

Software Advice BuyerView: Project Management Software Report

Insight into today's SMB software buyer

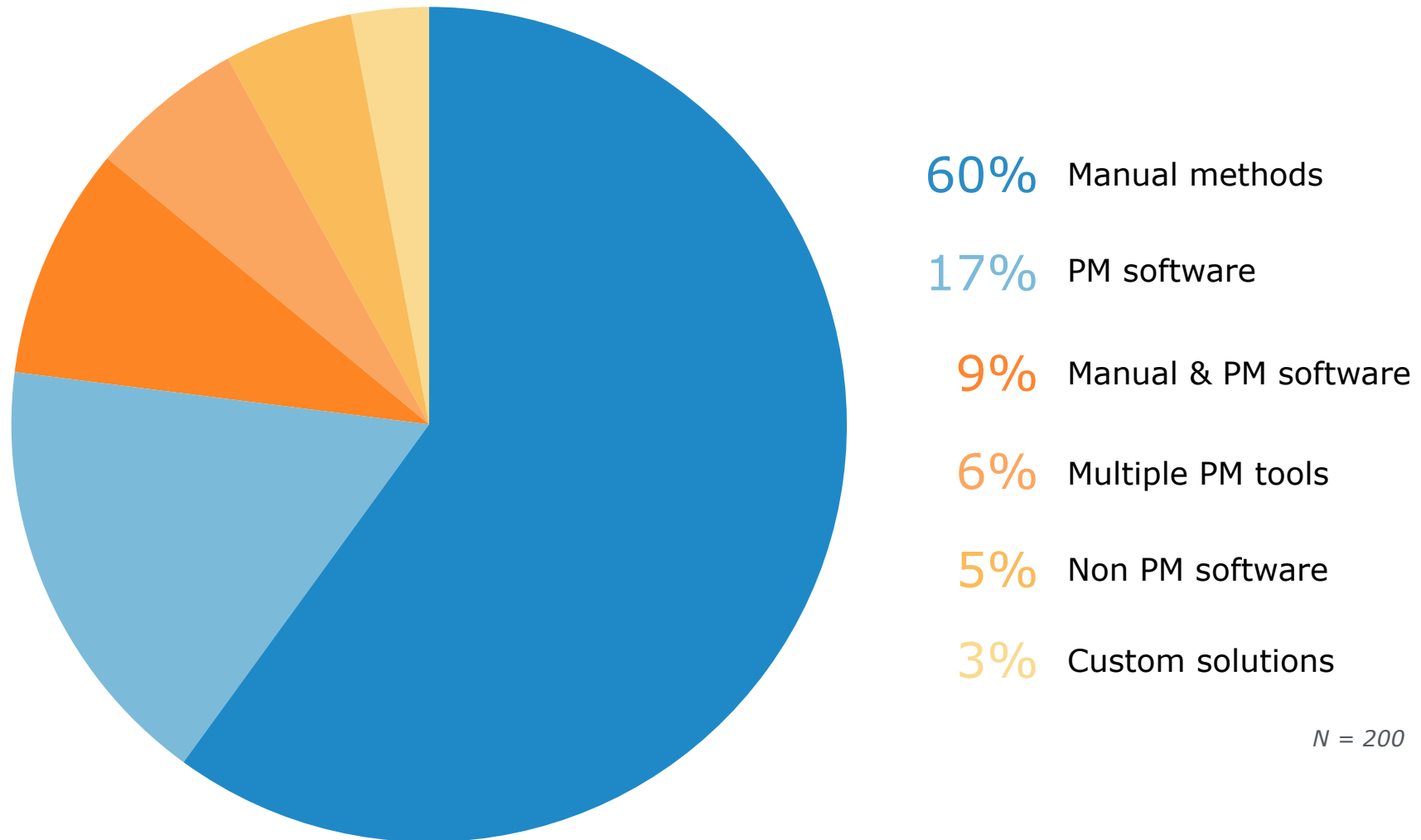
Abstract

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:

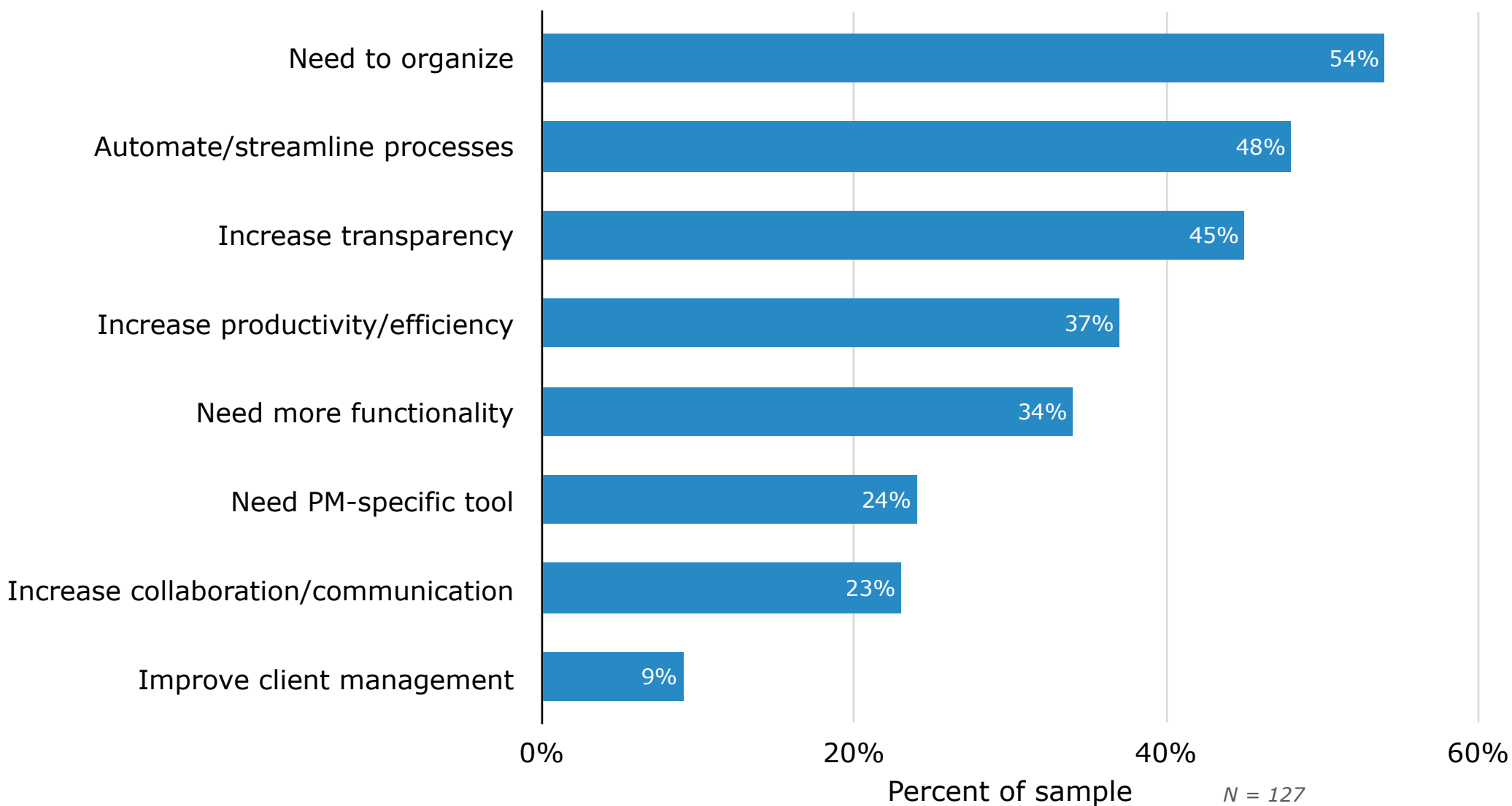
- How do small businesses currently manage their projects?
- Why are these buyers looking to invest in software solutions; what pain points are driving their purchase decisions?
- What features are small businesses requesting the most in new solutions?

60 Percent of Buyers are Transitioning From Manual Methods



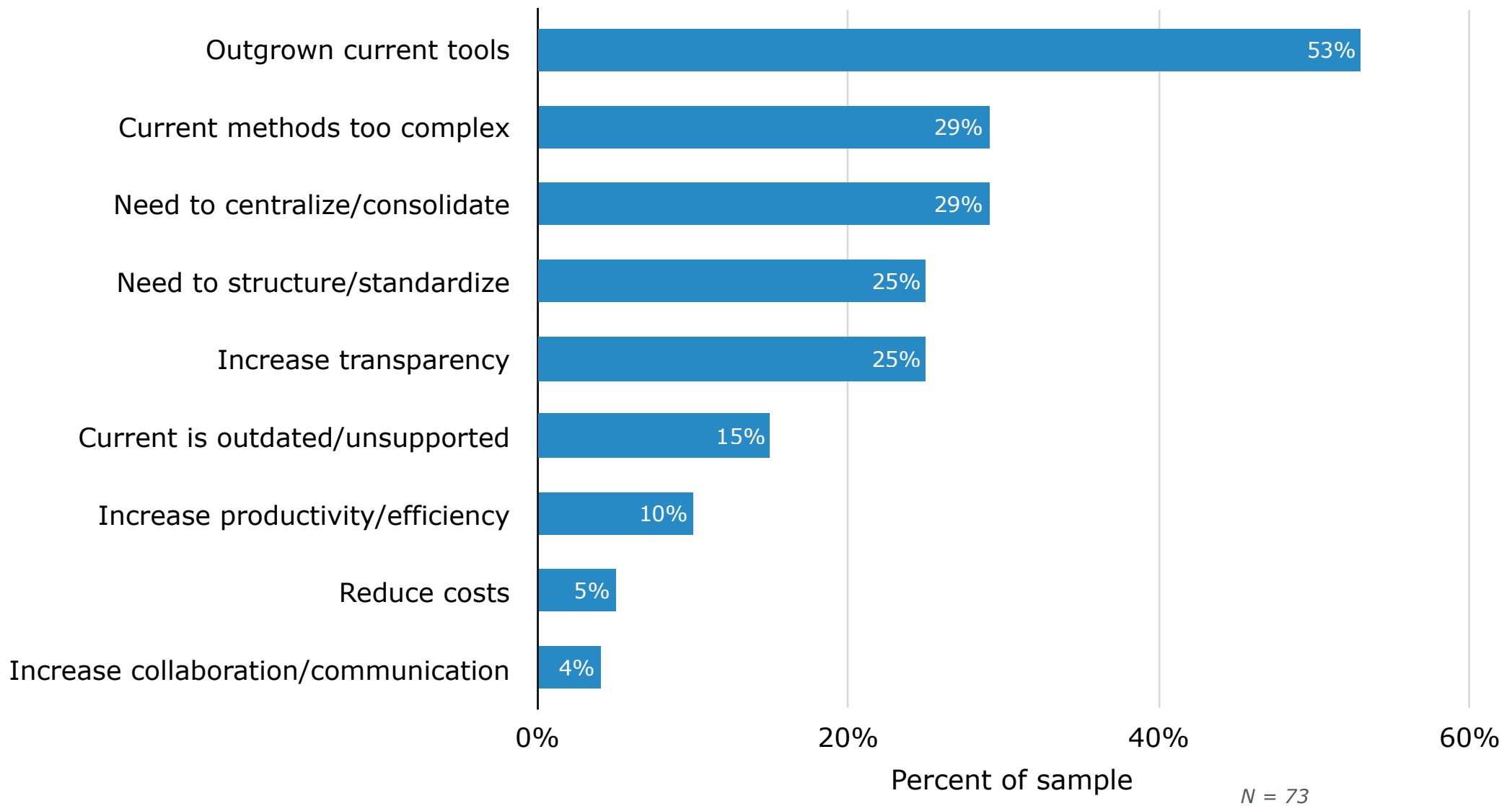
The majority of small-business buyers (60 percent) are looking to purchase software for the first-time. 35 percent want to replace their current PM software.

Buyers Seek PM Software to Organize Projects & Deliverables



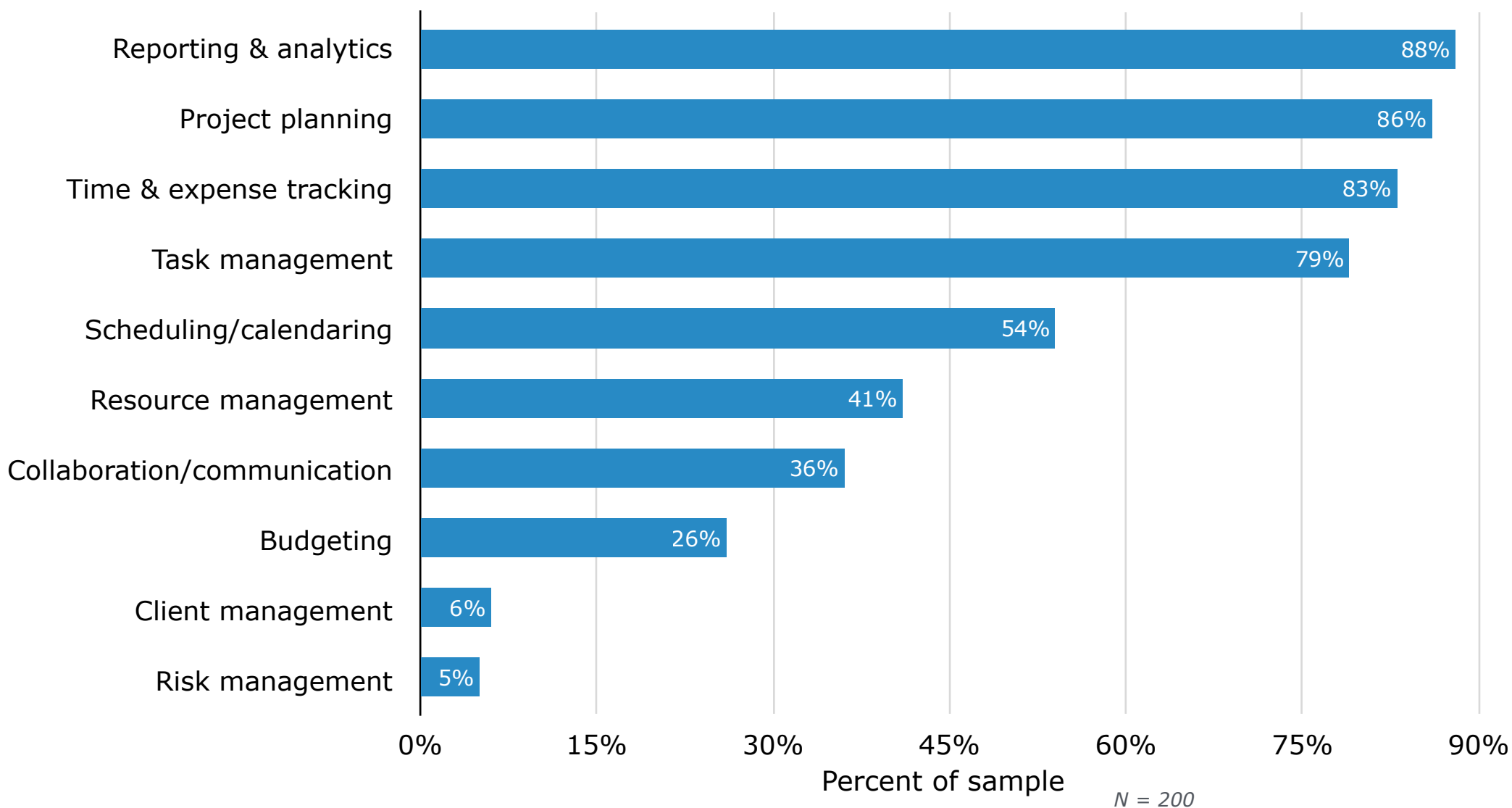
54 percent want to invest in PM software to increase organization. The need to automate (48 percent) and increase transparency (45 percent) are close seconds.

Majority of Buyers have Outgrown Previous Tools' Capabilities



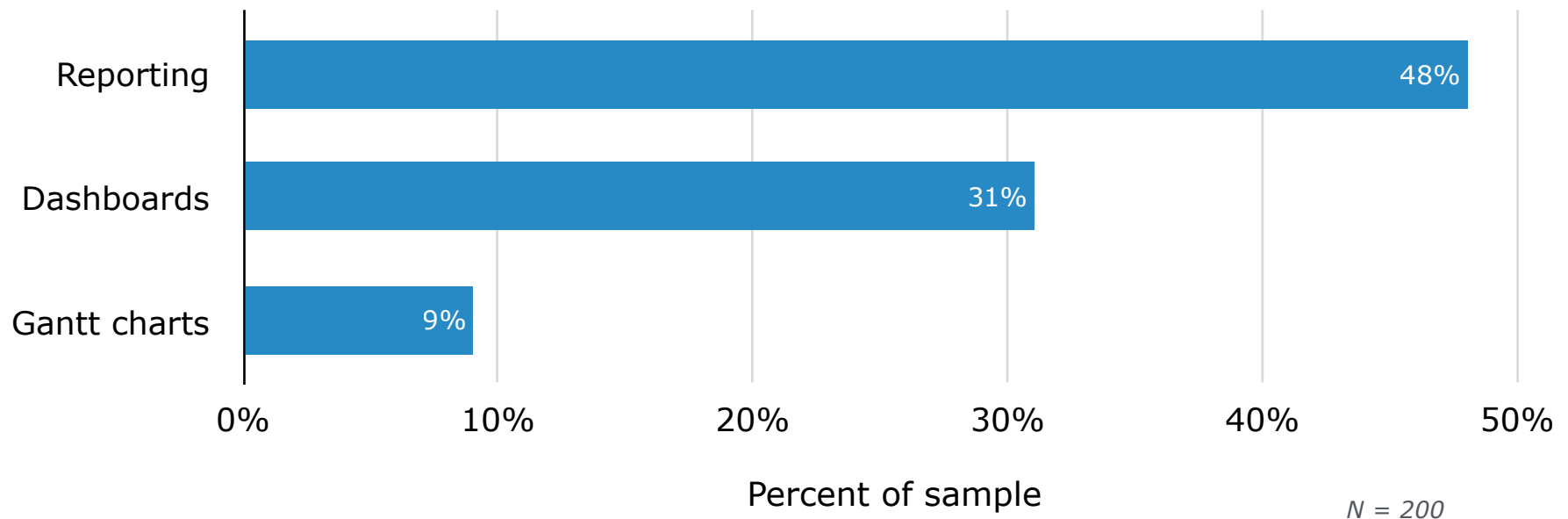
53 percent of buyers say they've outgrown their previous tools. Nearly 30 percent of buyers want to simplify or consolidate their PM methods into one tool.

More Buyers Request Advanced Functionality Than Basic



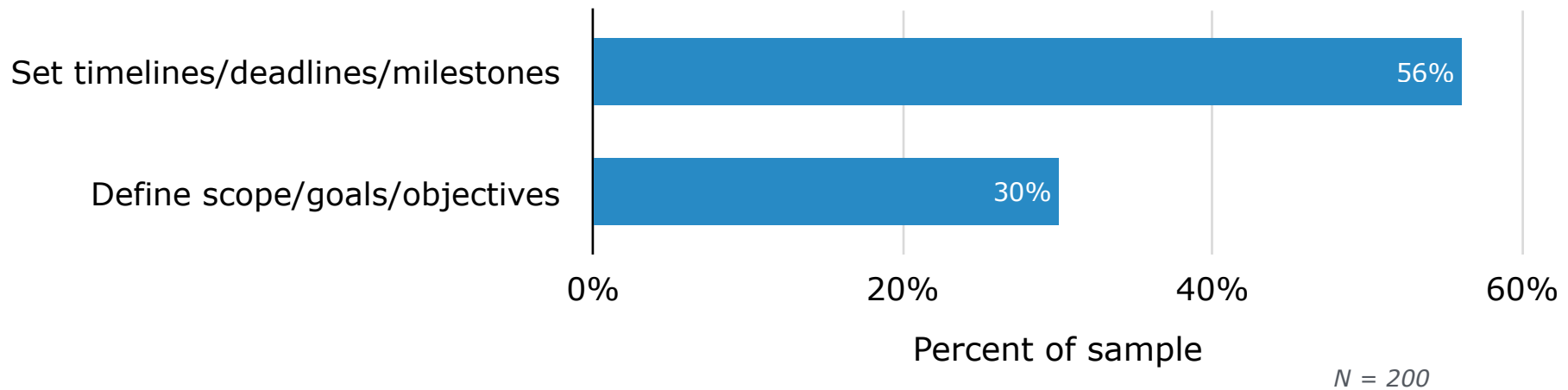
The greatest percentage of buyers in our sample request reporting and analytics (88 percent) and project planning functionality (86 percent).

Breakdown of Reporting & Analytics Requested Functionality



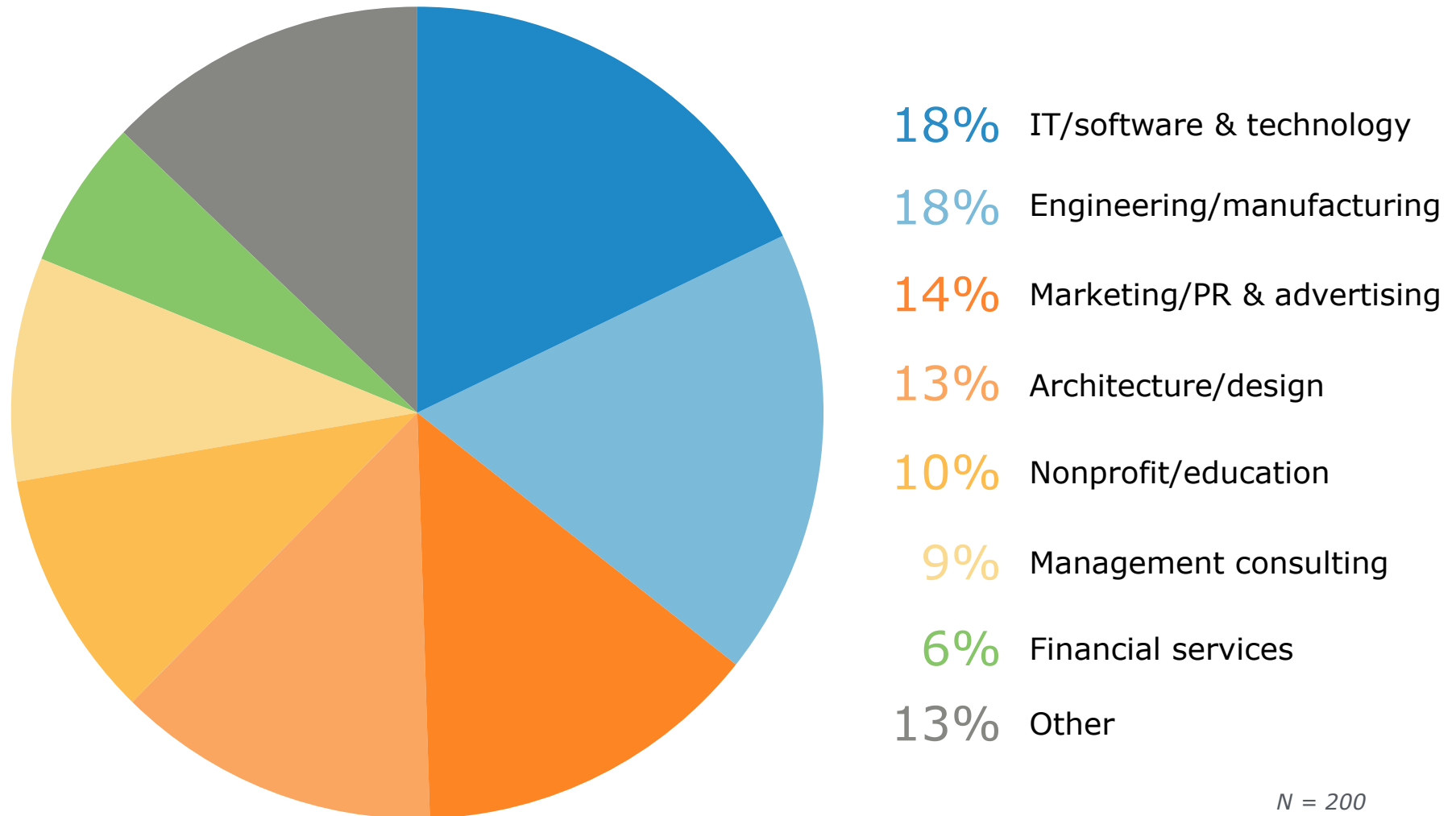
This category is comprised of buyers requesting reporting capabilities (48 percent), dashboard access (31 percent) and Gantt charts (9 percent).

Breakdown of Project Planning Requested Functionality



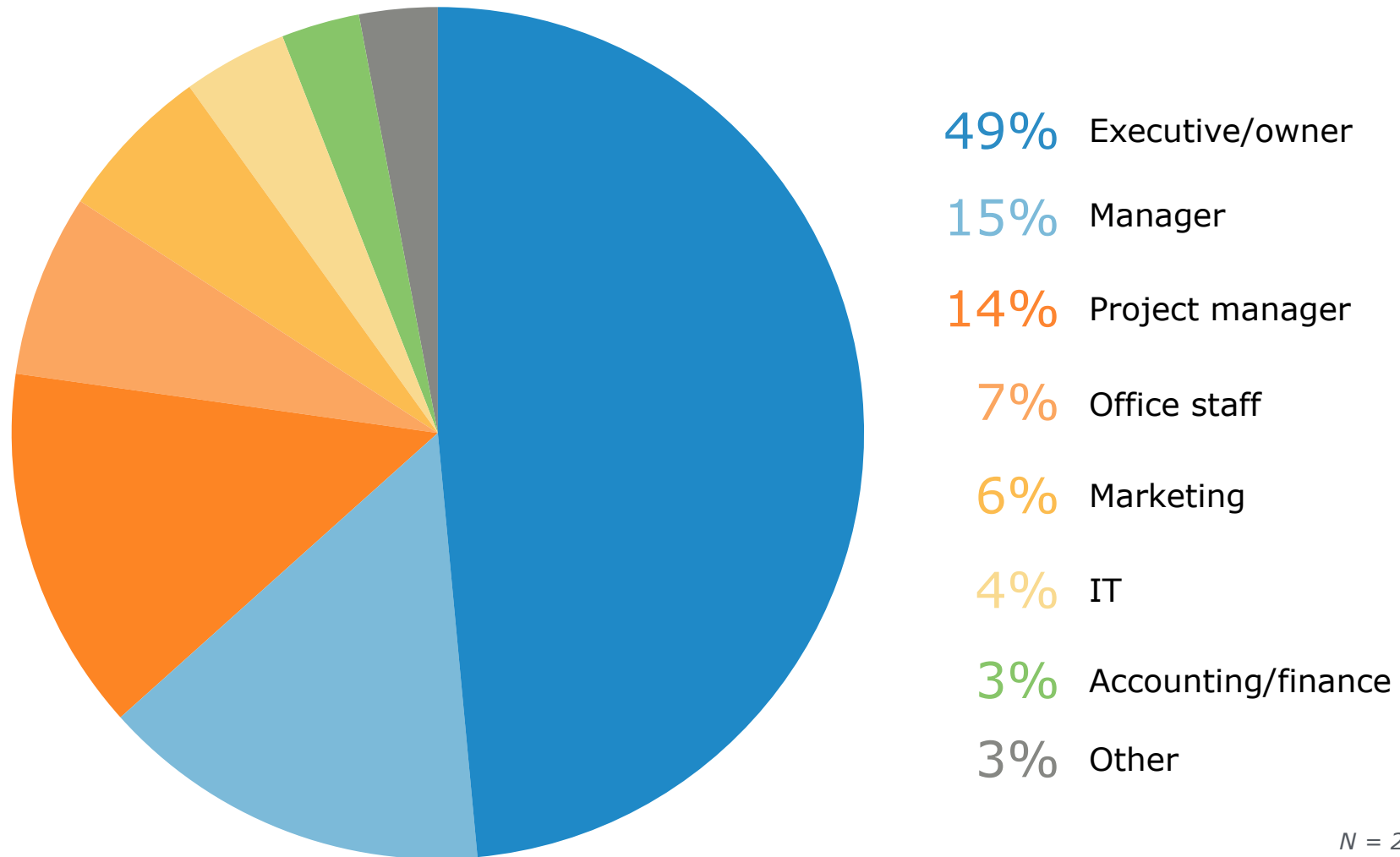
Here, buyers request the ability to set timelines, deadlines and milestones (56 percent); and to define scope, goals and objectives (30 percent).

Prospective Buyers By Industry



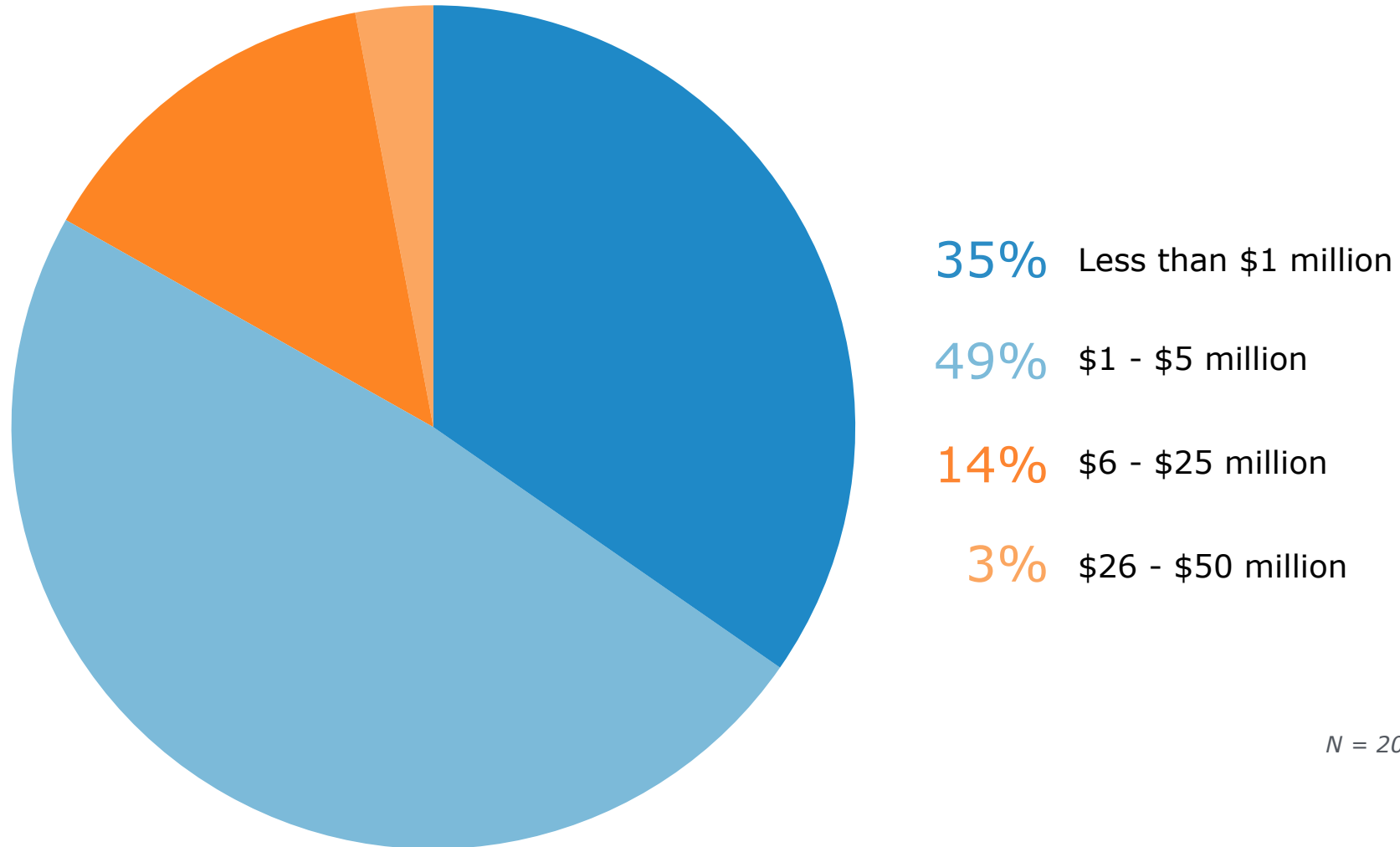
The top industries represented are: IT/software (18 percent); engineering/manufacturing (18 percent) and marketing/PR & advertising (14 percent).

Prospective Buyers by Job Title



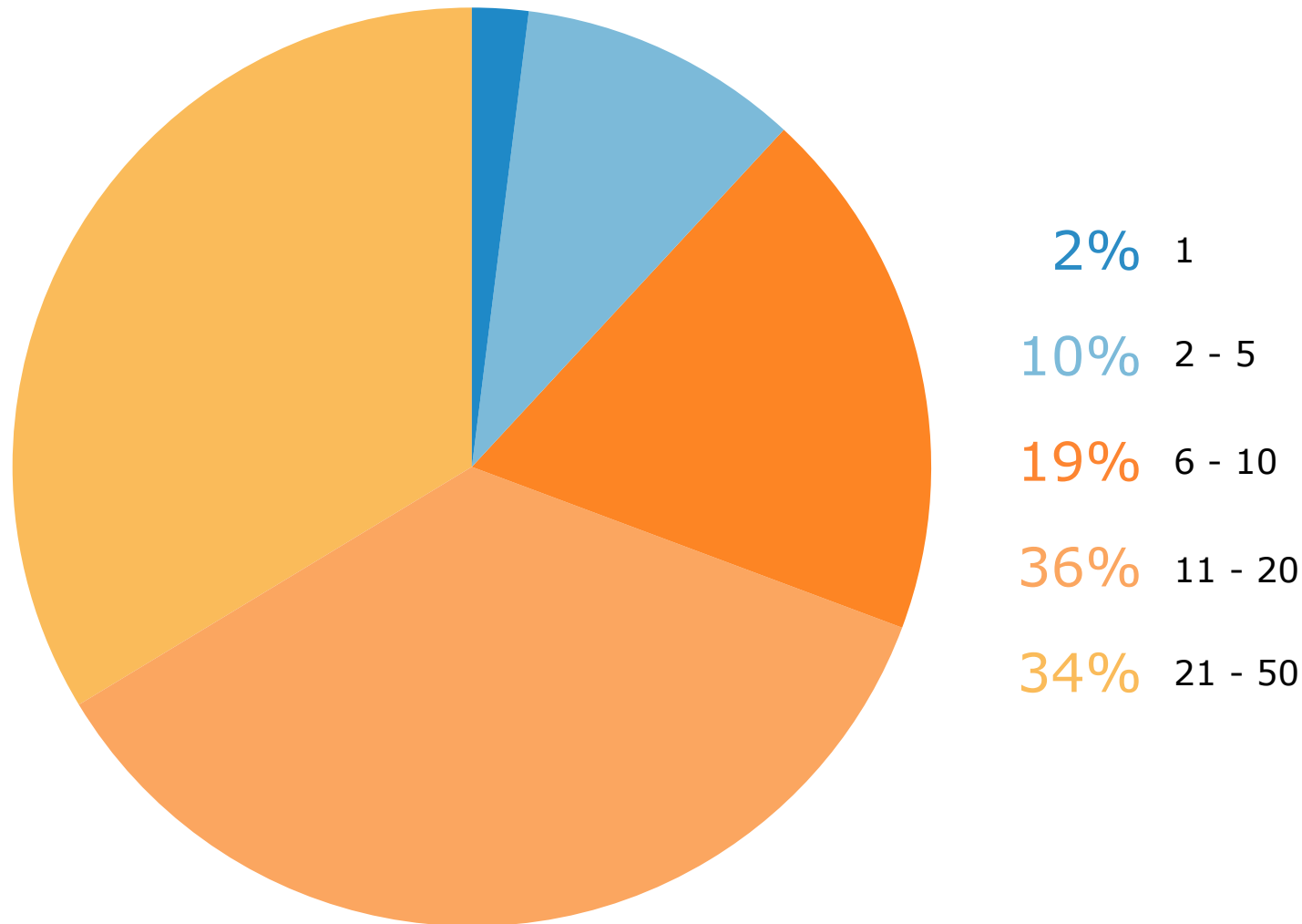
Nearly half of buyers sampled are executives or owners (of small businesses), while roughly 30 percent, combined, are managers or project managers.

Prospective Buyer Size by Annual Revenue



The heavy majority of buyers in our sample are from business with \$5 million or less in annual revenue (84 percent, combined).

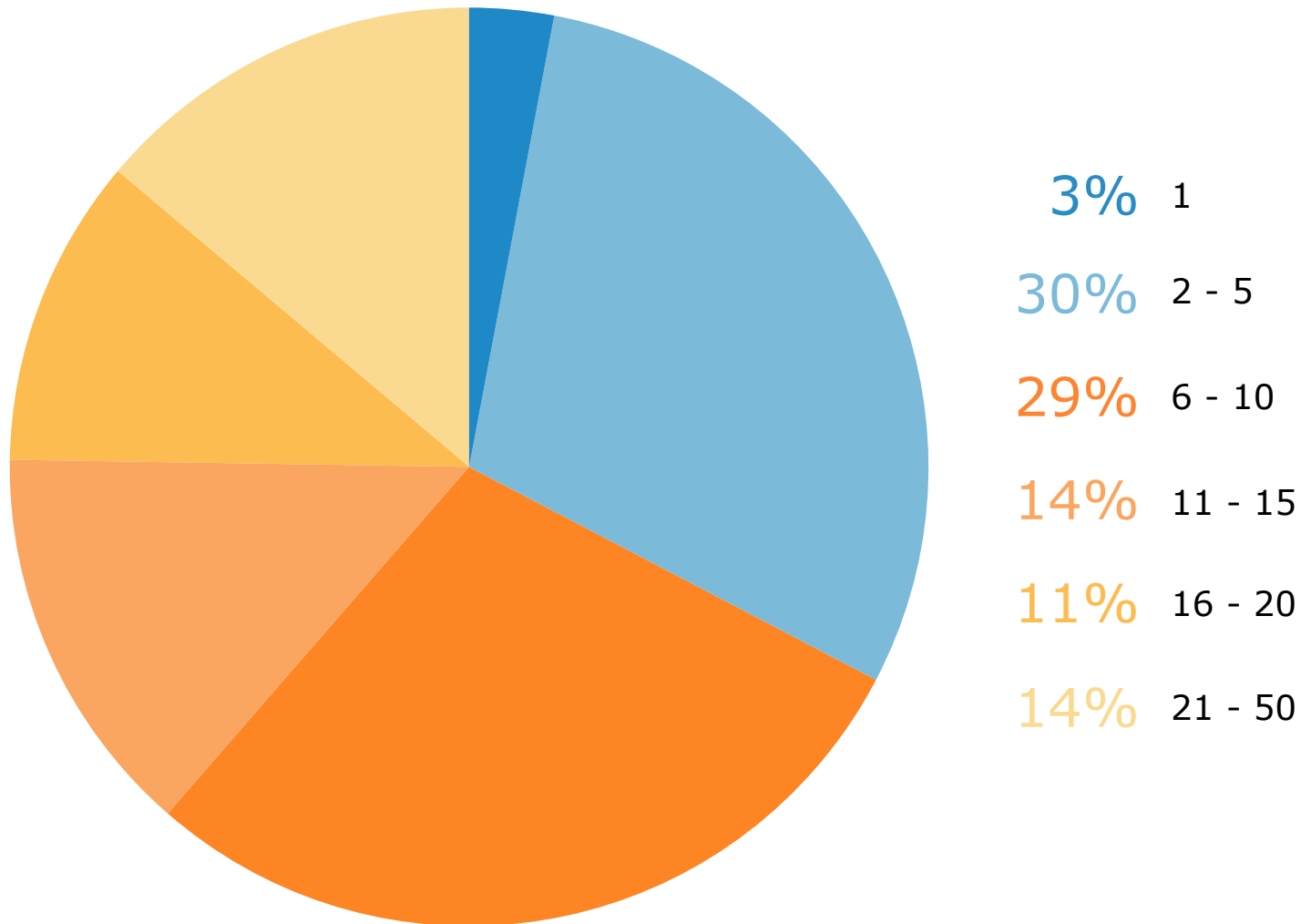
Prospective Buyer Size By Number of Employees



N = 200

The majority of buyers (70 percent, combined) are from businesses with between 11 - 50 employees. 30 percent (combined) have 10 or less employees.

Prospective Buyer Size By Number of Users



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.

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