

Software Advice BuyerView: Project Management Software

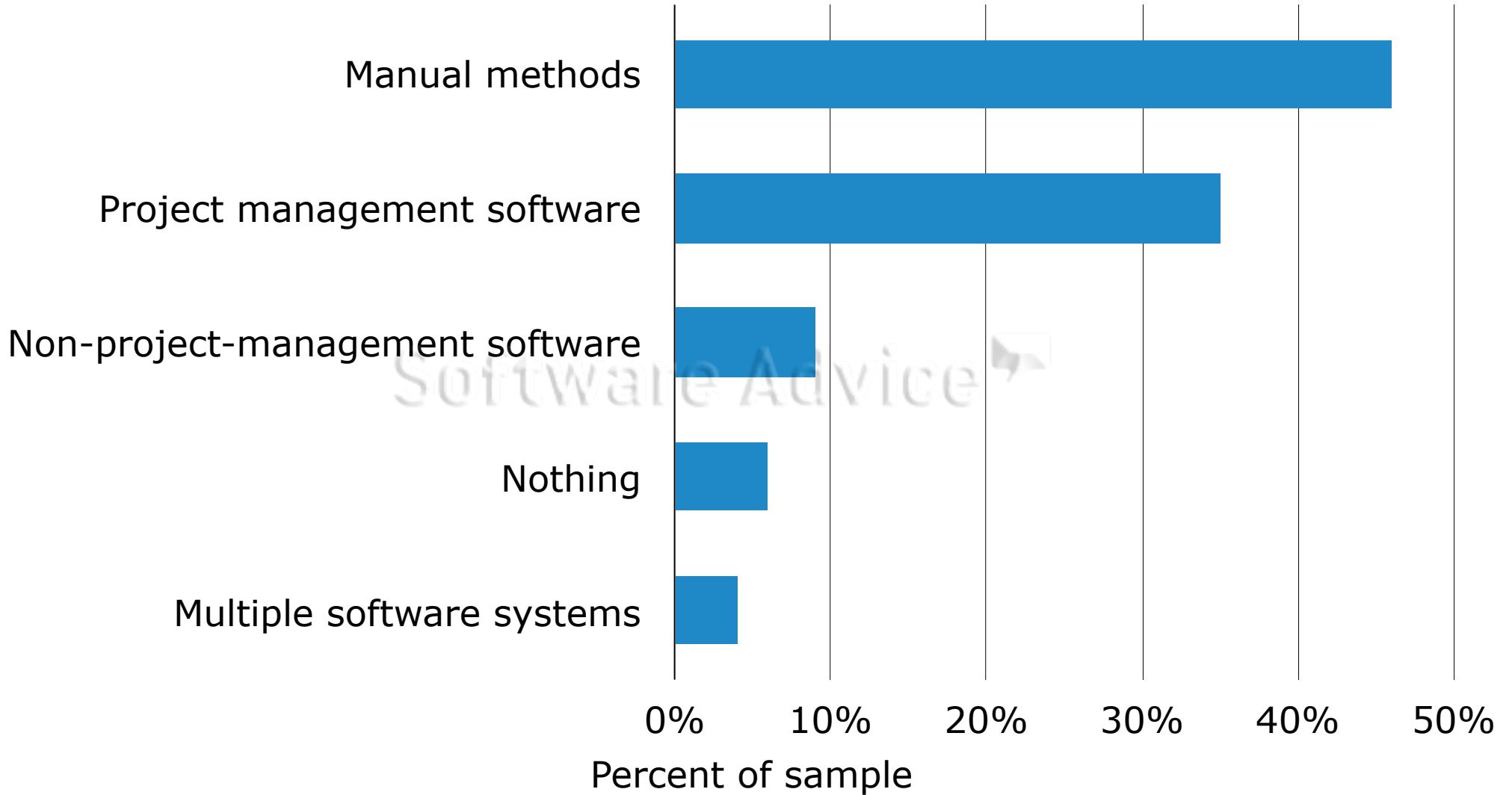
Insight into today's small-business buyer

Abstract

Every year, Software Advice talks with thousands of small businesses (those with annual revenues of \$100 million or less), providing us with unparalleled insight into how they evaluate software. We analyzed information from these small-business buyers to learn the features and functionality they want most in new project management software.

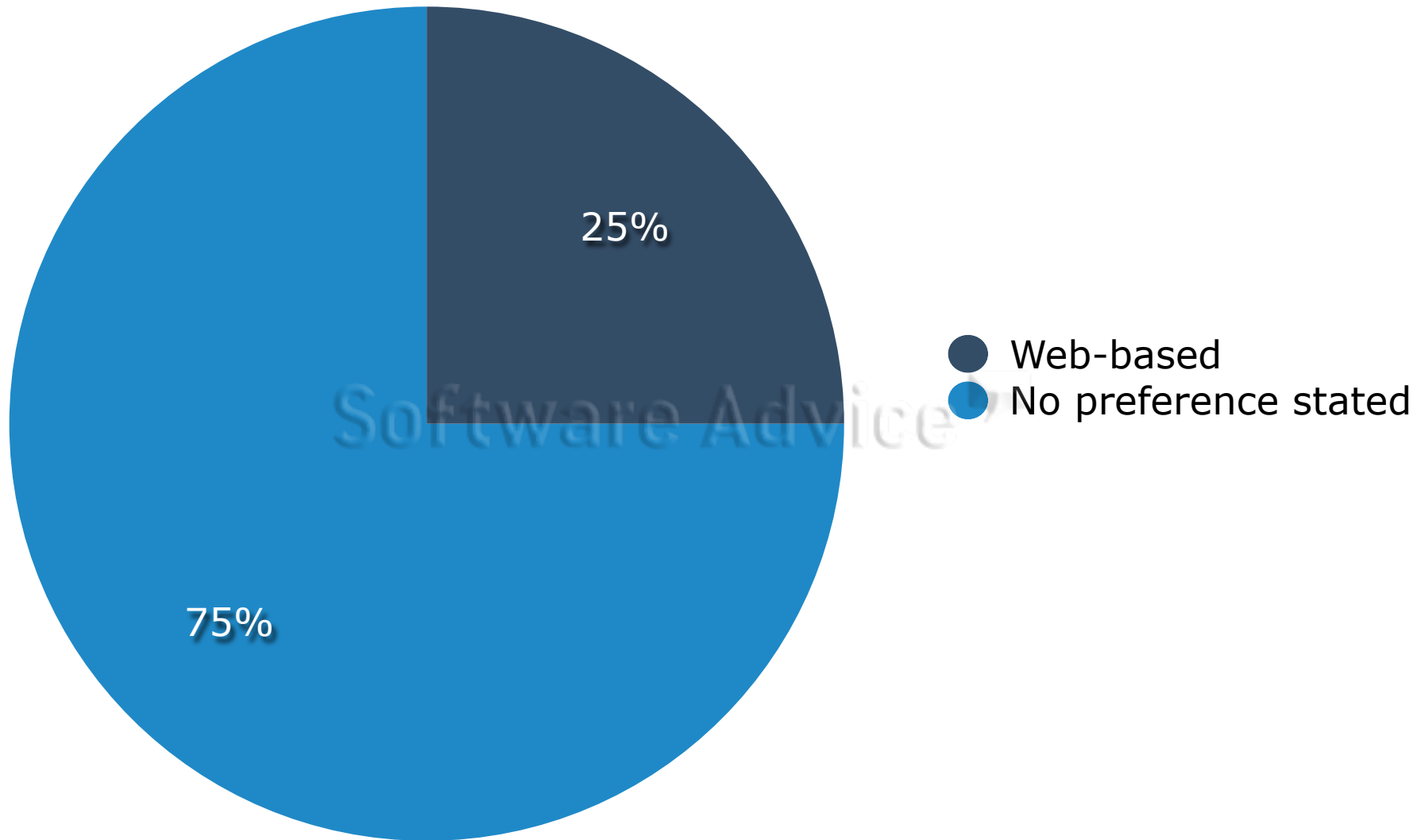
- Almost half of small-business buyers (46 percent) were currently using manual methods to track and organize their projects.
- Among those buyers who expressed a deployment preference, 100 percent indicated a desire for a Web-based application.
- Most top-requested applications (in particular, time tracking, task management and resource management) are tied to project profitability or revenue.

Almost Half Using Manual Methods to Manage Projects



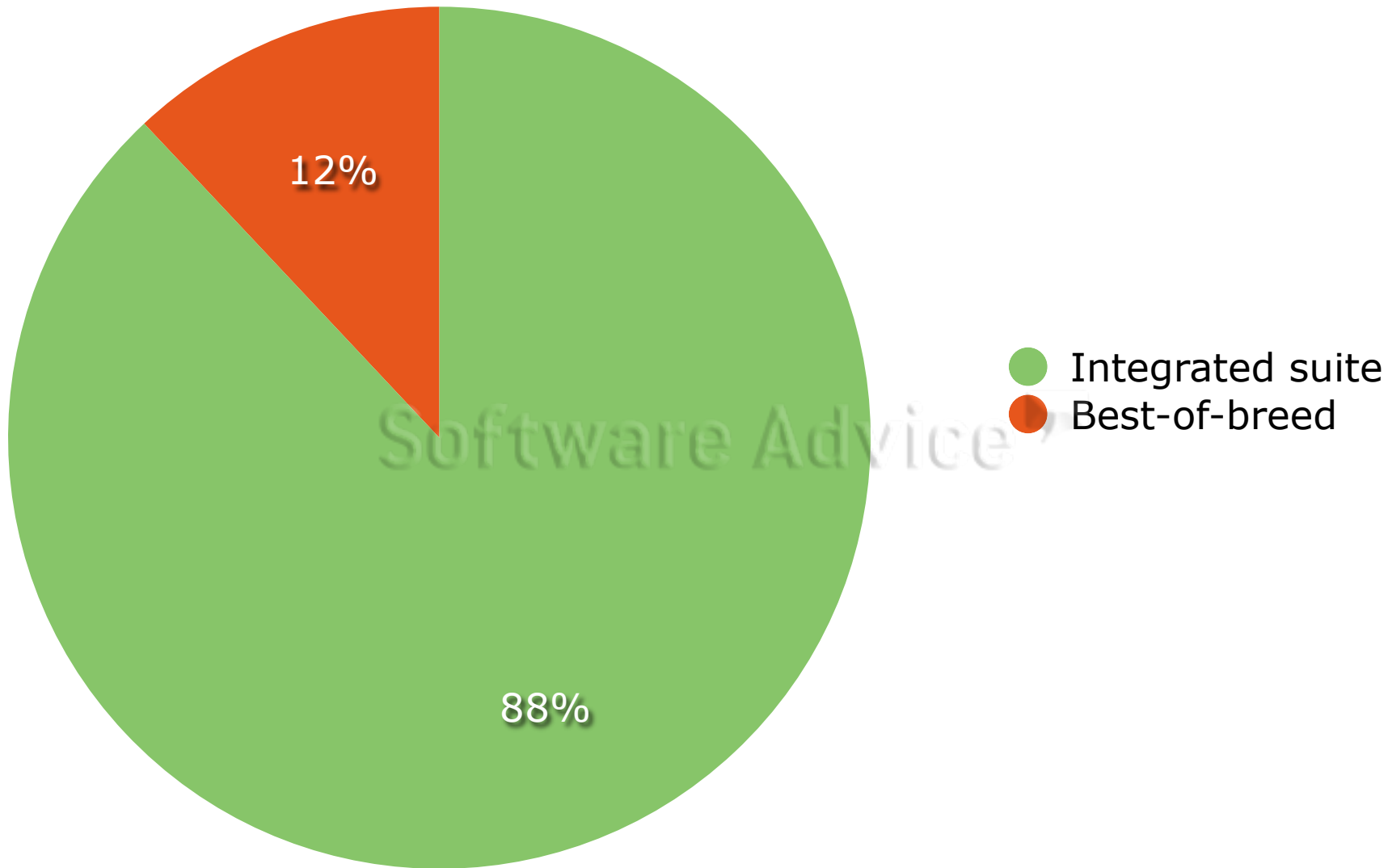
Nearly half of buyers (46 percent) were looking to replace manual methods, while 35 percent were already using some form of project management software.

All Buyers With a Preference Wanted Web-Based Deployment



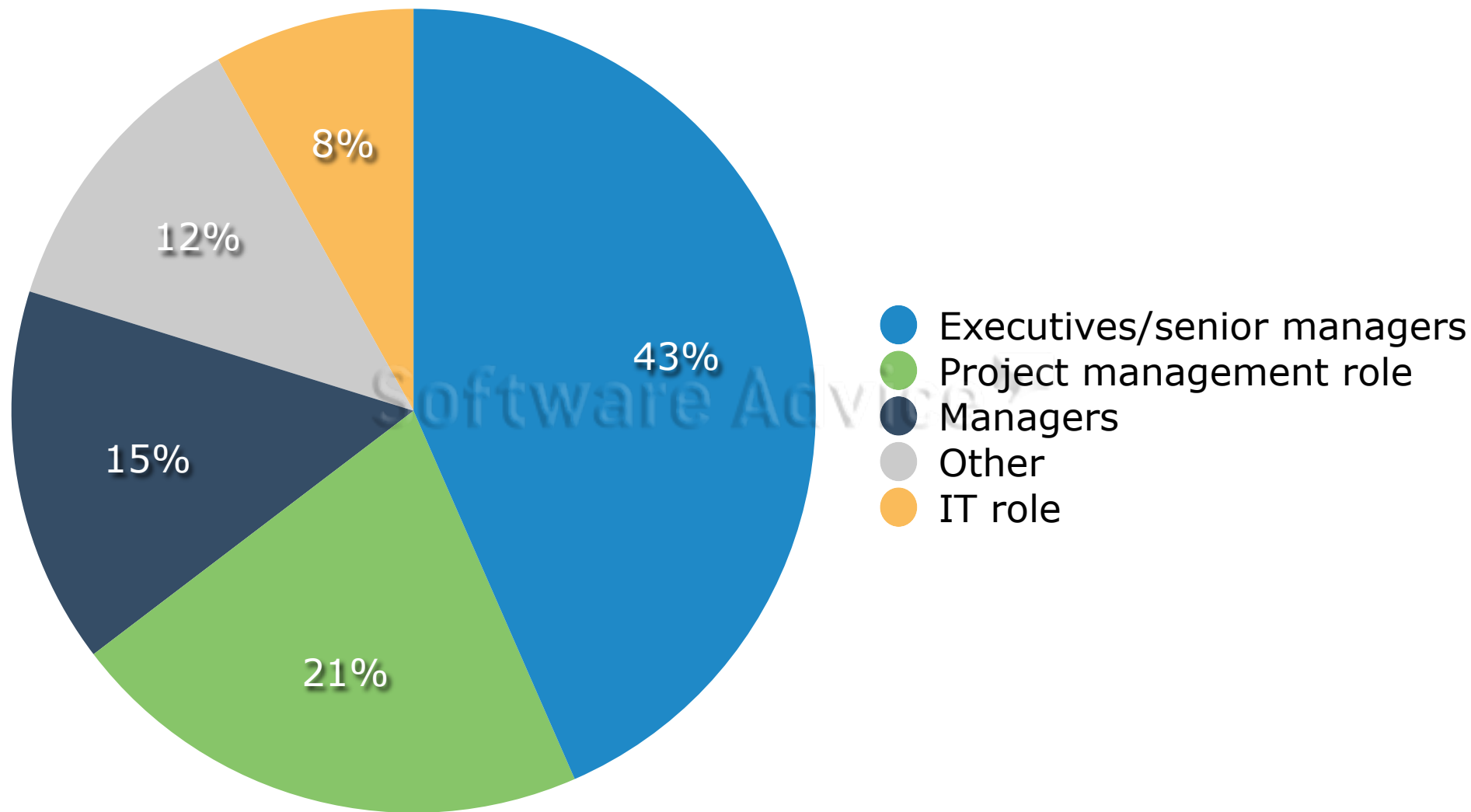
The majority of buyers did not indicate a deployment preference (75 percent). However, the remaining 25 percent wanted Web-based deployment.

Almost 90 Percent Seek Integrated Suites



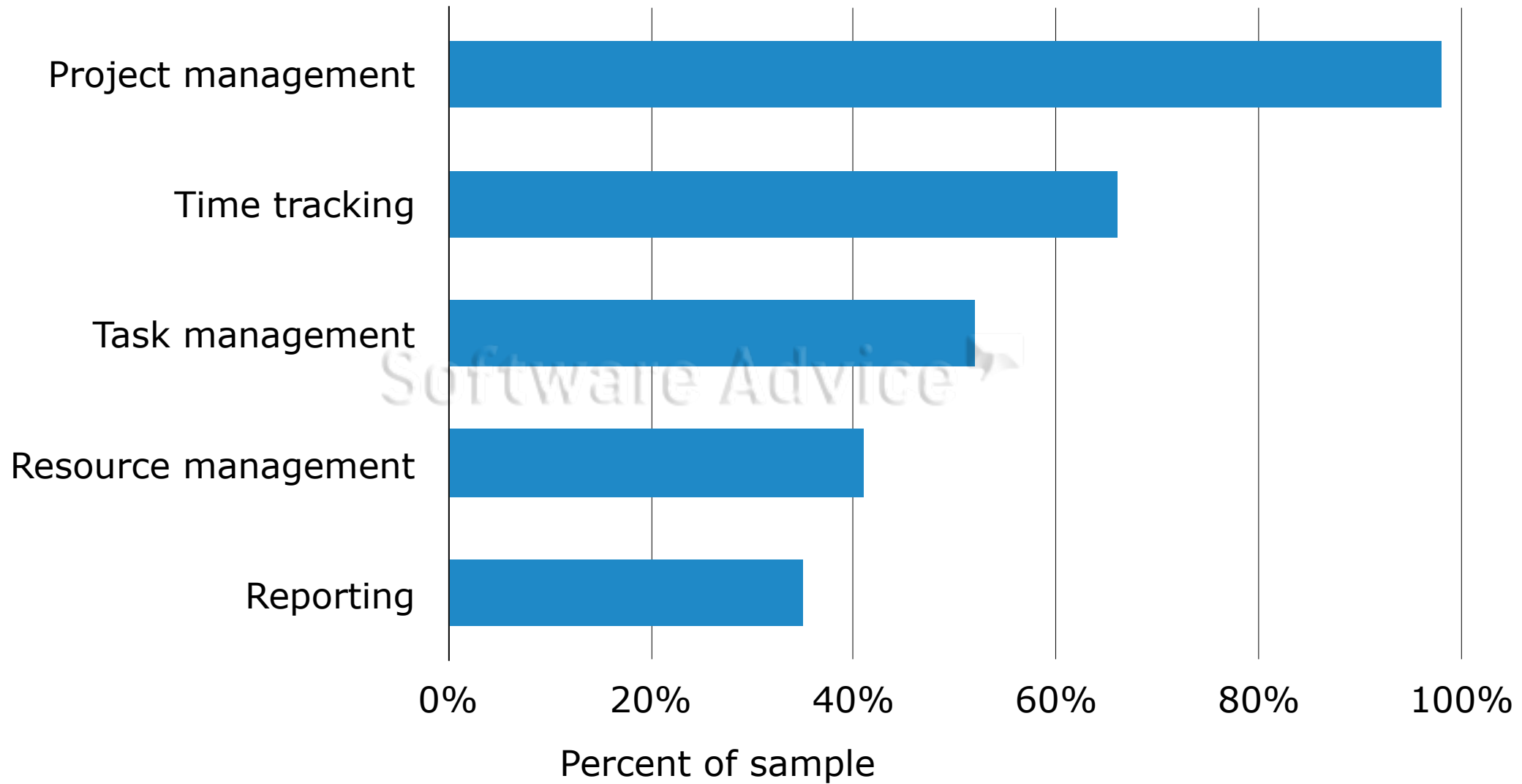
The vast majority (88 percent) were interested in purchasing an integrated suite of two or more applications. Only 12 percent of buyers wanted best-of-breed.

Majority of Buyer Roles Outside of Formal Project Management



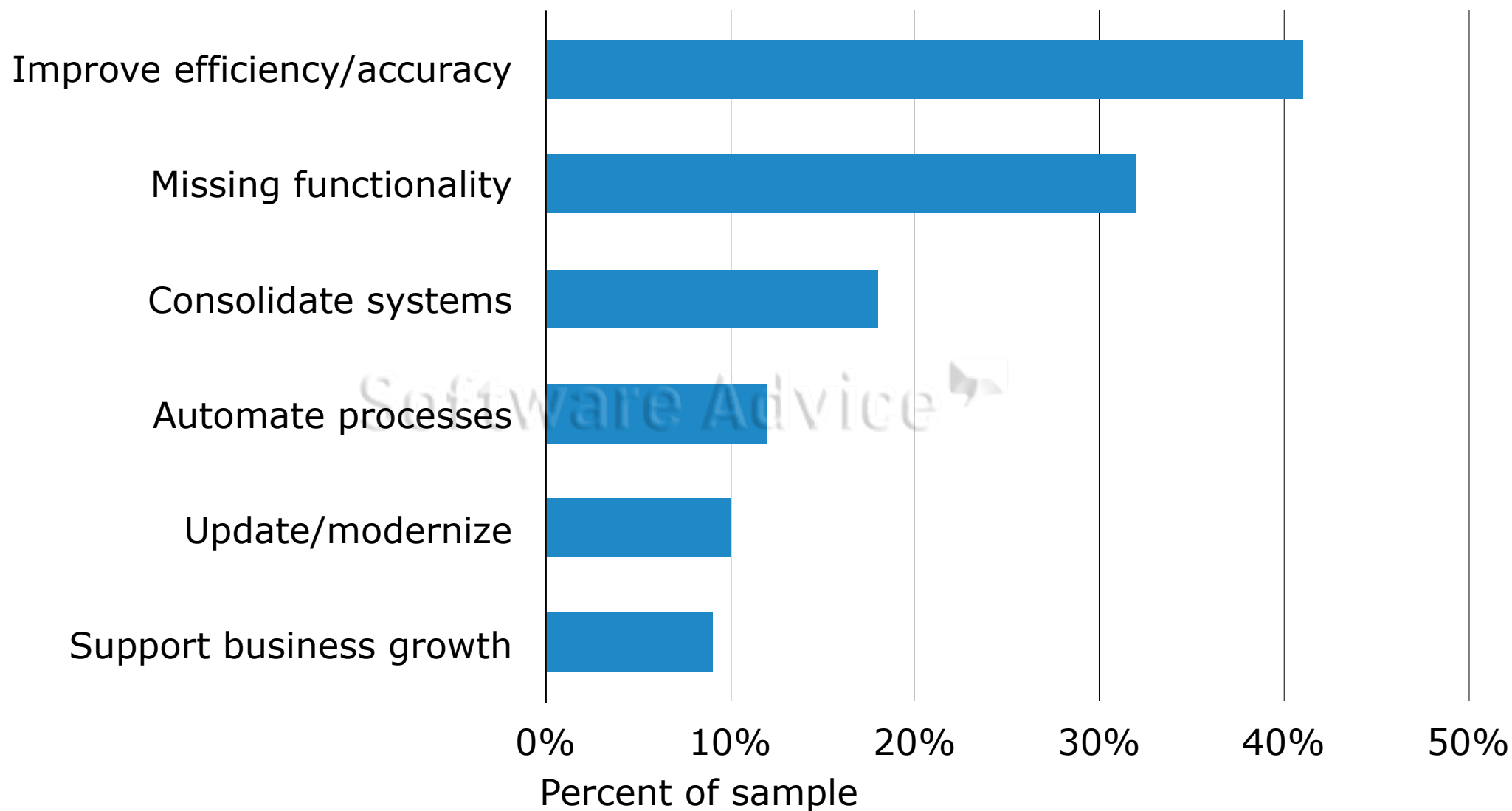
Forty-three percent were executives or senior managers; 15 percent were in mid-level management. Only 21 percent of buyers were in project management jobs.

Top-Requested Applications Linked to Project Profitability



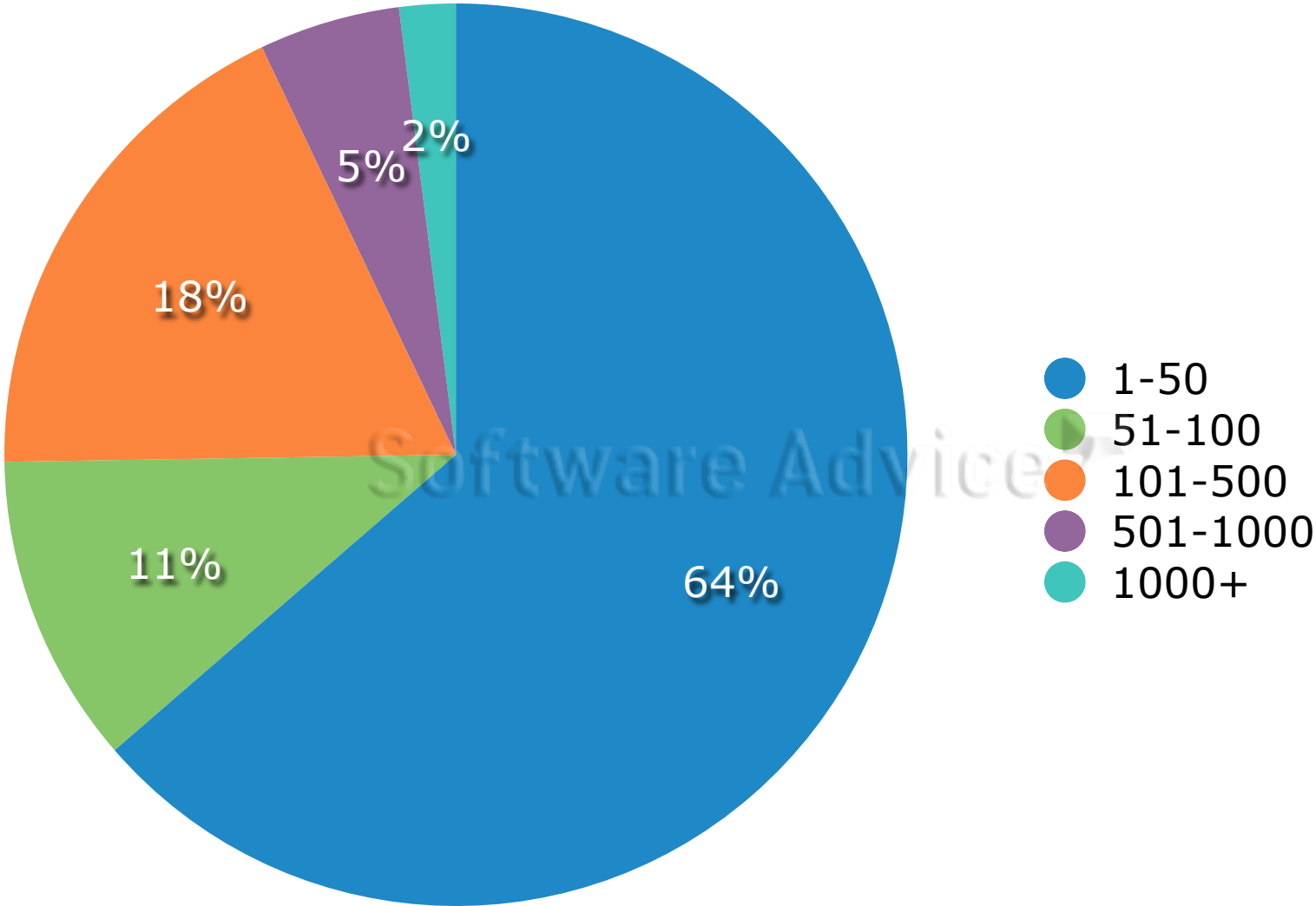
Apart from project management, which was 98 percent, time tracking, task management and resource management were top-requested applications.

Buyers Seek More Efficiency and Functionality in PM Software



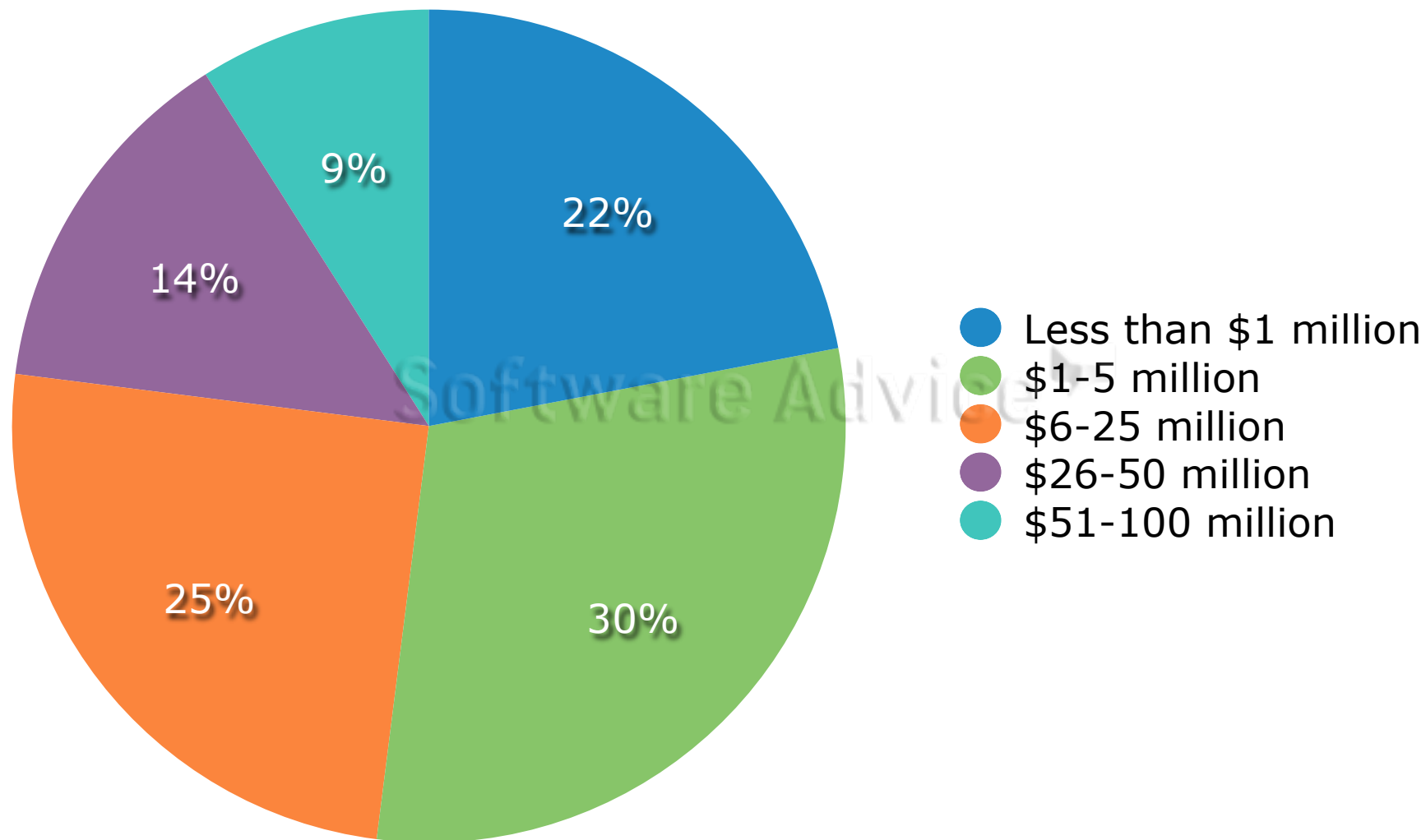
Forty-one percent of buyers were looking to improve efficiency and accuracy, making this the most-cited reason, with 32 percent needing greater functionality,

Majority of Buyers from Companies with 1-50 Employees



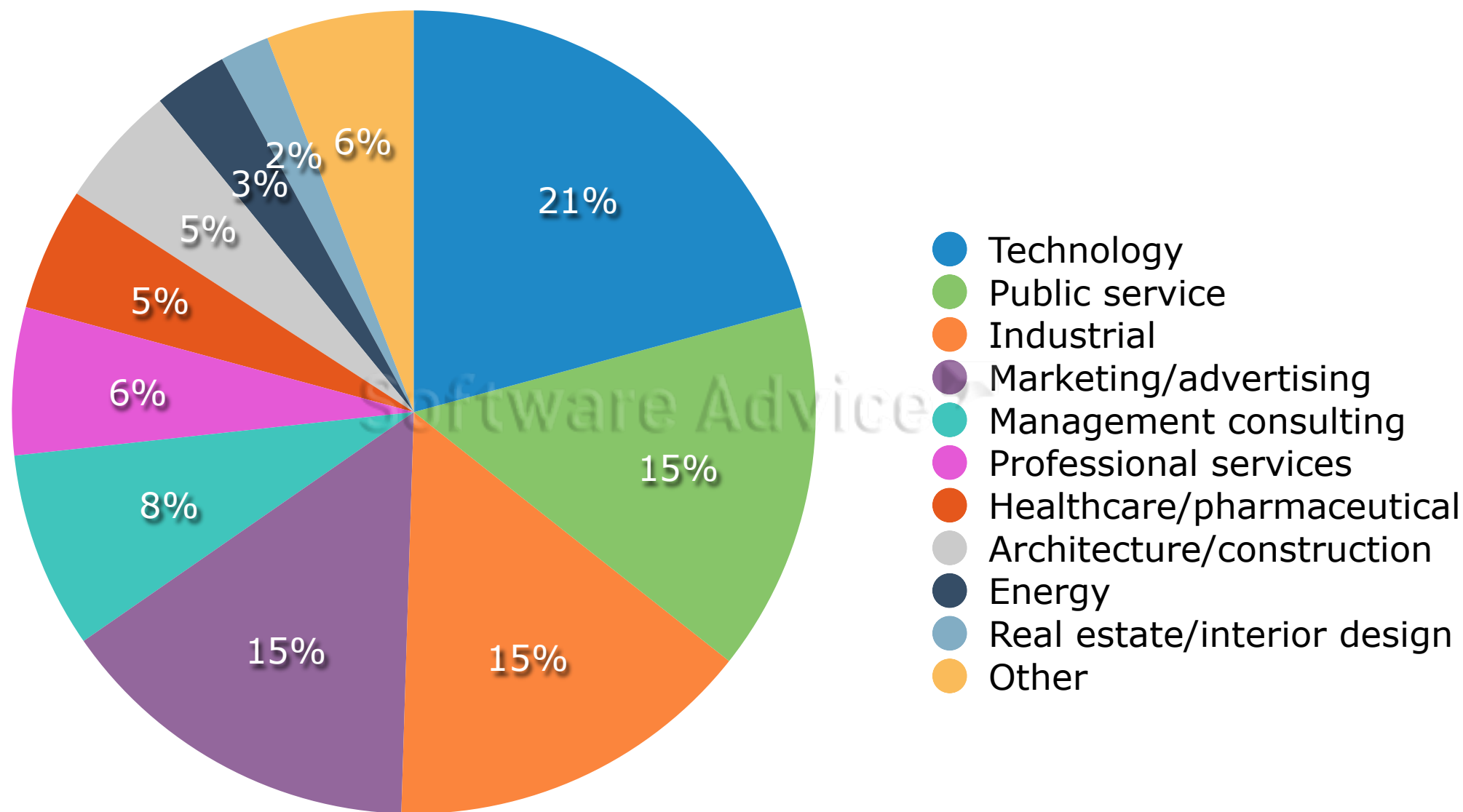
Sixty-four percent of buyers were from companies with 1-50 employees. Meanwhile, 34 percent were from businesses with 51-1,000 employees.

Over Half of Companies Report Revenue of \$5 Million or Less



Thirty percent of buyers reported company revenue of \$1-5 million, and 22 percent less than \$1 million. Only 9 percent reported revenue above \$51 million.

Four Industries Accounted for 66 Percent of our Sample



Four main segments (technology, public service, industrial and marketing/advertising) were represented by the majority of buyers.

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