

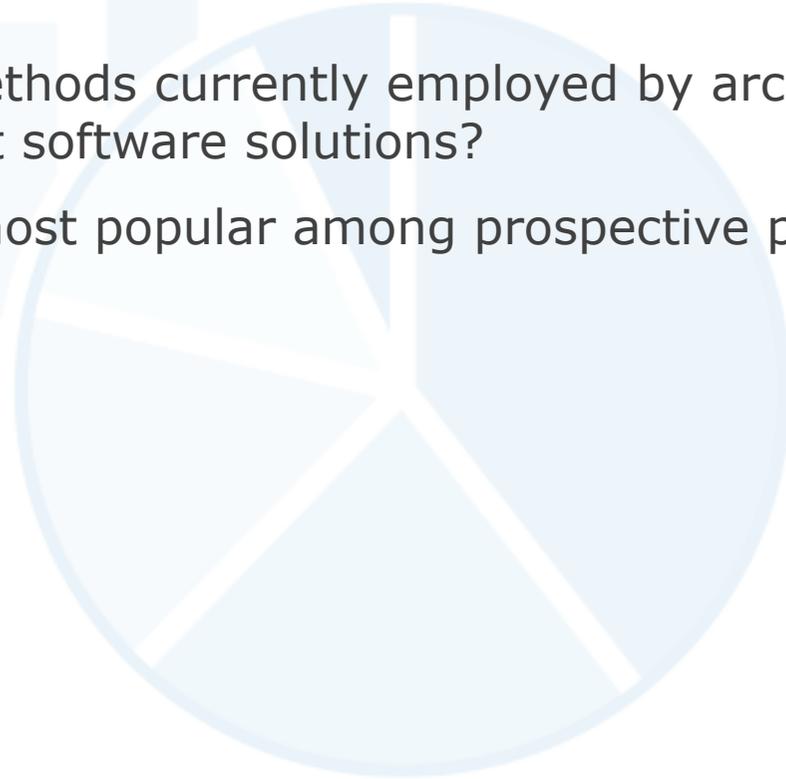
Software Advice BuyerView: Architecture Management Report

Insight into today's software buyer

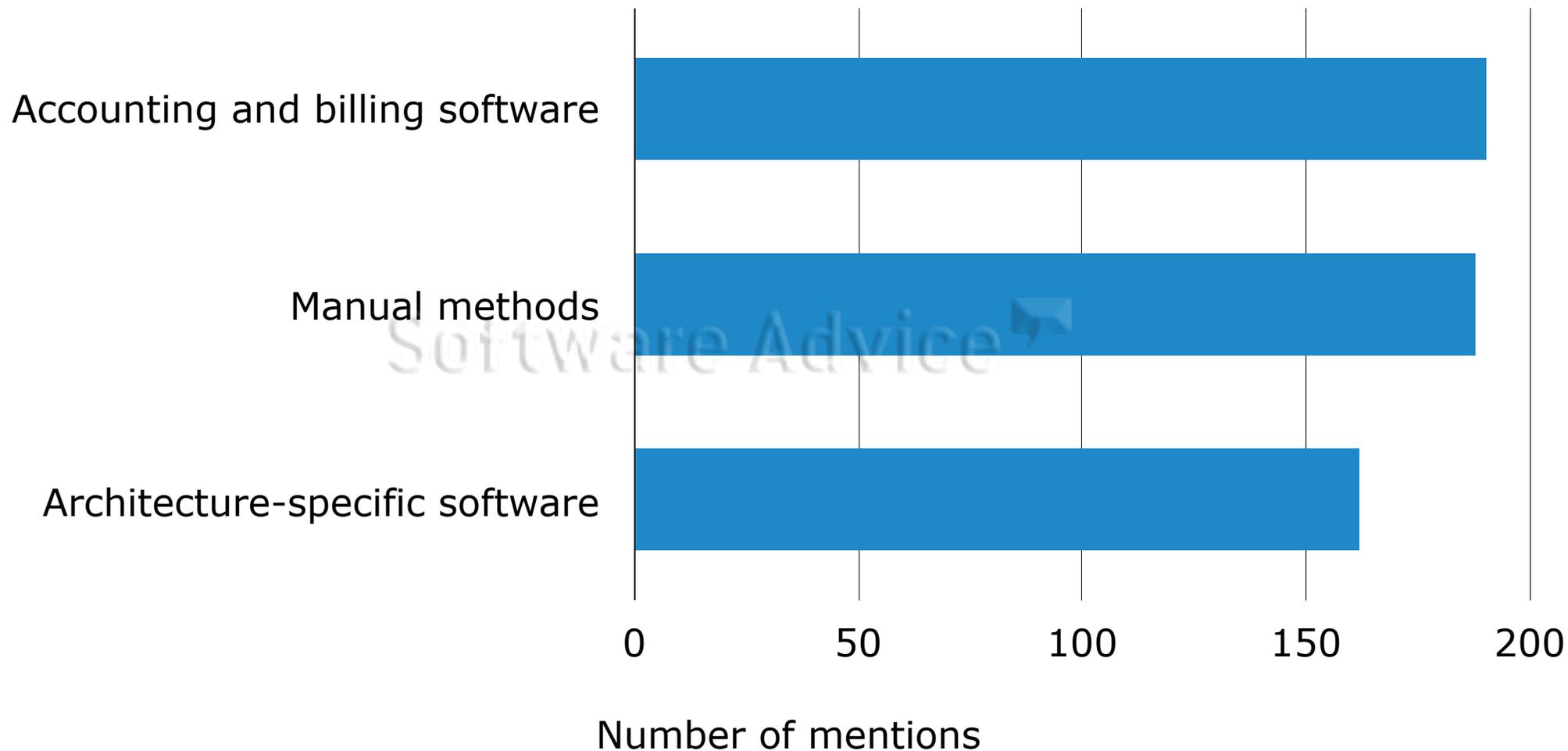
Abstract

In 2013, we talked to hundreds of architecture firms considering a purchase of business management software. We tapped into a subset of the data to determine two things:

- What are the most popular methods currently employed by architecture firms seeking business management software solutions?
- Which software features are most popular among prospective purchasers?

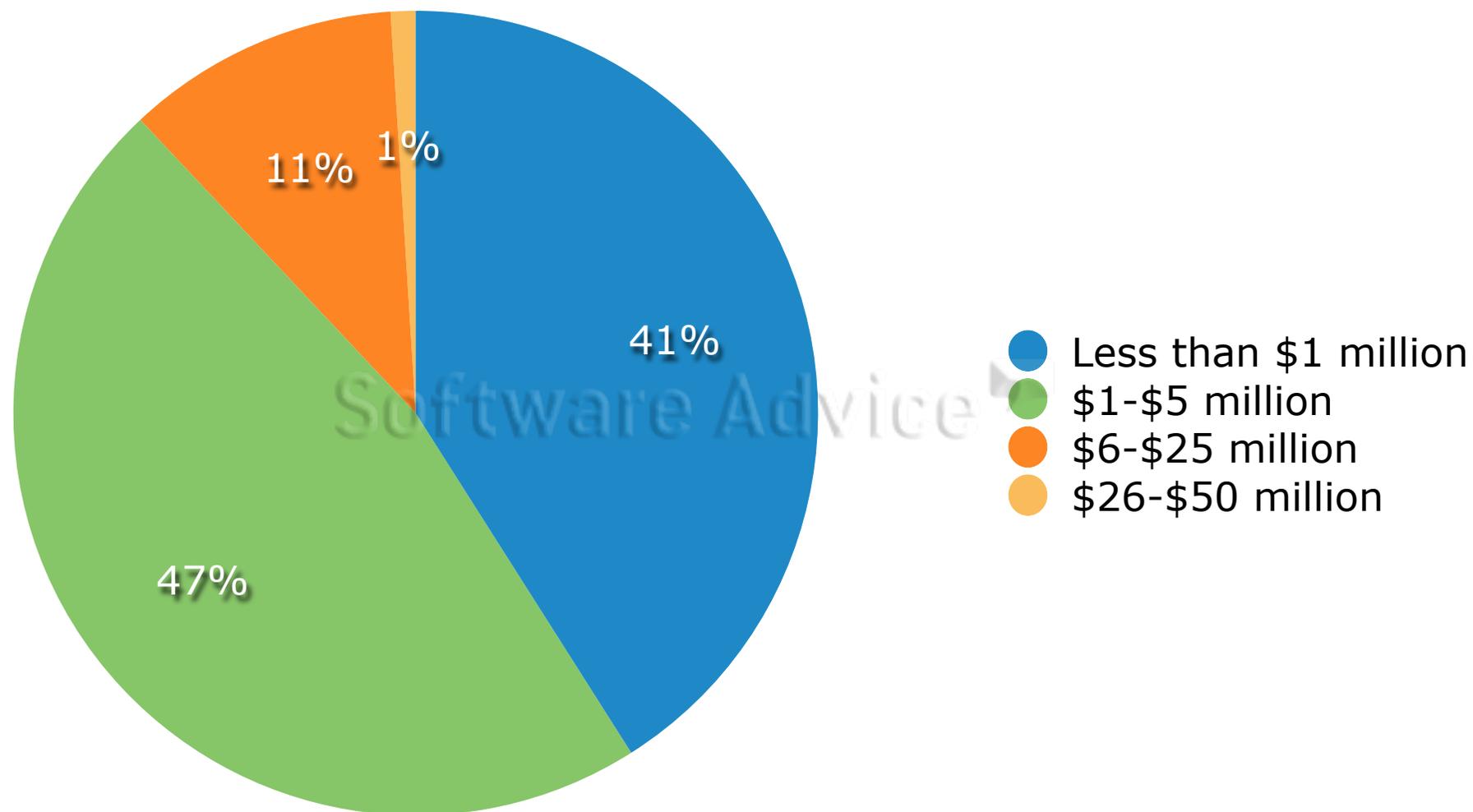


Prospective Buyers' Current Methods



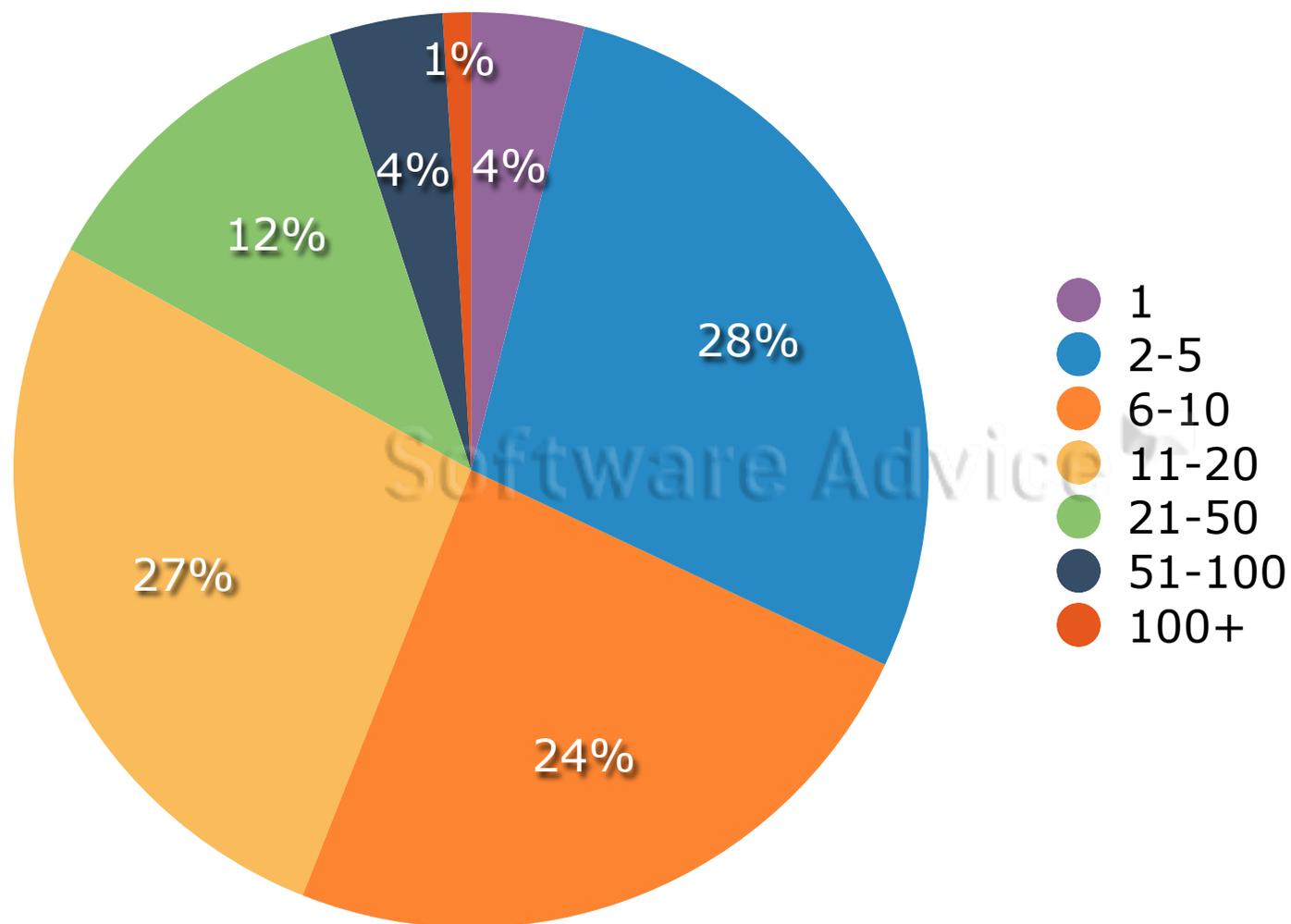
Almost half of the buyers we spoke with were currently using manual methods such as Excel, Outlook and pen and paper to track and store data.

Demographics: Buyer Size by Annual Revenue



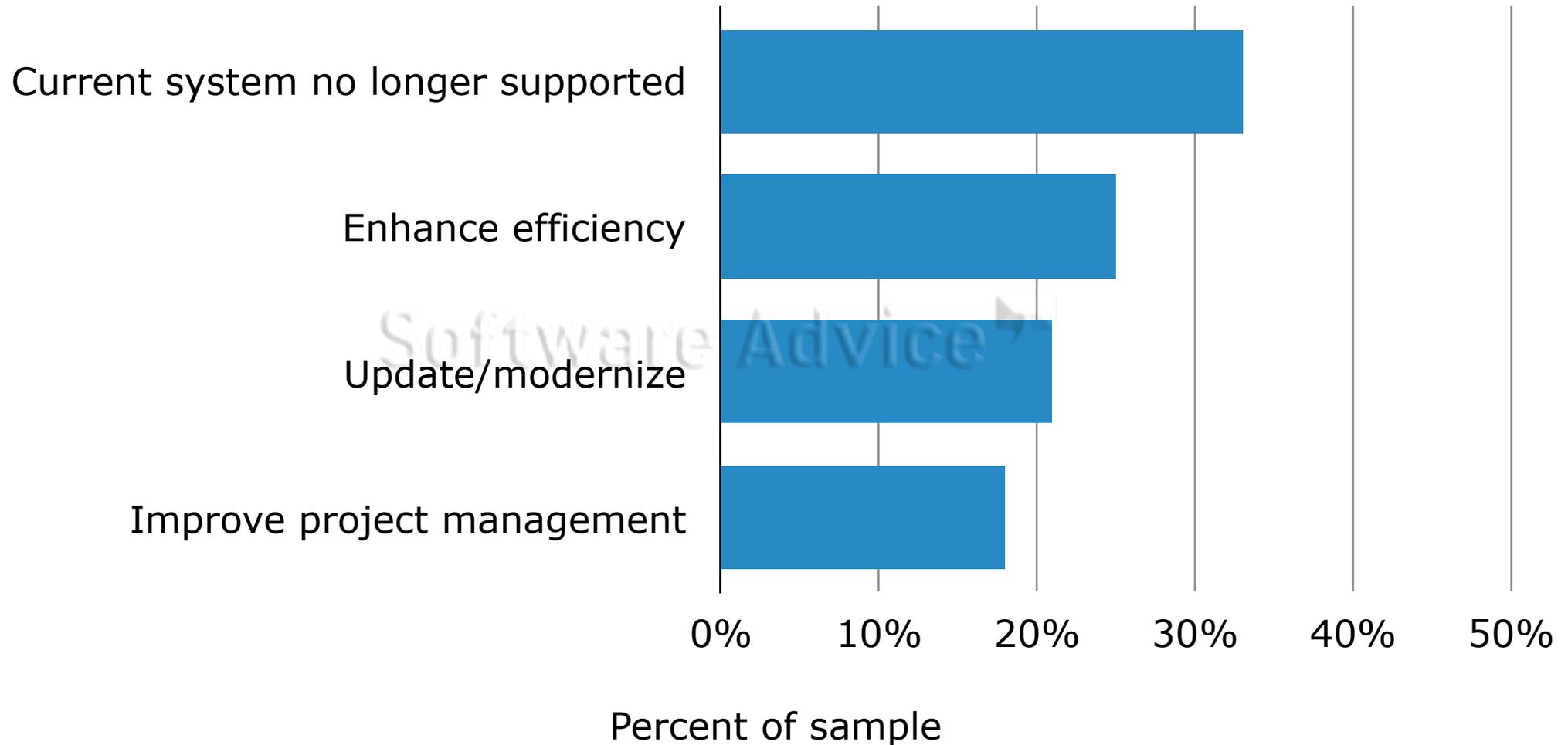
The vast majority of buyers we spoke with were small businesses earning \$5 million or less in annual revenue.

Demographics: Buyer Size by Number of Employees



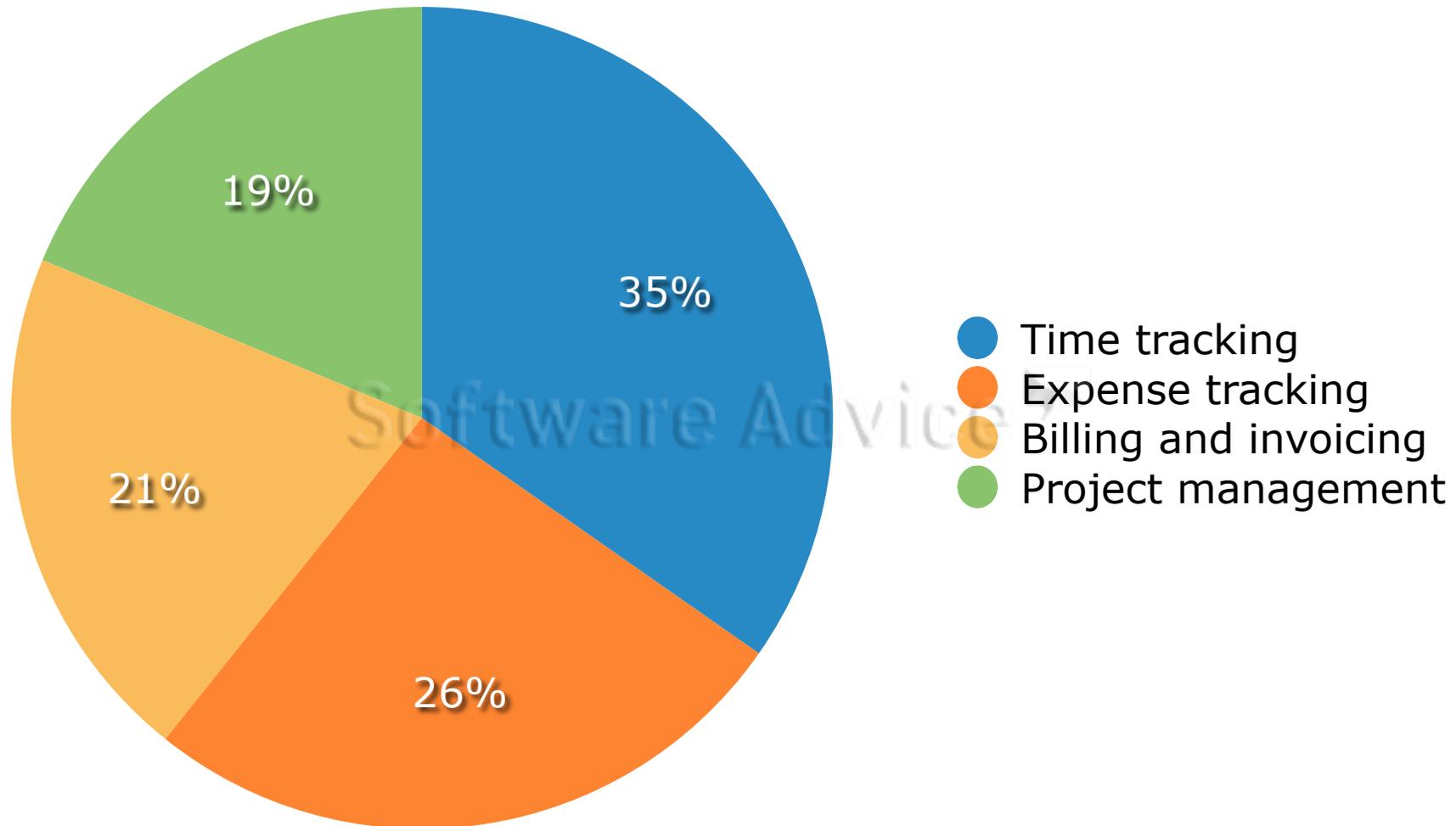
The majority of buyers we spoke with had 20 or fewer employees.

Top Reasons for Replacing Manual Methods



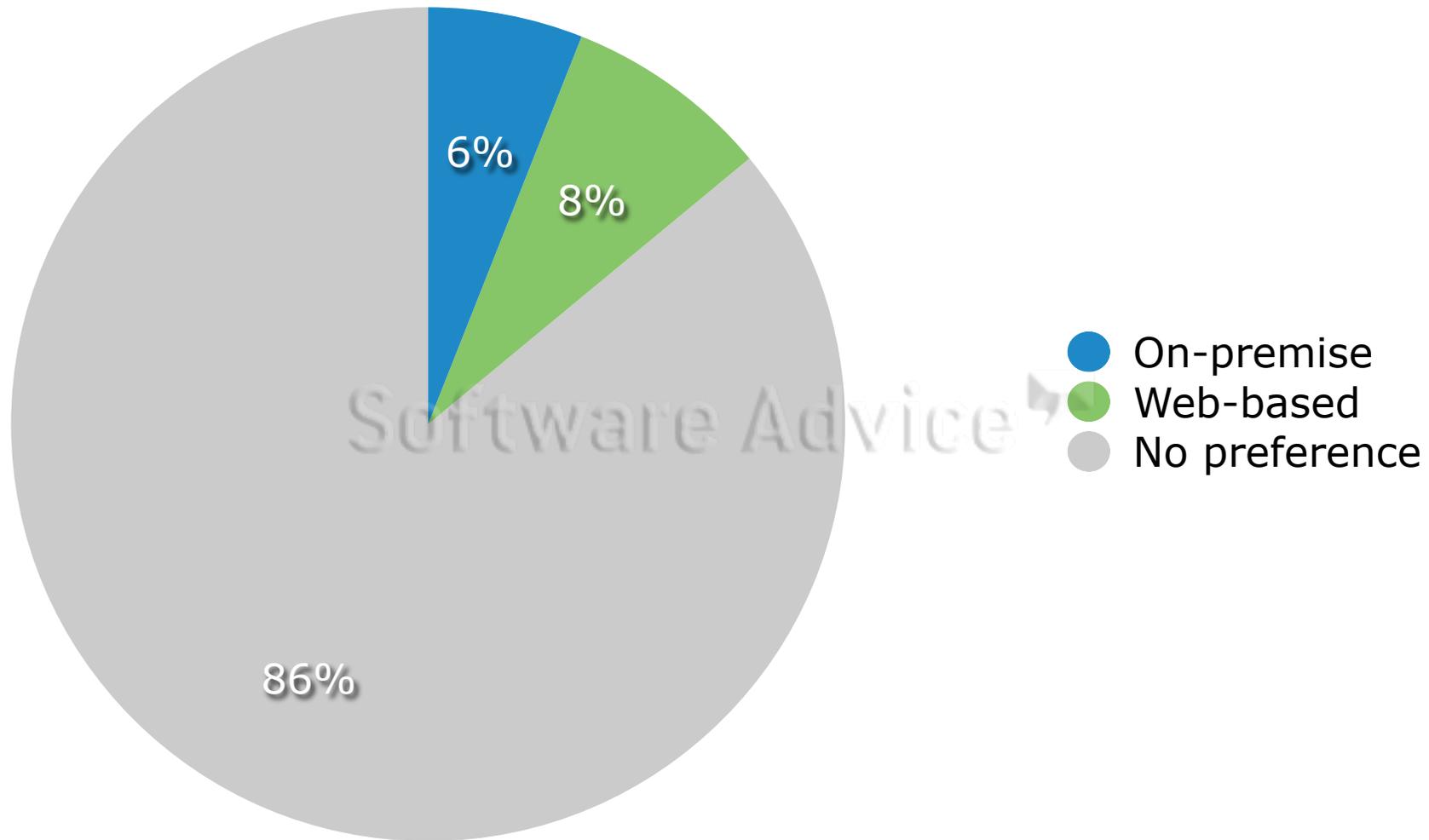
Many buyers said they spent excessive time tracking operations via manual methods, and needed to streamline the process with specialized software.

Time and Expense Tracking Are Most Requested Features



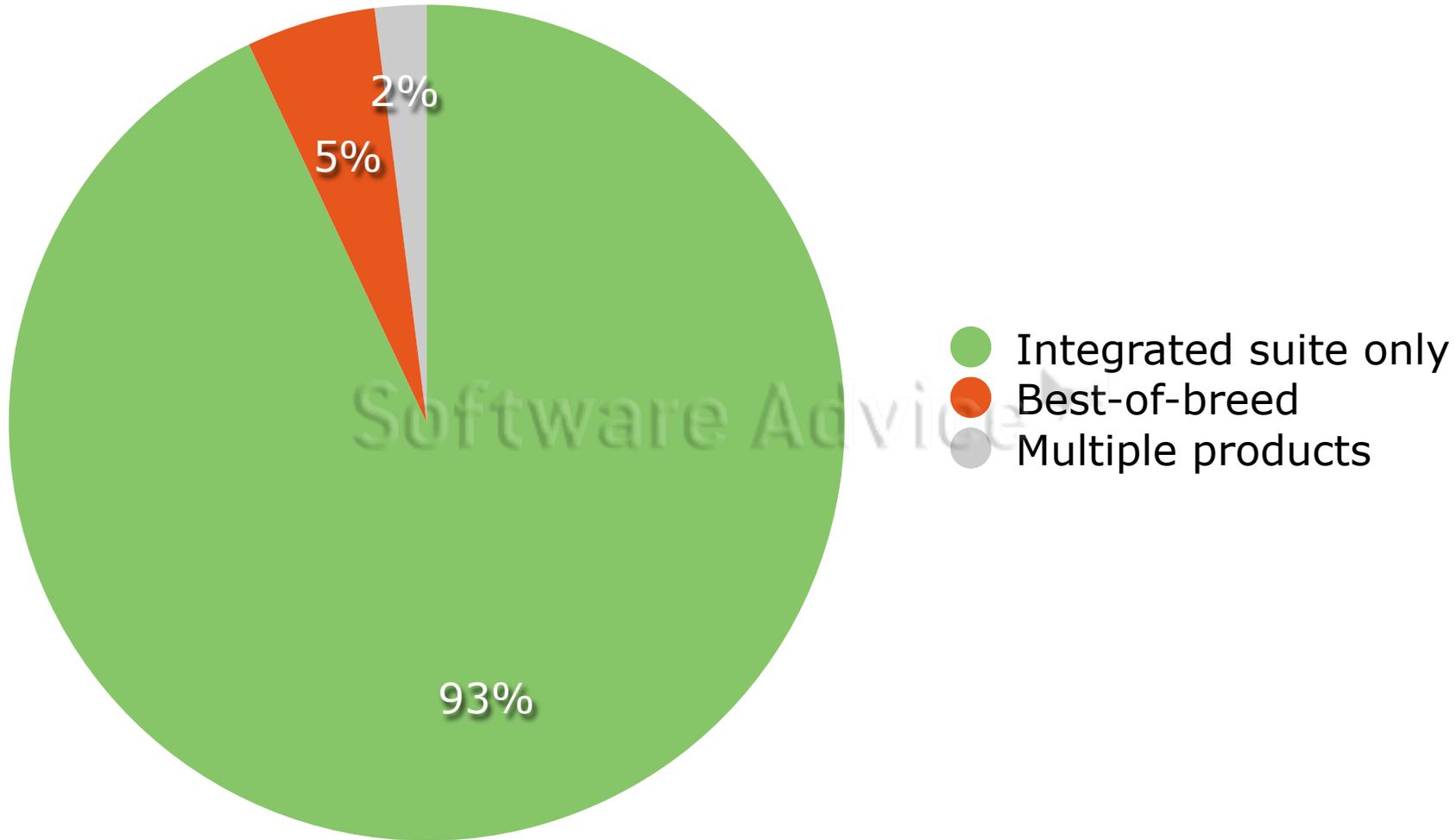
Because the basic source of revenue for architecture firms is hourly billing, it's logical that 61 percent of buyers requested time and expense tracking.

Most Buyers Don't Have a Deployment Preference



We were surprised that 86 percent of buyers we spoke with didn't express a preference for cloud or on-premise systems.

A Vast Majority of Buyers Want an Integrated Suite



An overwhelming number of buyers we spoke with sought an integrated suite over best-of-breed applications.



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