Field Service Software BuyerView Report

Insight into today's software buyer

Abstract

From January 2012 to August 2013, Software Advice talked to 597 companies considering a field service software purchase. Recently, we tapped into this data to uncover the following key findings:

- Most companies didn't have a preference when it came to the deployment model. For those who did, a vast majority requested Web-based systems (versus on-premise).

- Seventy percent of companies were evaluating field service software for the first time. They wanted to replace manual methods, such as spreadsheets and paper notes.

- The potential software buyers we spoke to requested features for scheduling, time tracking, work order management, dispatching and invoicing.

Top Evaluated Deployment Model Among Buyers

On-premise — 4%

Cloud-based — 30%
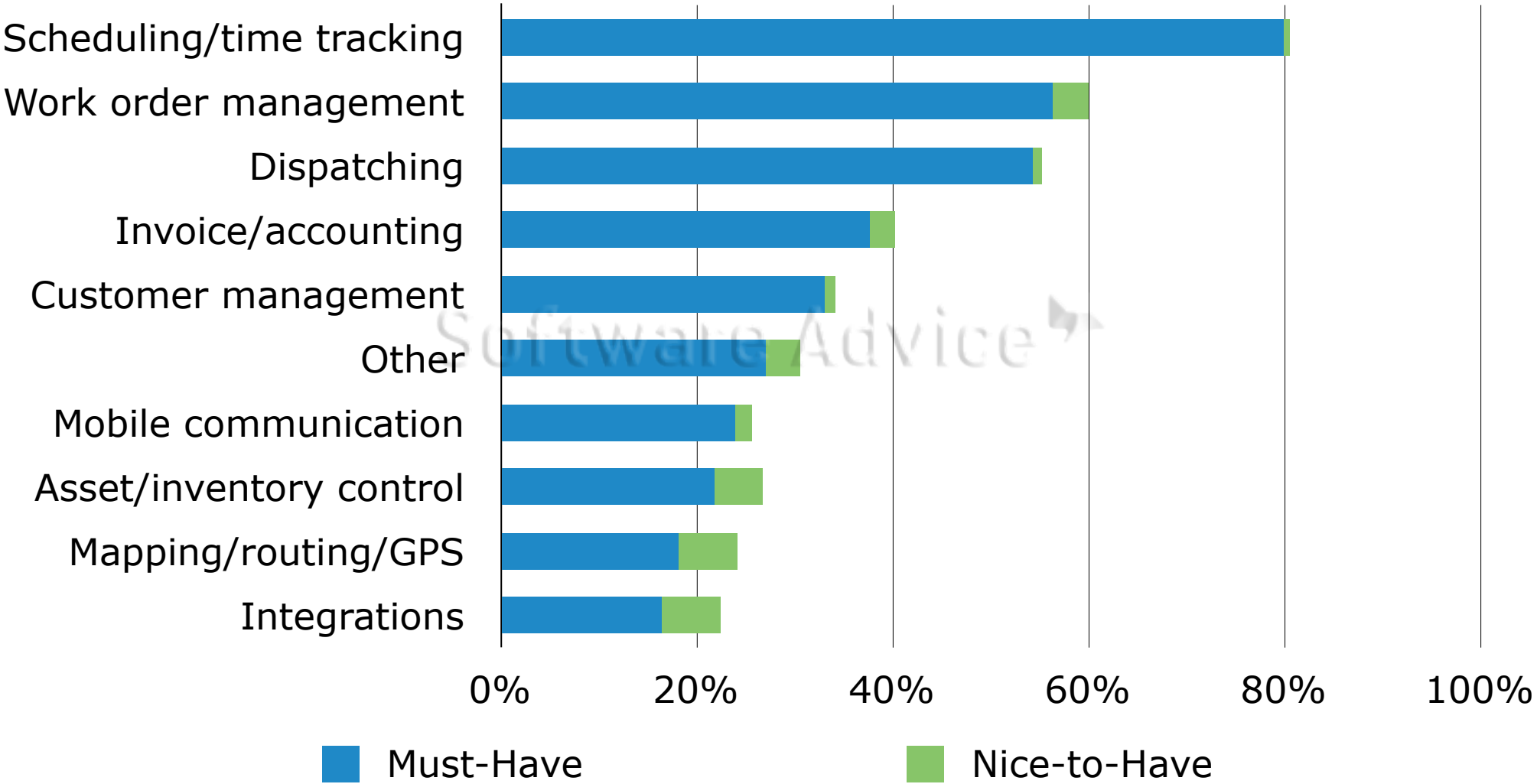
Not determined — 67%
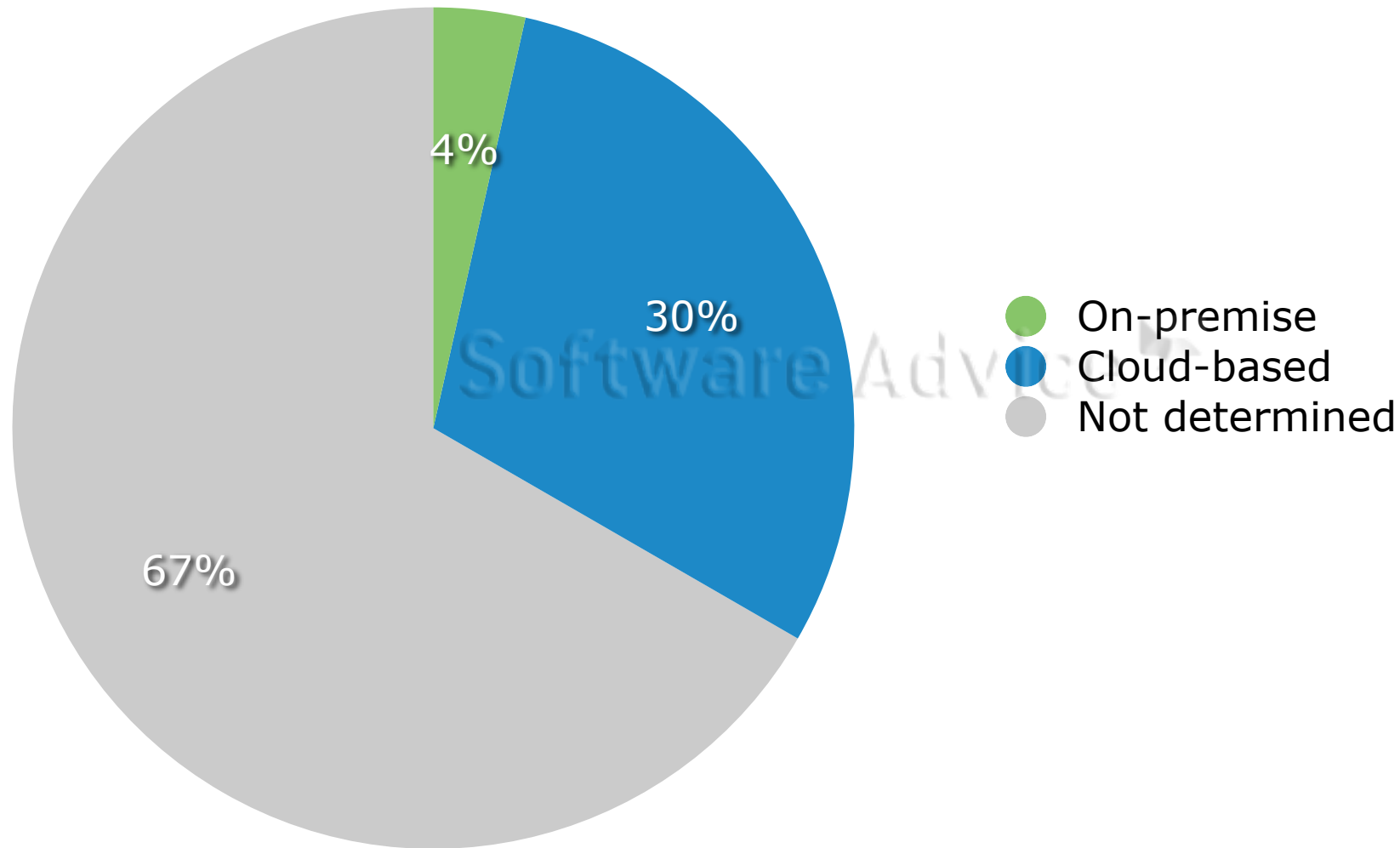
Among companies that did have a deployment model preference, eight times as many were open to evaluating web-based software compared with on-premise.

Buyers' Existing Field Service System


Commercial — 21%
Proprietary — 6%
None — 72%
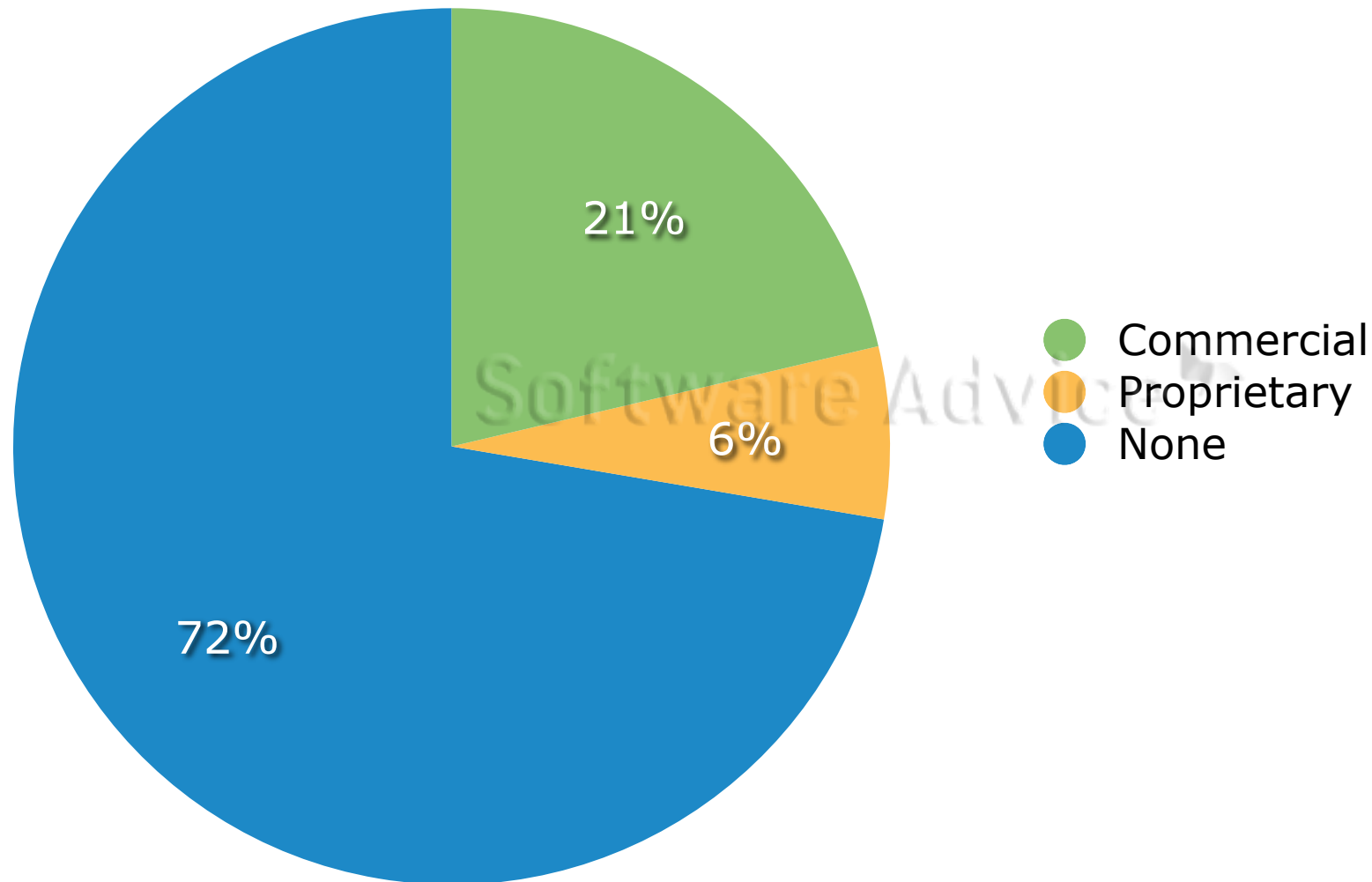
A vast majority of companies were buying software for the first time, indicating there is still a lot of opportunity for automation in the field service market.

Top Requested Field Service Software Features

Feature	
Scheduling/time tracking	
Work order management	
Dispatching	
Invoice/accounting	
Customer management	
Other	
Mobile communication	
Asset/inventory control	
Mapping/routing/GPS	
Integrations	

Legend: ■ Must-Have   ■ Nice-to-Have

Ninety percent of people we spoke to requested at least one of the following features: scheduling, time tracking, work order management and dispatching.

Top Reasons for Purchasing Software for the First Time
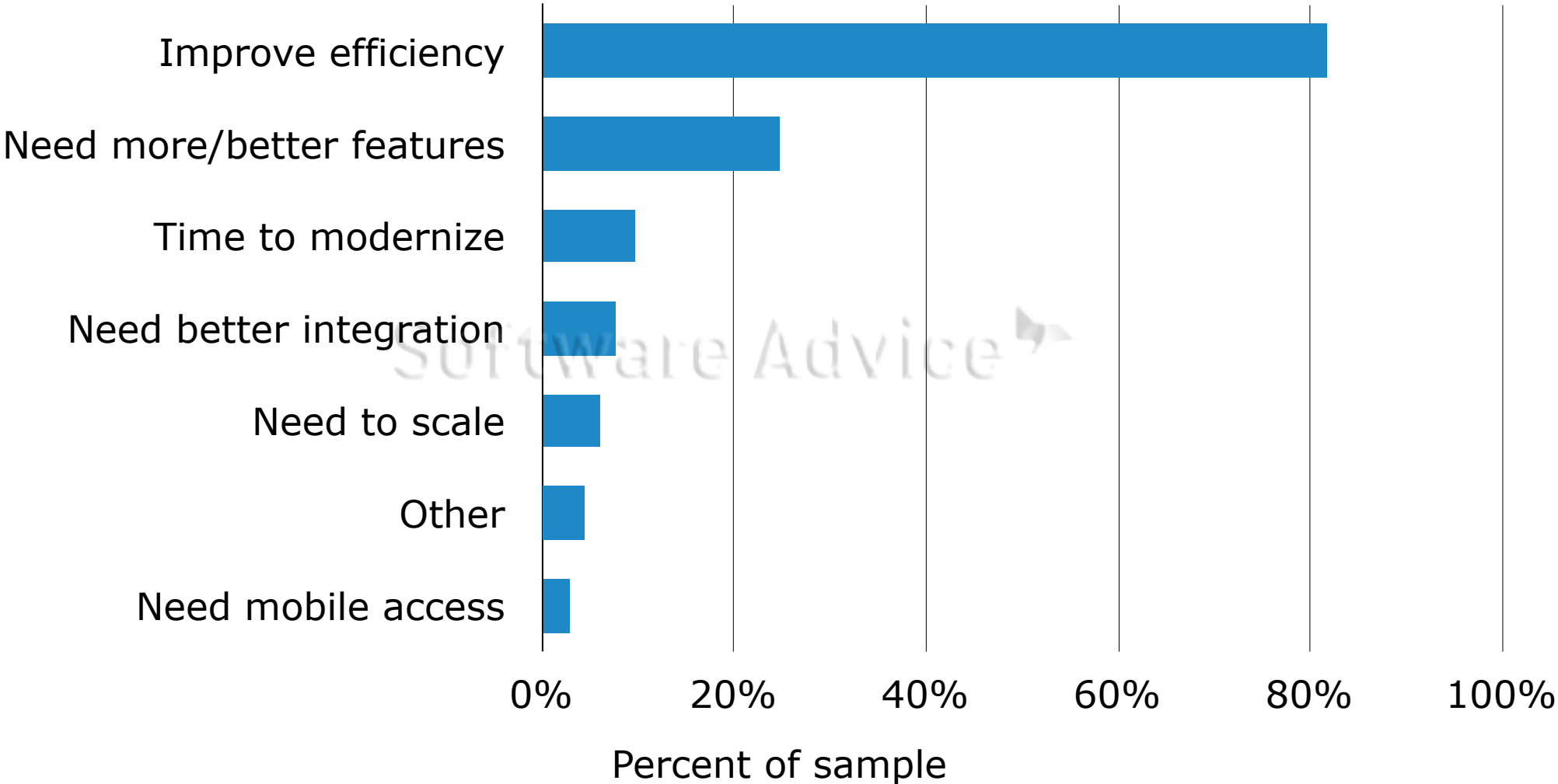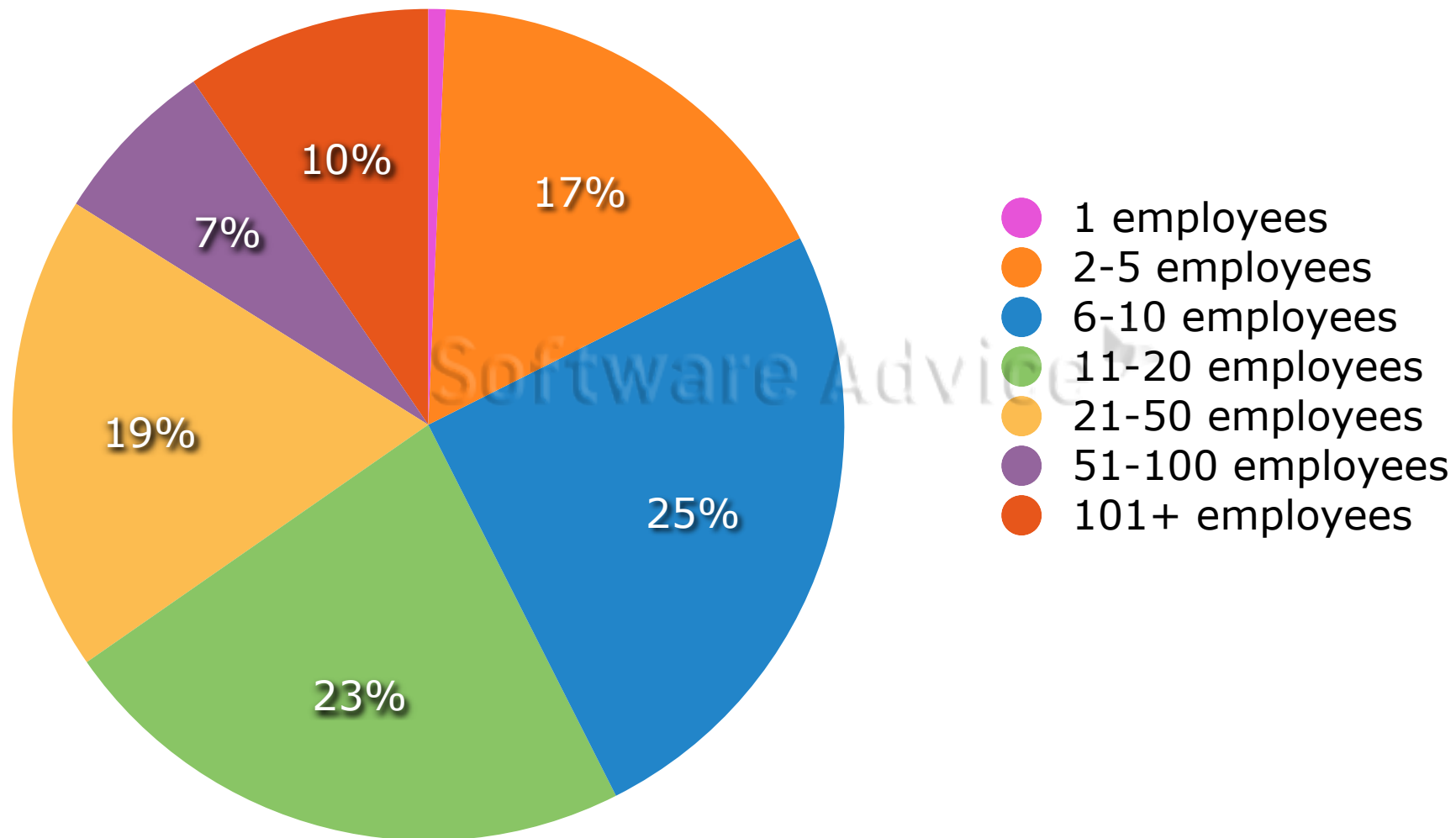

First-time buyers, or those using manual methods to manage operations, cited a need for more organization and efficiency as a reason for evaluating software.

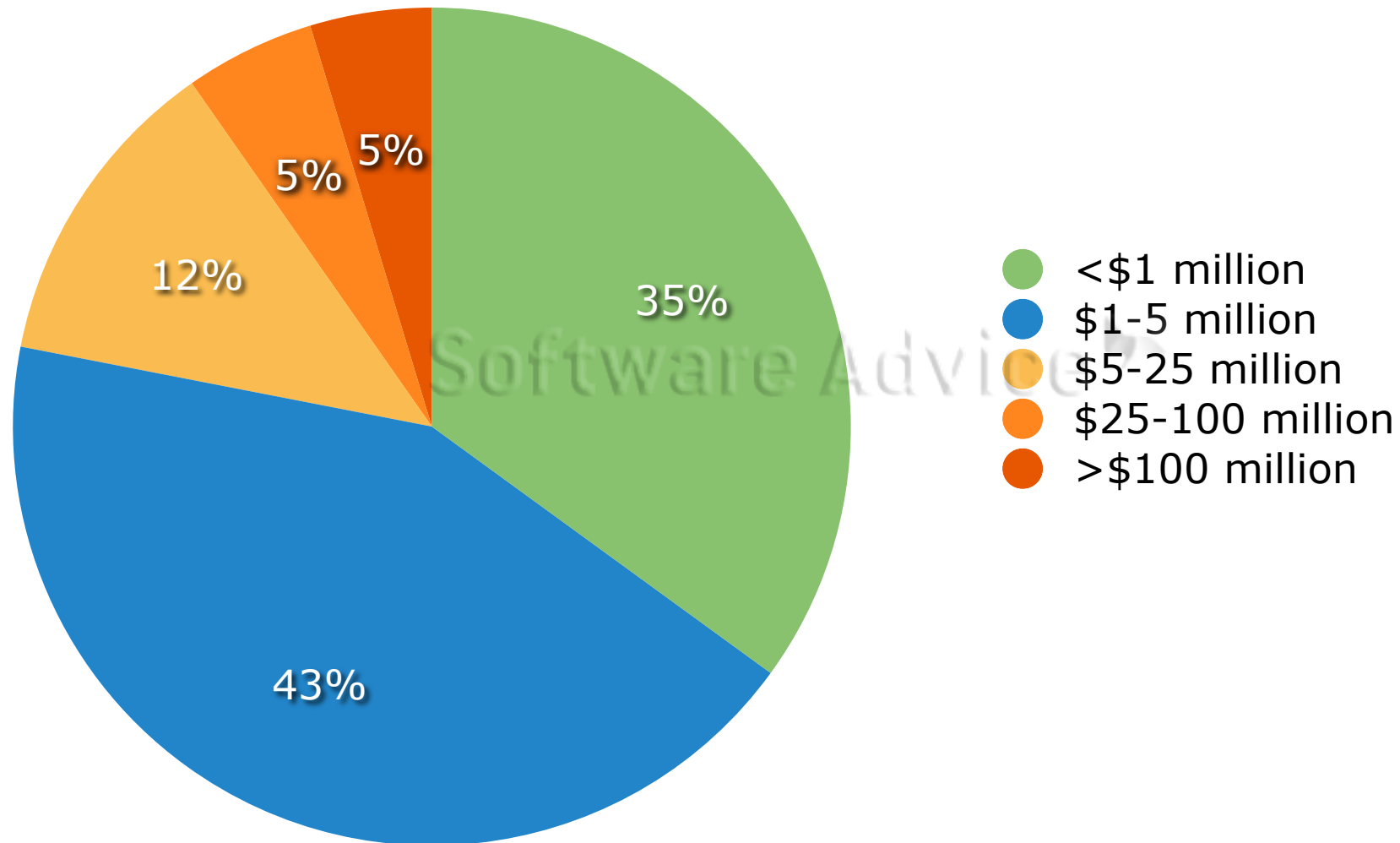# Buyers' Top Reasons for Replacing Field Service Systems
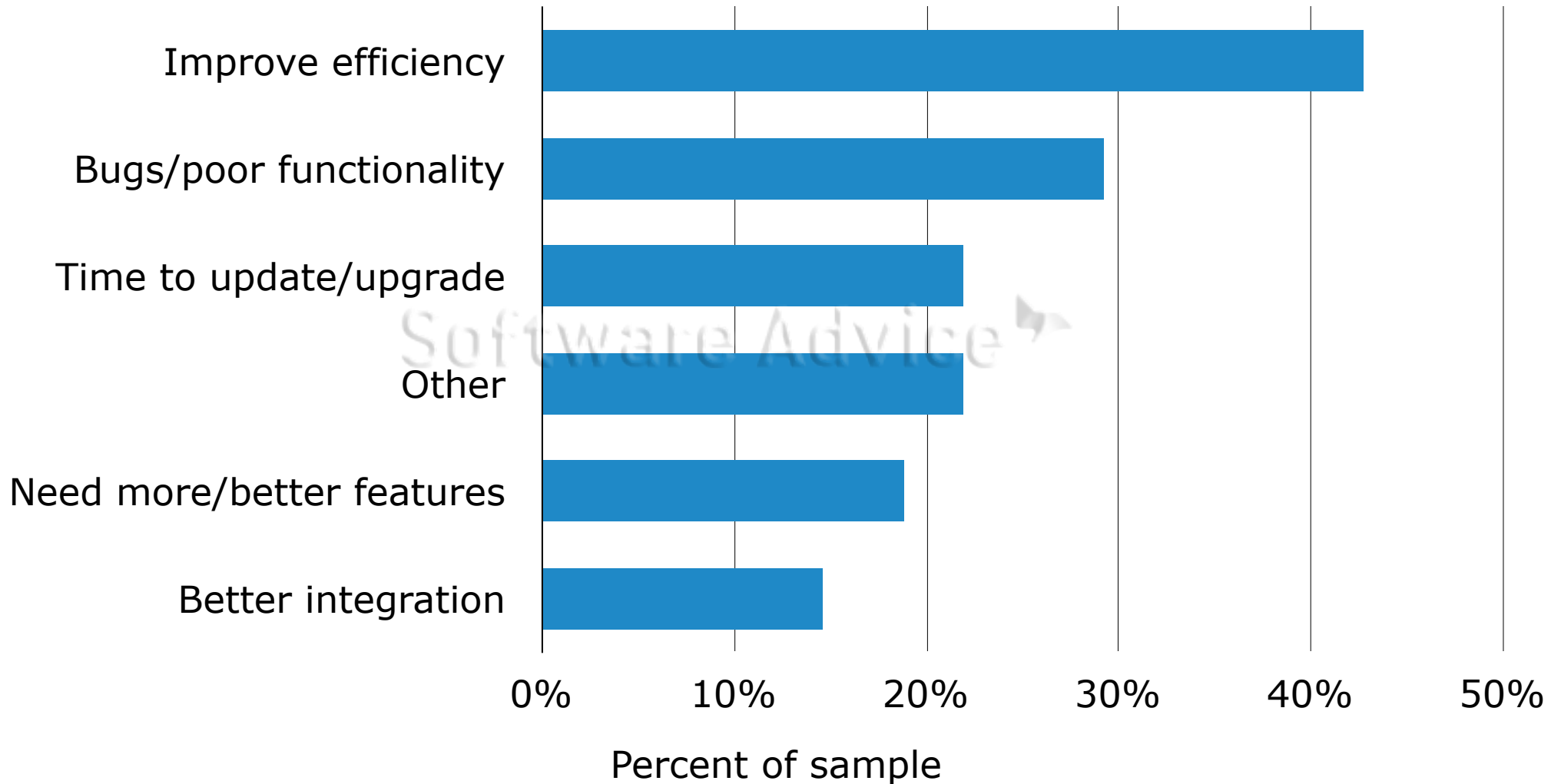
In addition to increasing efficiency, those replacing an existing system said they needed a new program because of bugs and poor functionality.

Number of Employees in Buyers' Companies

Legend:
- 1 employees
- 2-5 employees
- 6-10 employees
- 11-20 employees
- 21-50 employees
- 51-100 employees
- 101+ employees

Pie chart values: 17%, 25%, 23%, 19%, 7%, 10%

Our sample included mostly small businesses. More than 65 percent of companies we spoke to employed 20 people or less.

Annual Revenue of Software Buyers' Companies

- 35% — <$1 million
- 43% — $1-5 million
- 12% — $5-25 million
- 5% — $25-100 million
- 5% — >$100 million

Legend:
- <$1 million
- $1-5 million
- $5-25 million
- $25-100 million
- >$100 million

Most of the small businesses in our sample (78 percent) generate less than $5 million in annual revenue. Another 12 percent make less than $25 million.

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