

# Software Advice BuyerView: Payroll Software Report

Insight into today's software buyer

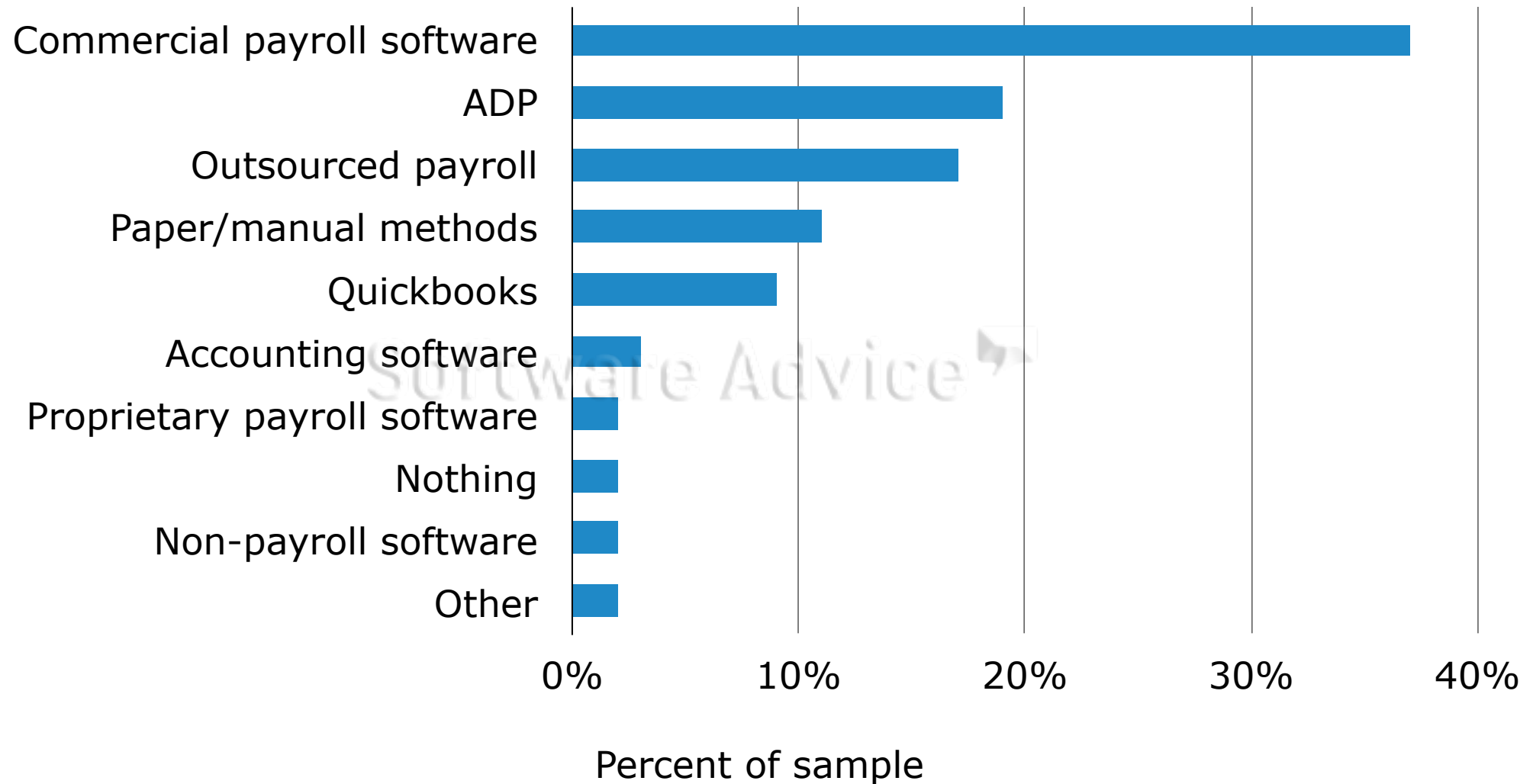
# Abstract

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Over the years, we've spoken to thousands of companies considering new payroll software. We recently analyzed a random sample of 385 of these interactions taken from 2014. This report outlines the trends we uncovered.

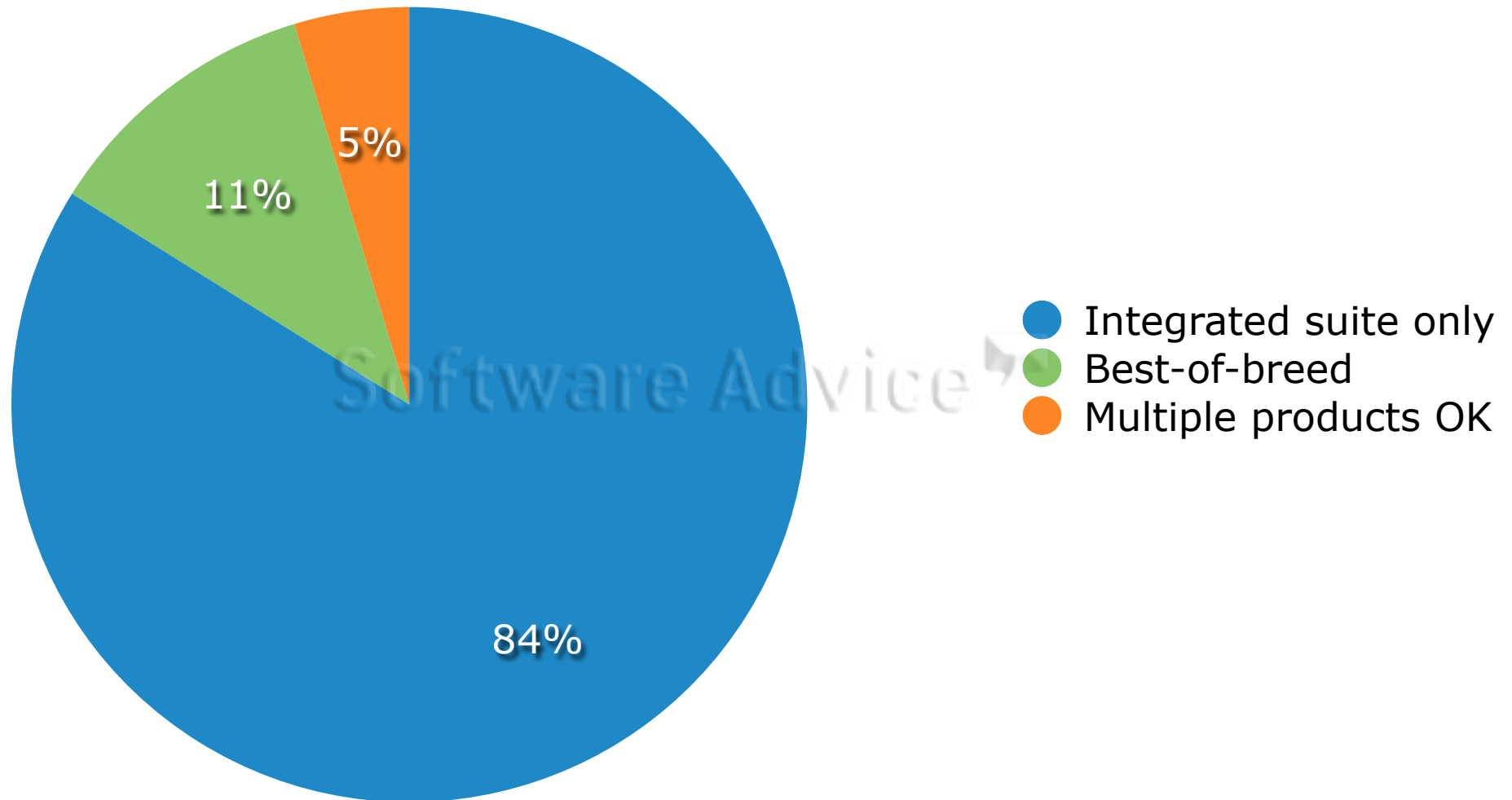
- Most small-business buyers (67 percent) are seeking to replace their current payroll software solution.
- A clear majority of buyers (84 percent) would prefer to purchase a payroll solution as part of an integrated human resources (HR) software suite.
- A Web-based deployment model for payroll software is by far the most preferred, specified by 69 percent of buyers.

## Most Buyers Looking to Replace Commercial Payroll Software



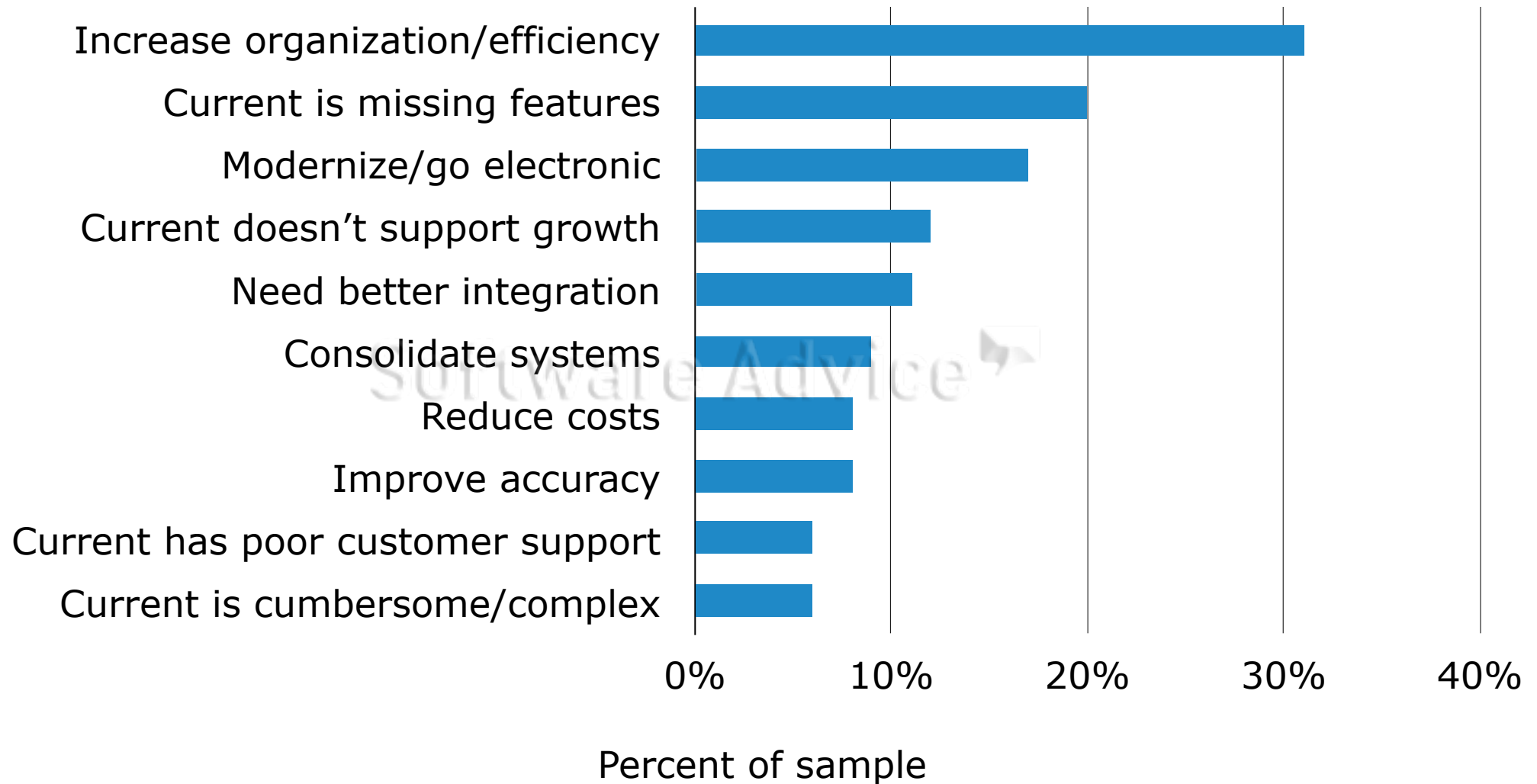
Most buyers wanted to replace their current commercial payroll solution. In fact, 37 percent of buyers noted they were using some form of commercial payroll software.

## Buyers Prefer Integrated Suites



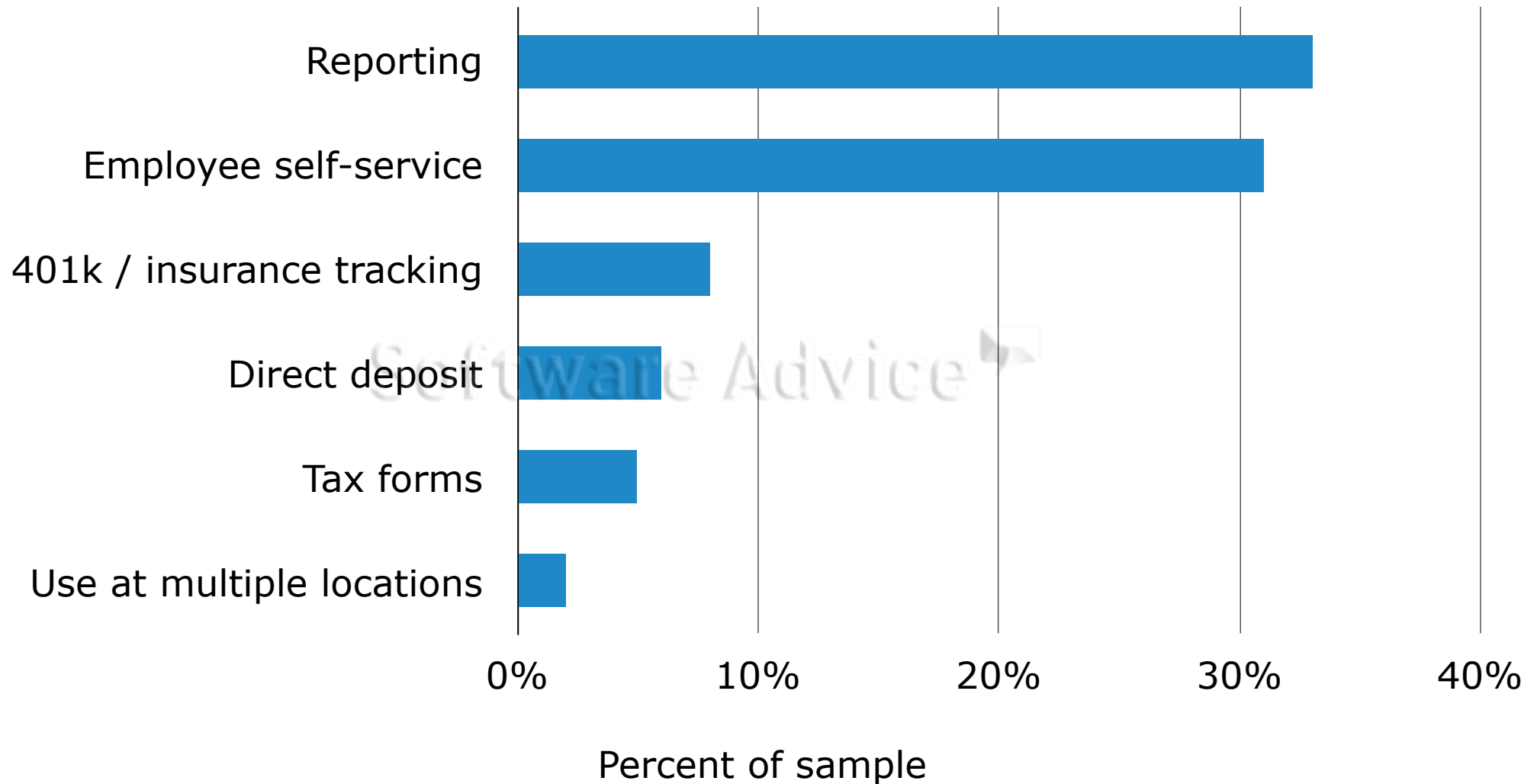
The majority of buyers wanted their payroll solution as part of an integrated software suite—meaning they wanted payroll in addition to other HR modules.

## Buyers Seeking New Software to Increase Efficiency



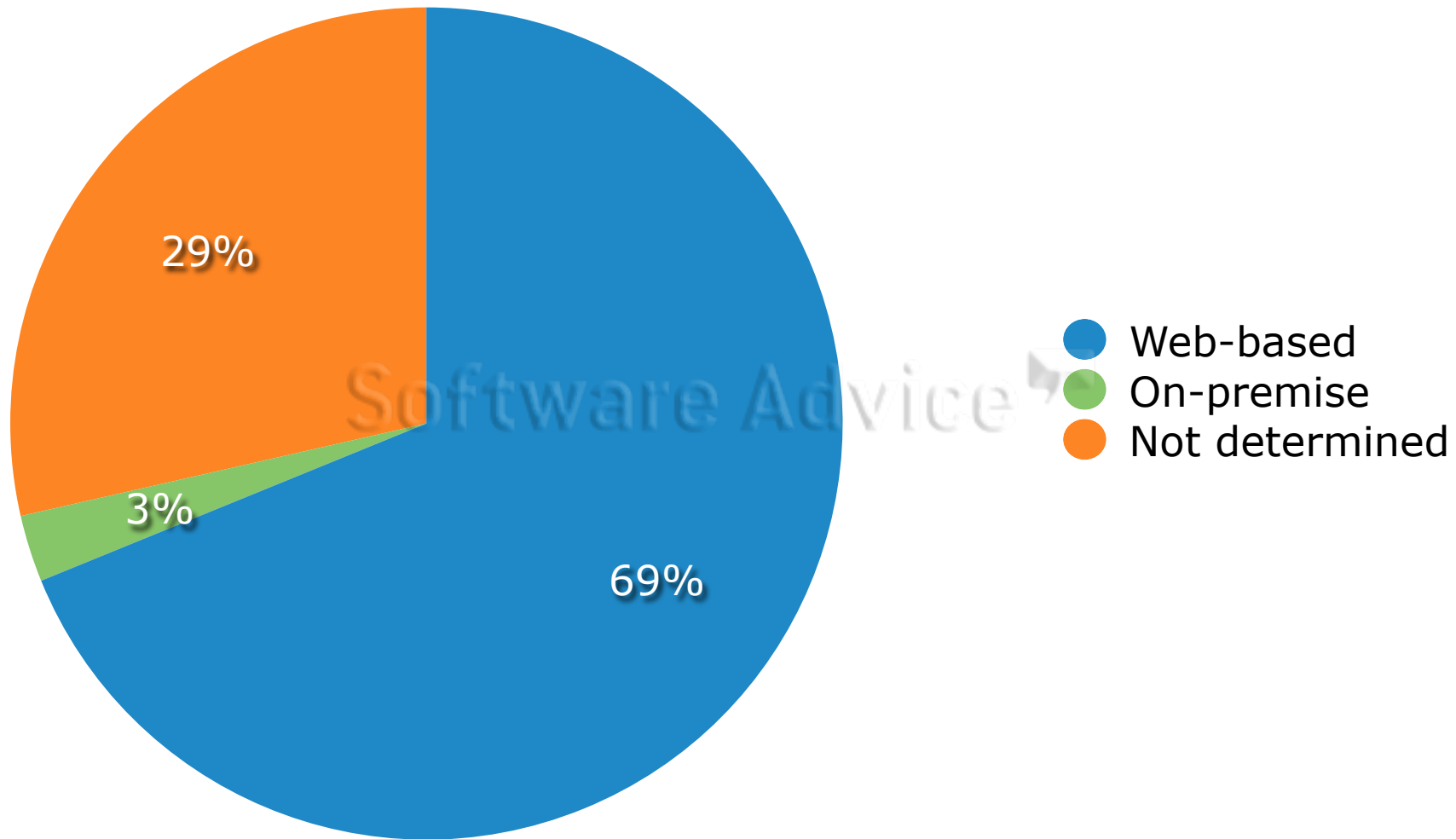
Many buyers (31 percent) were seeking a new payroll software solution to increase organization and efficiency in their business.

## Buyers Want Reporting and Self-Service Features



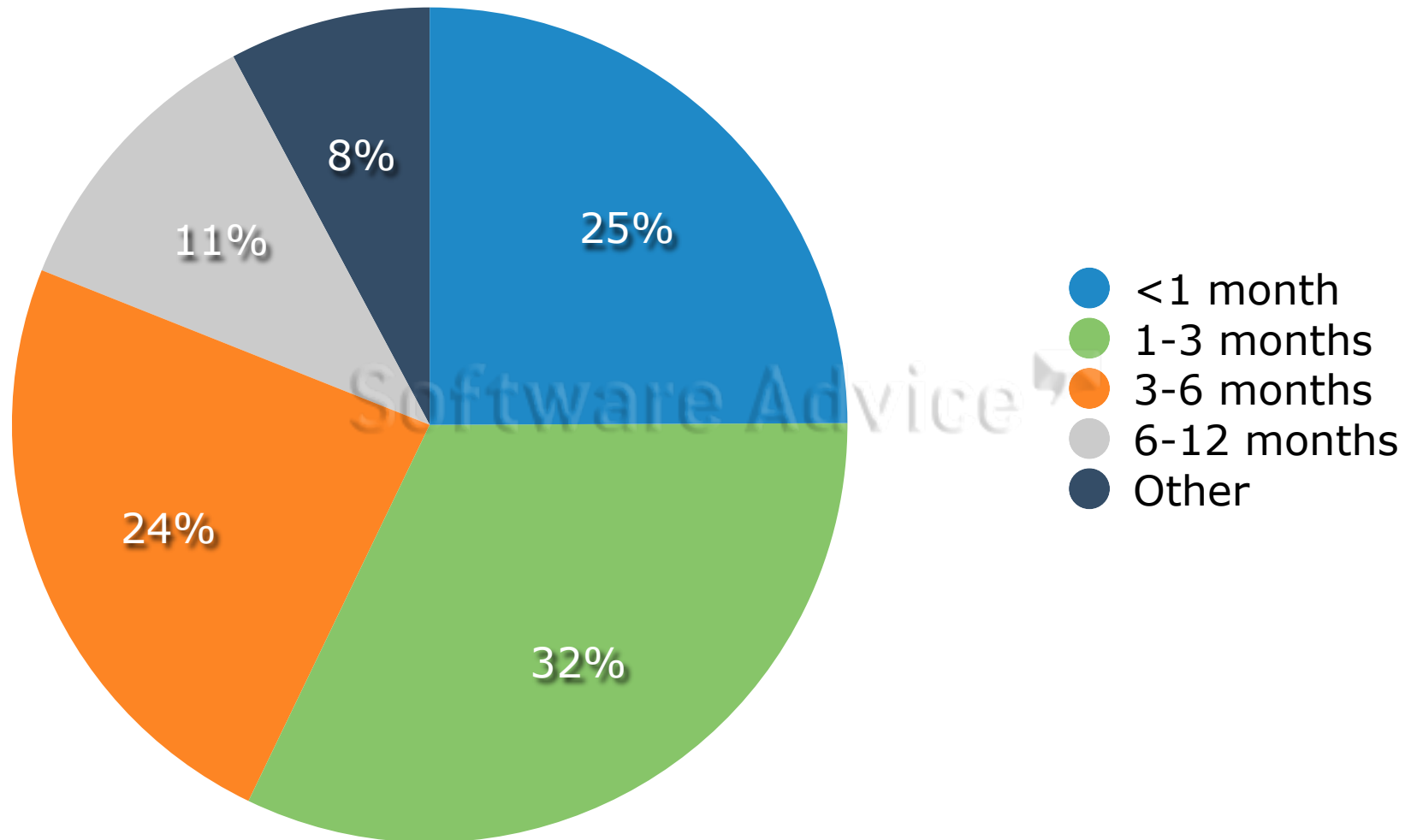
The most requested payroll specific software features were reporting and self-service, specified by 33 and 31 percent of buyers, respectively.

## Majority of Buyers Prefer Web-based Deployment



Well over half of all payroll software buyers noted that they would prefer their new software purchase be a Web-based system.

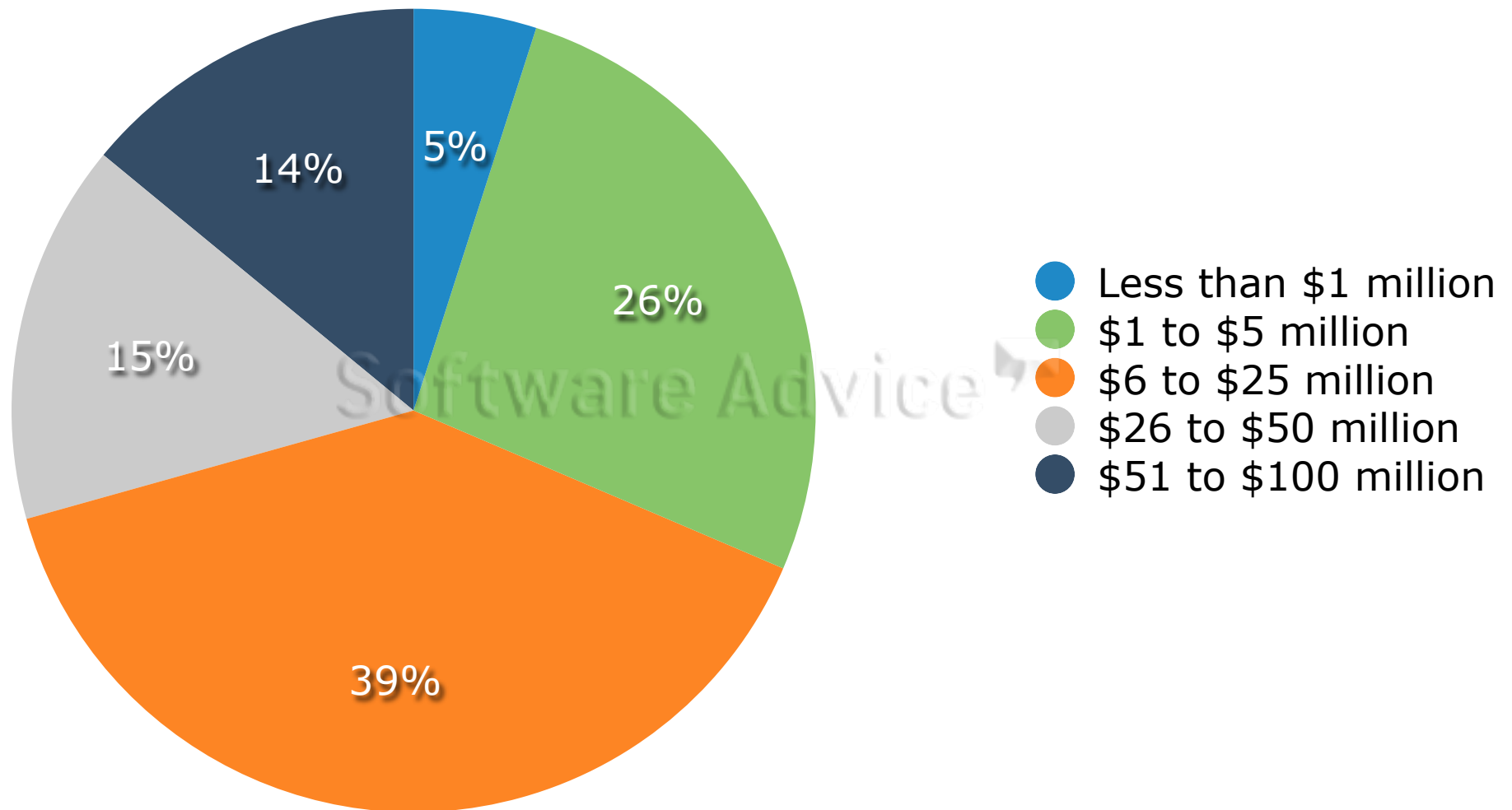
## Most Buyers Wish to Purchase a New System Within 3 Months



For most buyers in our sample, they begin doing research only when they have decided to purchase and implement their new software in the near future.

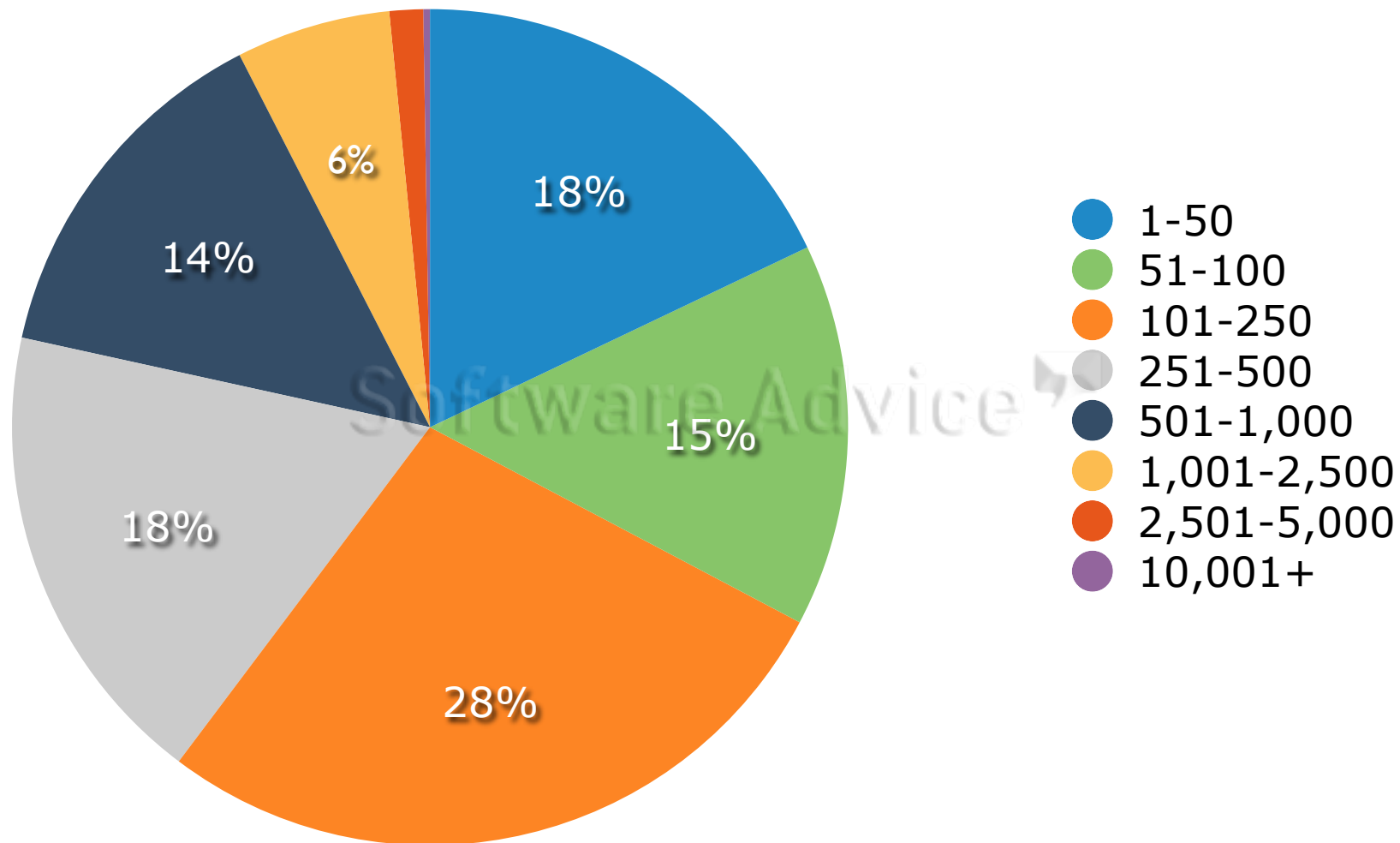


## Demographics: Prospective Buyer Size by Annual Revenue



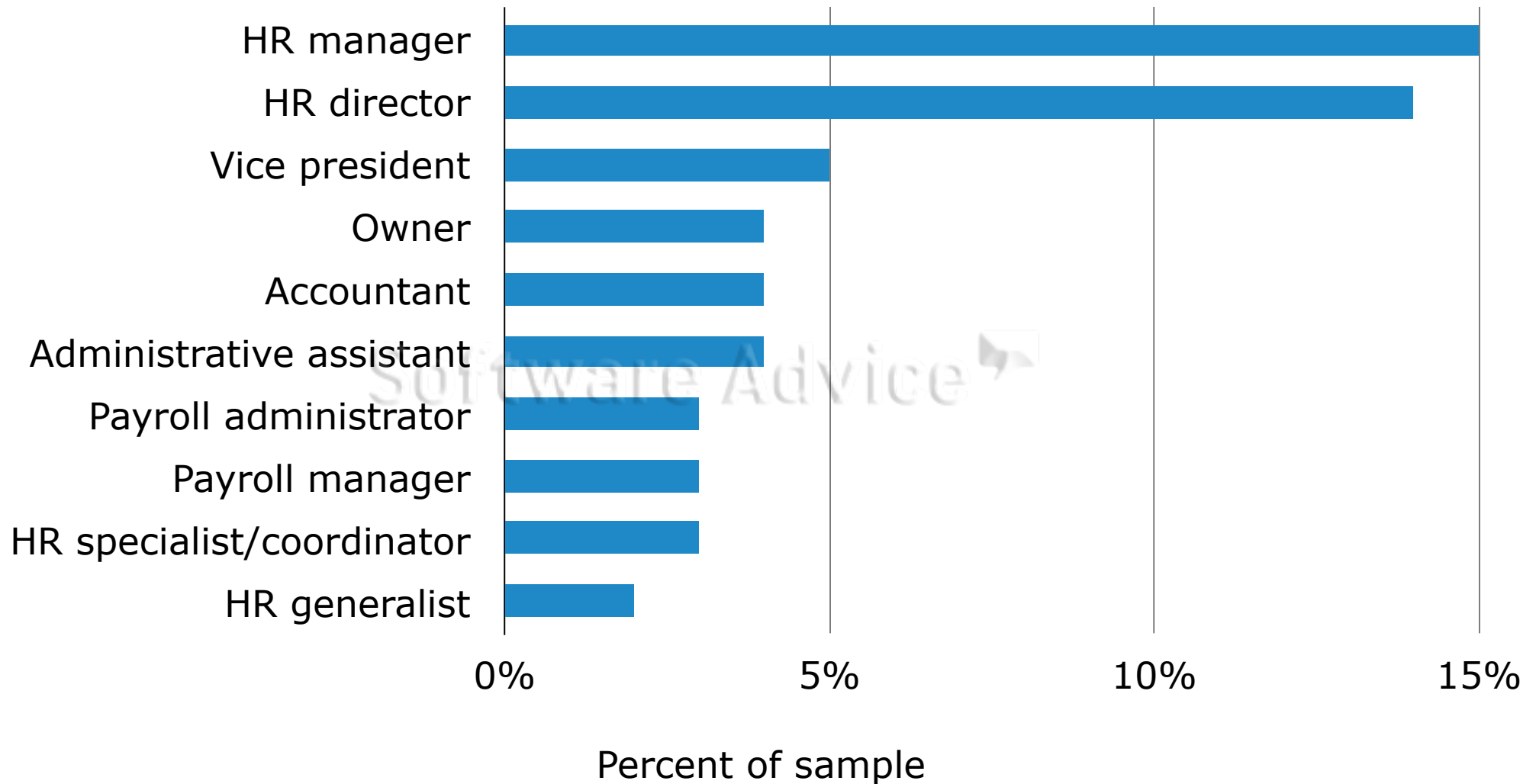
This report includes only small business payroll software buyers. In fact, 70 percent of companies generated \$25 million or less in annual revenue.

## Demographics: Prospective Buyer Size by Number of Employees



The majority of these small to mid-sized businesses (61 percent) employed 250 employees or fewer.

## Demographics: Prospective Buyers by Job Title



The most common job title for buyers seeking new payroll software was “HR manager.” However, more senior positions were also common among buyers.

# Learn More About Payroll Software

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