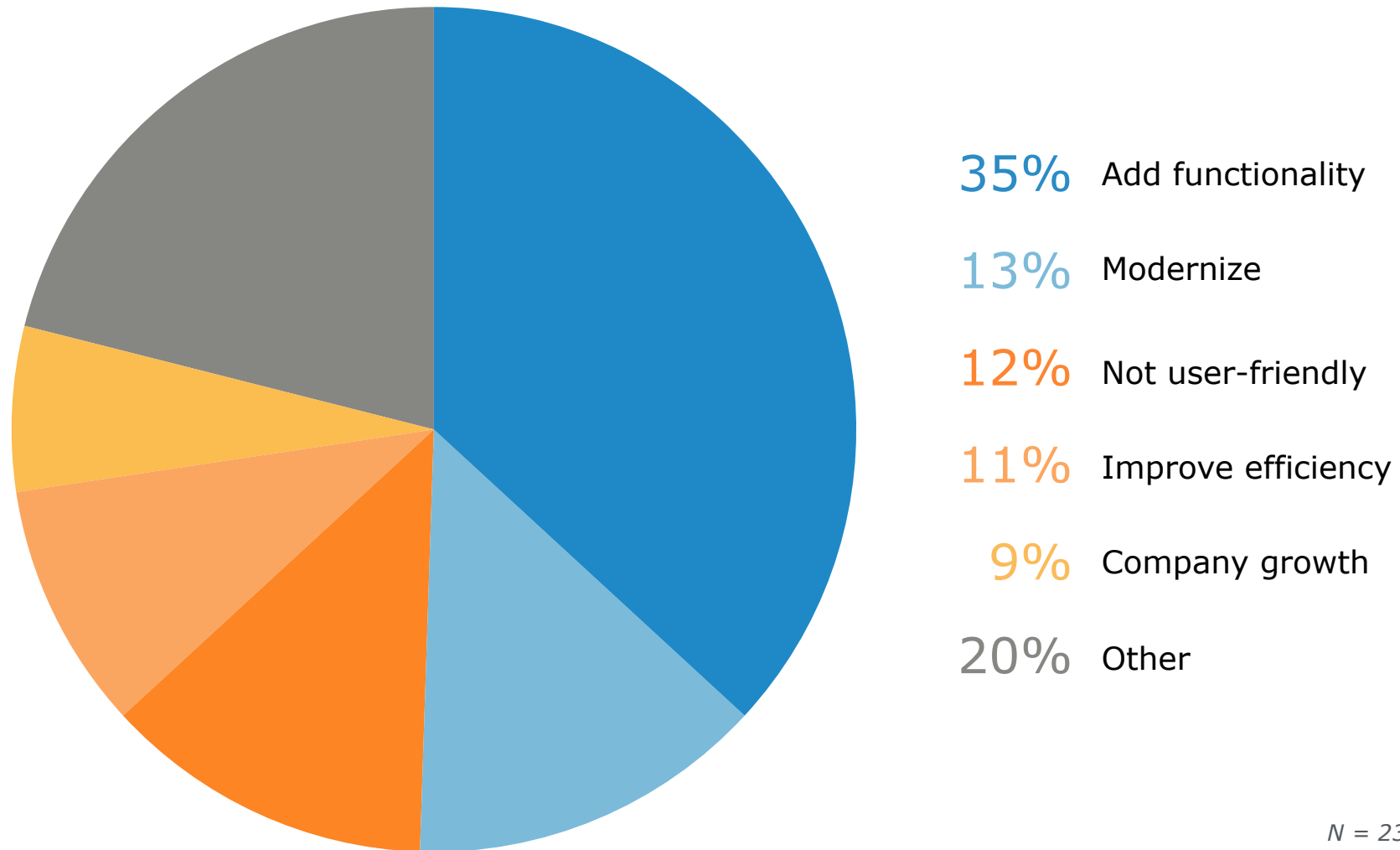
Nearly one-third of buyers are looking to replace manual methods, which include using spreadsheets, email and written notes to manage help desk processes.

Changes in Current Methods: 2014 to 2015



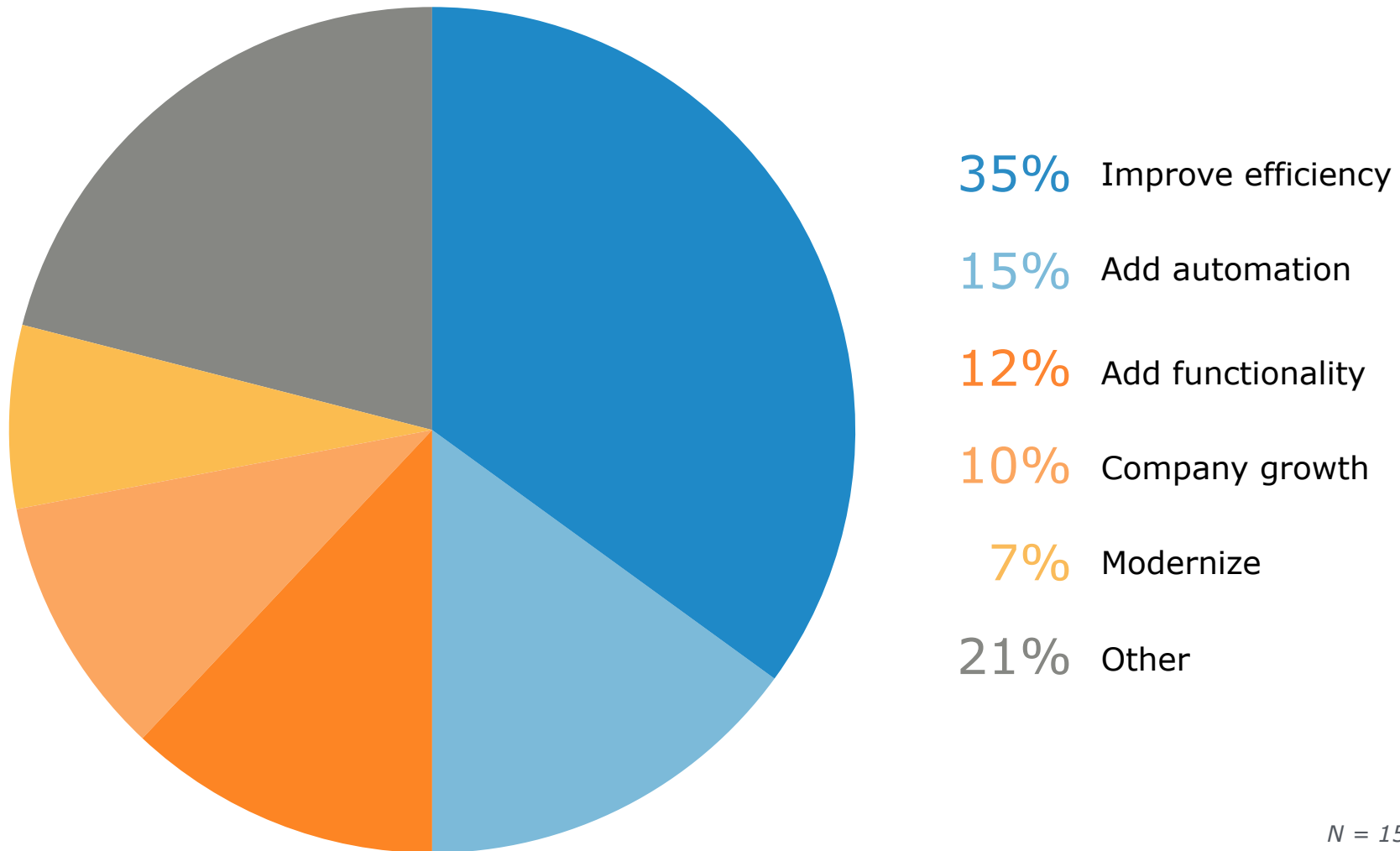
Comparing this report to our 2014 version, we see that the group with the largest year-over-year increase is the buyers who are replacing manual methods.

Top Reasons for Replacing Existing Software



Buyers replacing existing help desk software have different goals than first-time buyers, such as more functionality (35 percent) and modernization (13 percent).

Top Reasons for Evaluating New Software for the First Time



First-time buyers primarily seek improved efficiency. This suggests that the biggest drawback to using manual methods is a lack of efficiency.

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