Software Advice BuyerView: Project Management Software Report
Insight into today’s SMB software buyer
Small businesses (companies with $50 million or less in annual revenue) are more likely to use manual project management (PM) methods due to lower budgets to spend on software. However, since last year’s investigative study we’ve seen a 14 percent increase in the number of small-business buyers calling Software Advice advisors looking to purchase PM software for the first time.

To better understand this and other emerging trends in the market, we analyzed hundreds of small-business buyer interactions with Software Advice advisors to find out:

• How do small businesses currently manage their projects?
• Why are these buyers looking to invest in software solutions; what pain points are driving their purchase decisions?
• What features are small businesses requesting the most in new solutions?
The majority of small-business buyers (60 percent) are looking to purchase software for the first-time. 35 percent want to replace their current PM software.
54 percent want to invest in PM software to increase organization. The need to automate (48 percent) and increase transparency (45 percent) are close seconds.
53 percent of buyers say they’ve outgrown their previous tools. Nearly 30 percent of buyers want to simplify or consolidate their PM methods into one tool.
More Buyers Request Advanced Functionality Than Basic

The greatest percentage of buyers in our sample request reporting and analytics (88 percent) and project planning functionality (86 percent).
This category is comprised of buyers requesting reporting capabilities (48 percent), dashboard access (31 percent) and Gantt charts (9 percent).
Here, buyers request the ability to set timelines, deadlines and milestones (56 percent); and to define scope, goals and objectives (30 percent).
The top industries represented are: IT/software (18 percent); engineering/manufacturing (18 percent) and marketing/PR & advertising (14 percent).
Nearly half of buyers sampled are executives or owners (of small businesses), while roughly 30 percent, combined, are managers or project managers.
The heavy majority of buyers in our sample are from businesses with $5 million or less in annual revenue (84 percent, combined).
The majority of buyers (70 percent, combined) are from businesses with between 11 - 50 employees. 30 percent (combined) have 10 or less employees.
Over three-quarters of buyers are looking for software for between 1 - 15 users (76 percent, combined). Roughly one-quarter need it for between 16 - 50 users.
Learn More About **Project Management Software**

- **Read Report**
  - Read the full report

- **Get Free Quotes**
  - Get free price quotes on top **project management** software

- **Get Free Demos**
  - Get unbiased reviews & free demos on top **project management** software
Software Advice™ is a trusted resource for software buyers. The company's website, www.softwareadvice.com, provides detailed reviews, comparisons and research to help organizations choose the right software. Meanwhile, the company’s team of software analysts provide free telephone consultations to help each software buyer identify systems that best fit their needs. In the process, Software Advice connects software buyers and sellers, generating high-quality opportunities for software vendors.