

Software Advice BuyerView: Web-based Project Management Report

Insight into today's software buyer

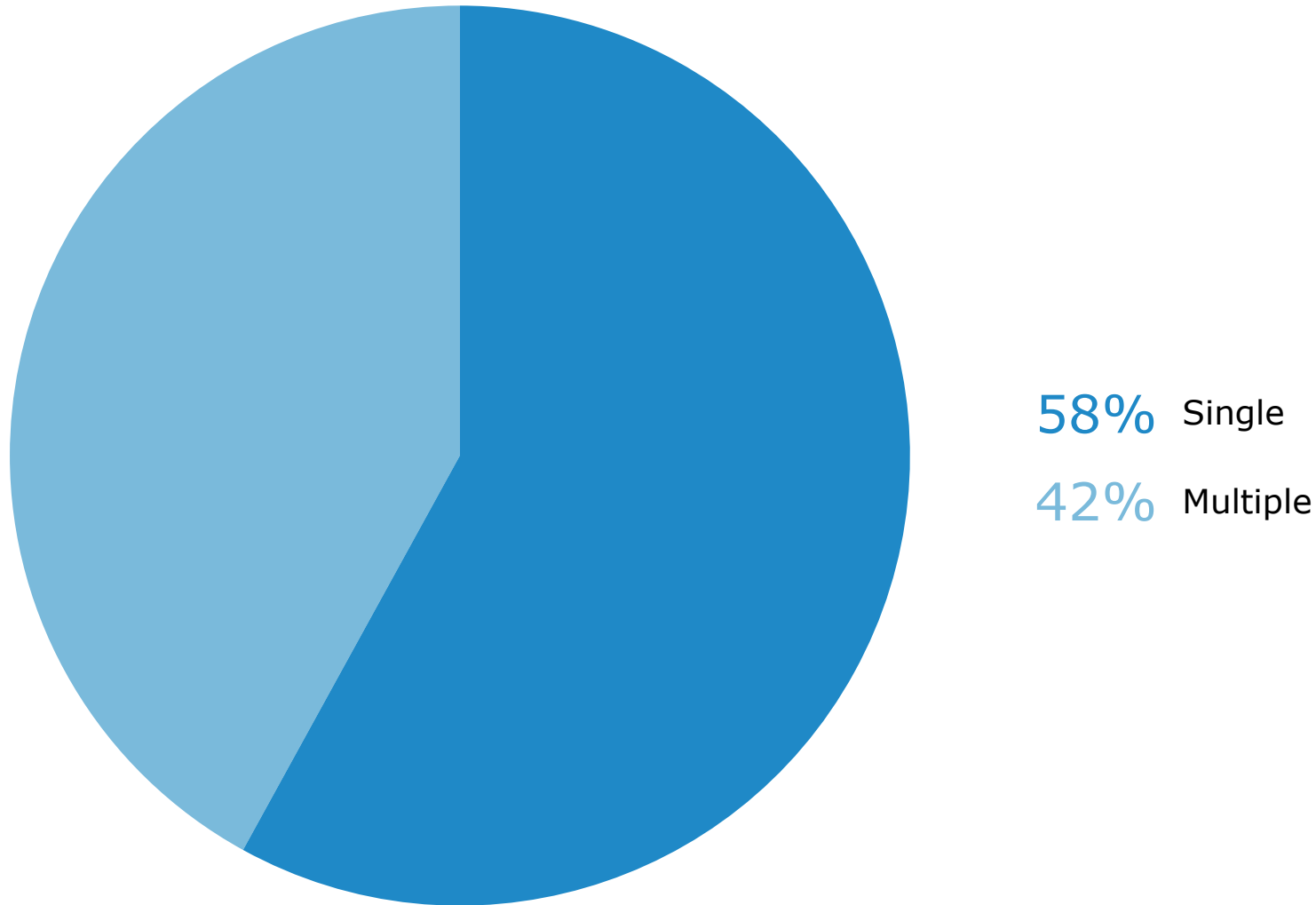
Abstract

In 2014, we talked to thousands of small businesses considering Web-based project management software. We tapped into a subset of the data to determine:

- What methods prospective buyers are currently using for their project management needs?
- Why are small businesses looking for Web-based project management software?

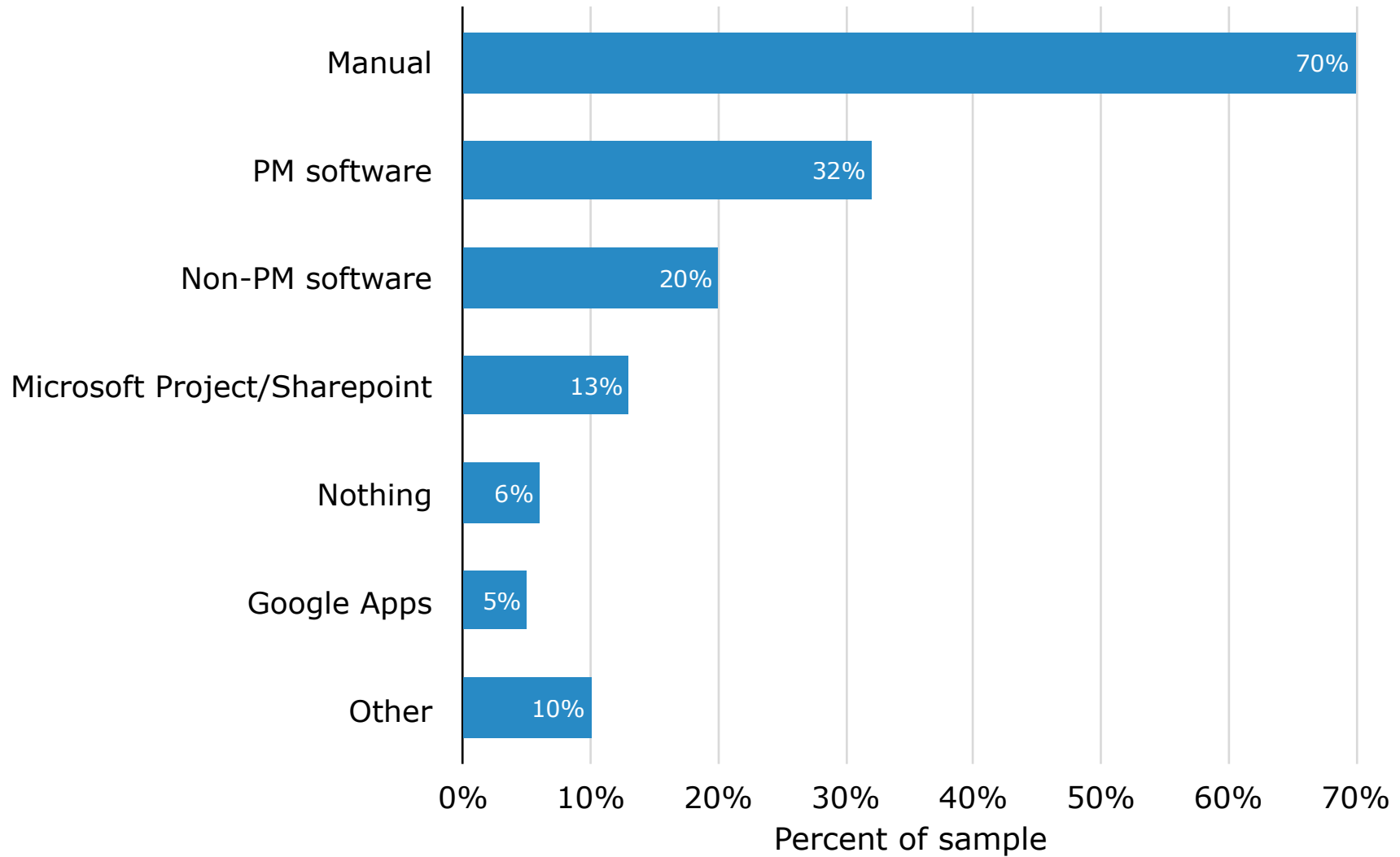
In 2014, Software Advice determined that 100 percent of small businesses with a deployment preference desired a Web-based deployment for their project management software. We took a closer look specifically at prospective buyers with a Web-based deployment to determine prevalence in desired features and patterns in current challenges. Our goal was to provide insight into what the challenges that small businesses face currently and how they believe Web-based project management software will address these challenges.

Number of Current Methods Used



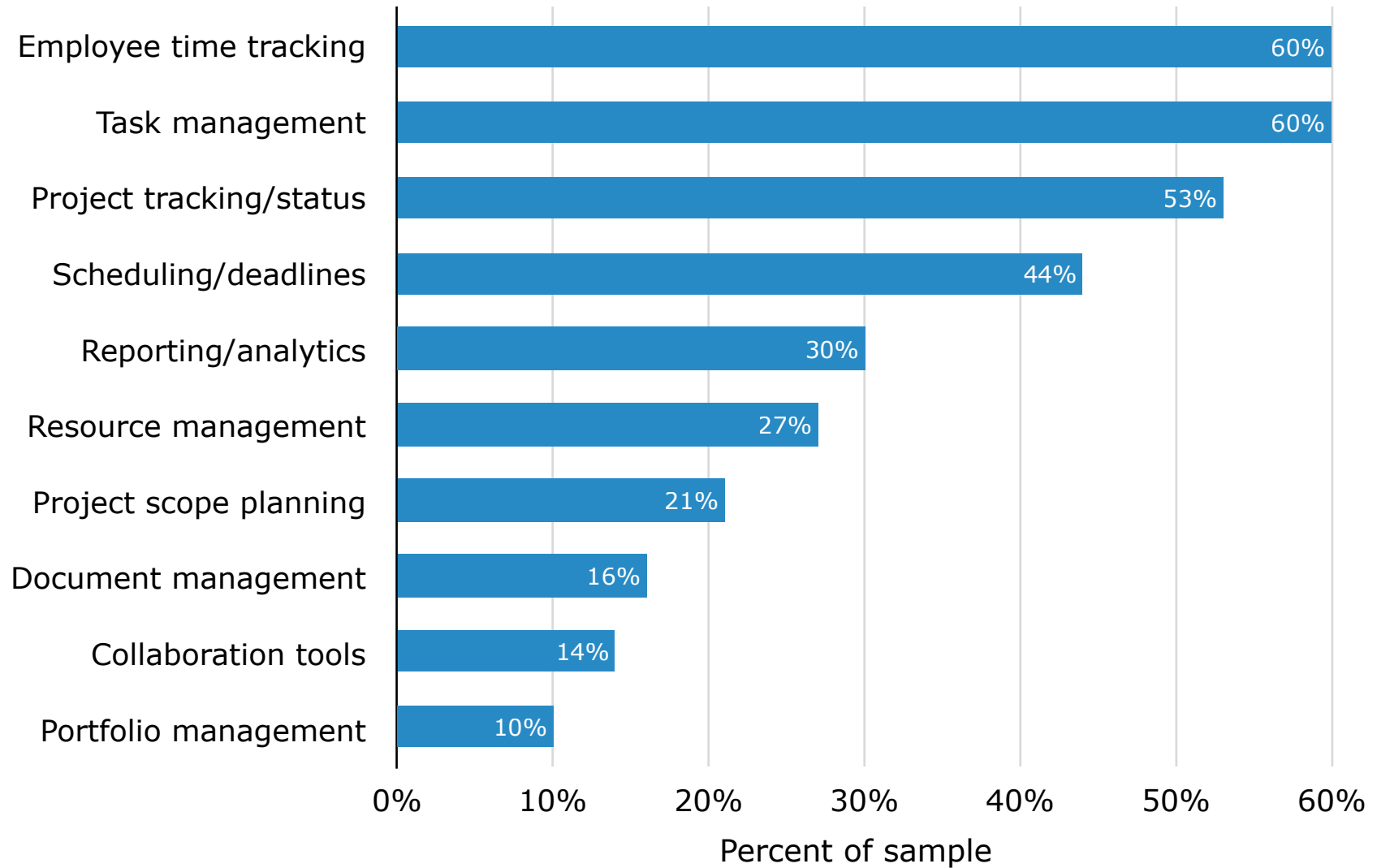
The majority of those seeking to purchase Web-based project management software currently use a single method for their project management needs.

Prospective Buyers' Current Methods



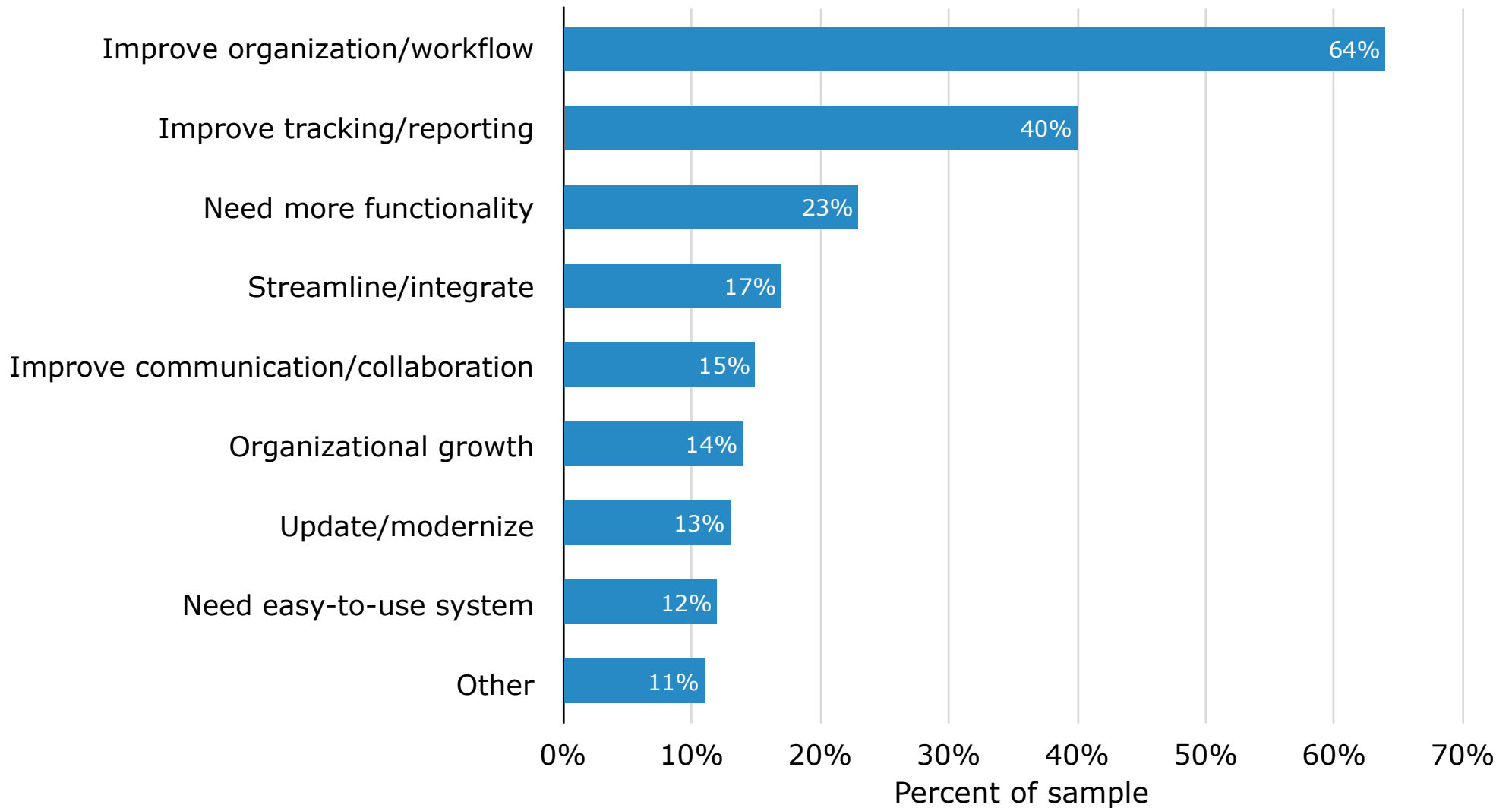
The vast majority of prospective buyers currently use manual methods and roughly one-third currently use some form of project management software.

Top-Requested Web-Based PM Software Functionality



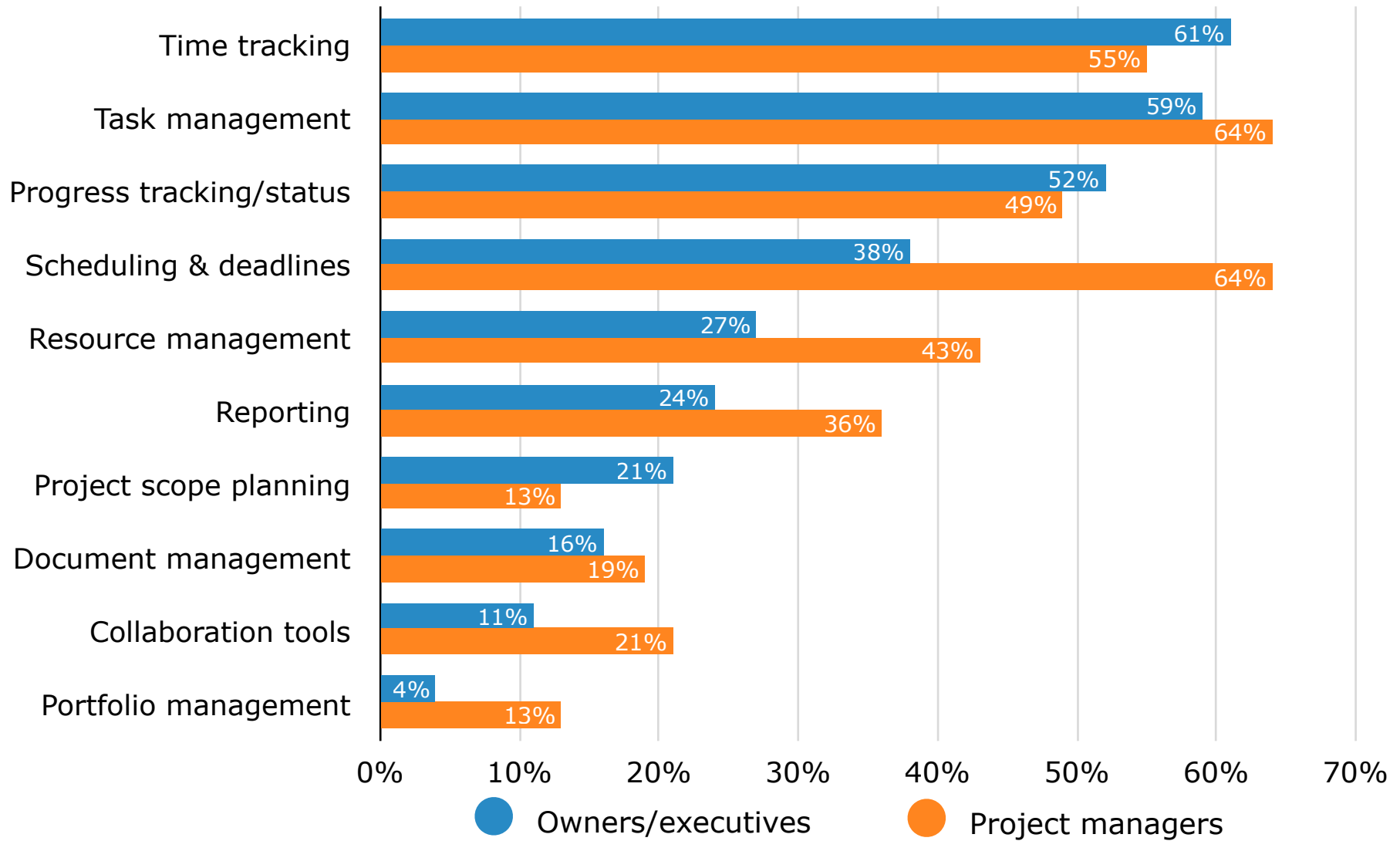
Most respondents want time-tracking and task management functionality in their Web-based PM software. A majority also want project tracking/status functionality.

Top Reasons for Evaluating Web-Based PM Software



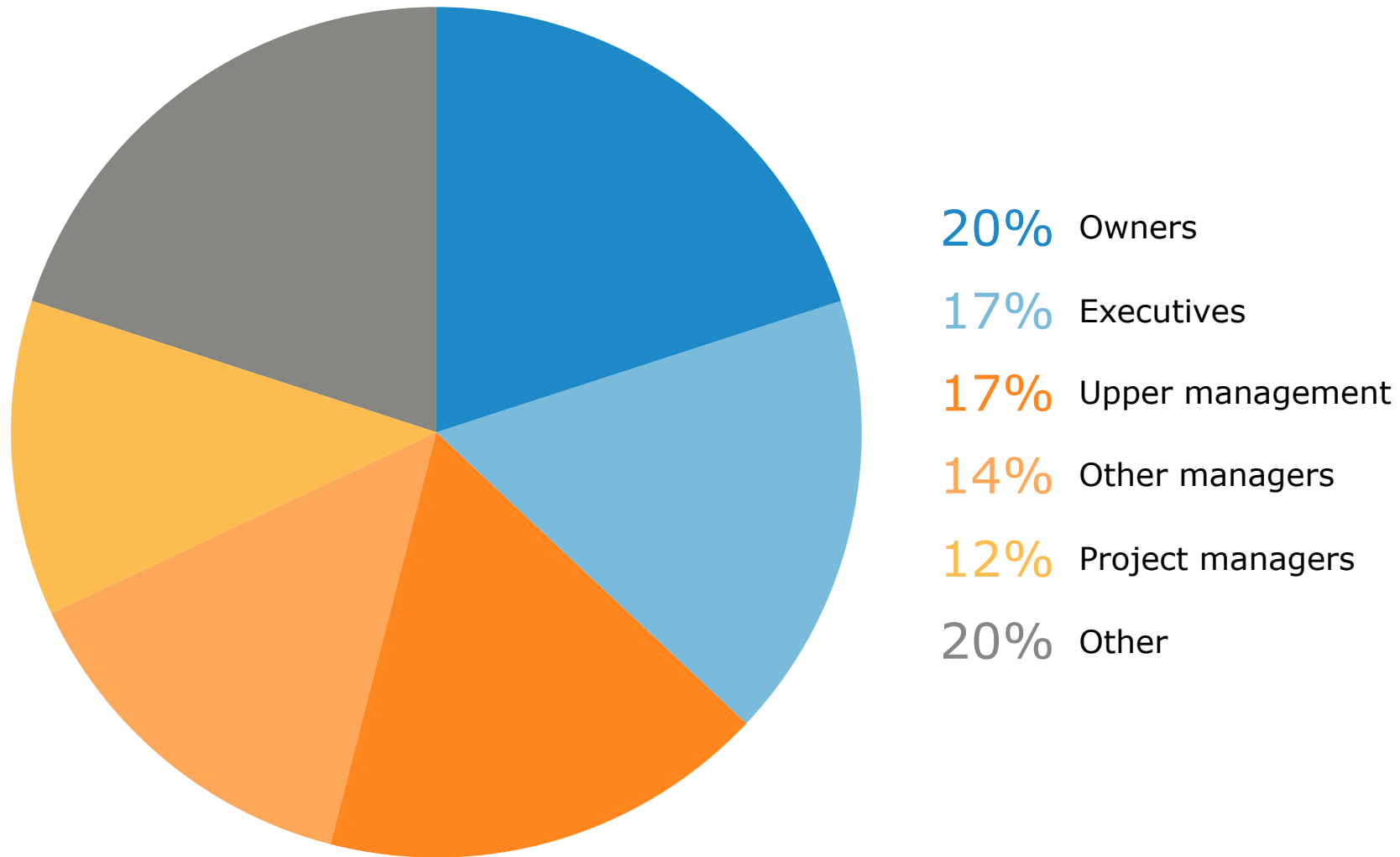
A majority of respondents want to improve workflow/organization through Web-based PM software. Forty percent want to improve their tracking/reporting.

Top-Requested Functionality, by Job Role



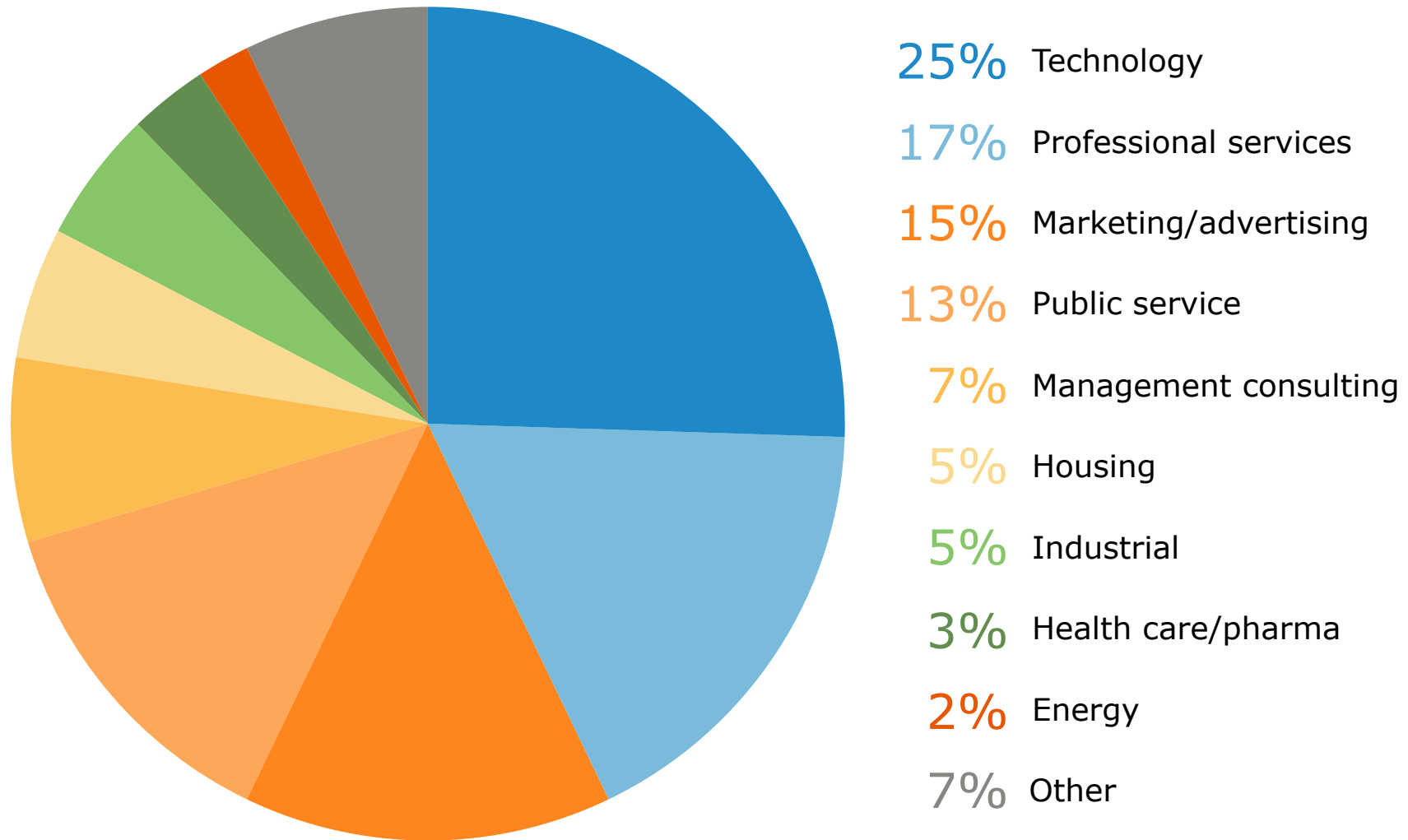
Project managers' most requested functionality is scheduling/deadlines. Owners' and CEOs' most requested functionality is time tracking.

By Role: Prospective Buyers



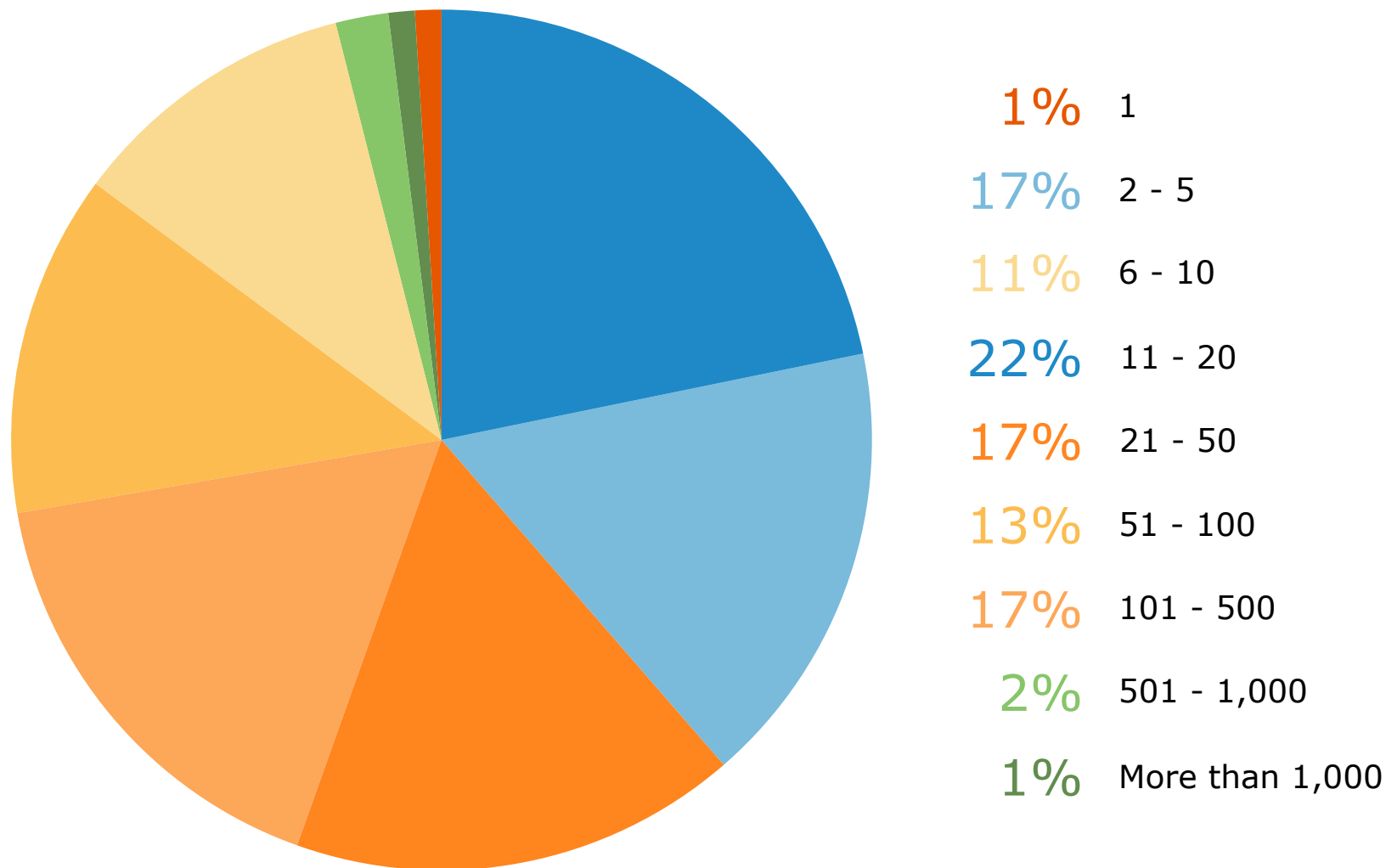
Twenty percent of prospective buyers identify themselves as owners, and 17 percent as executives. Twelve percent identify themselves as project managers.

By Industry: Prospective Buyers



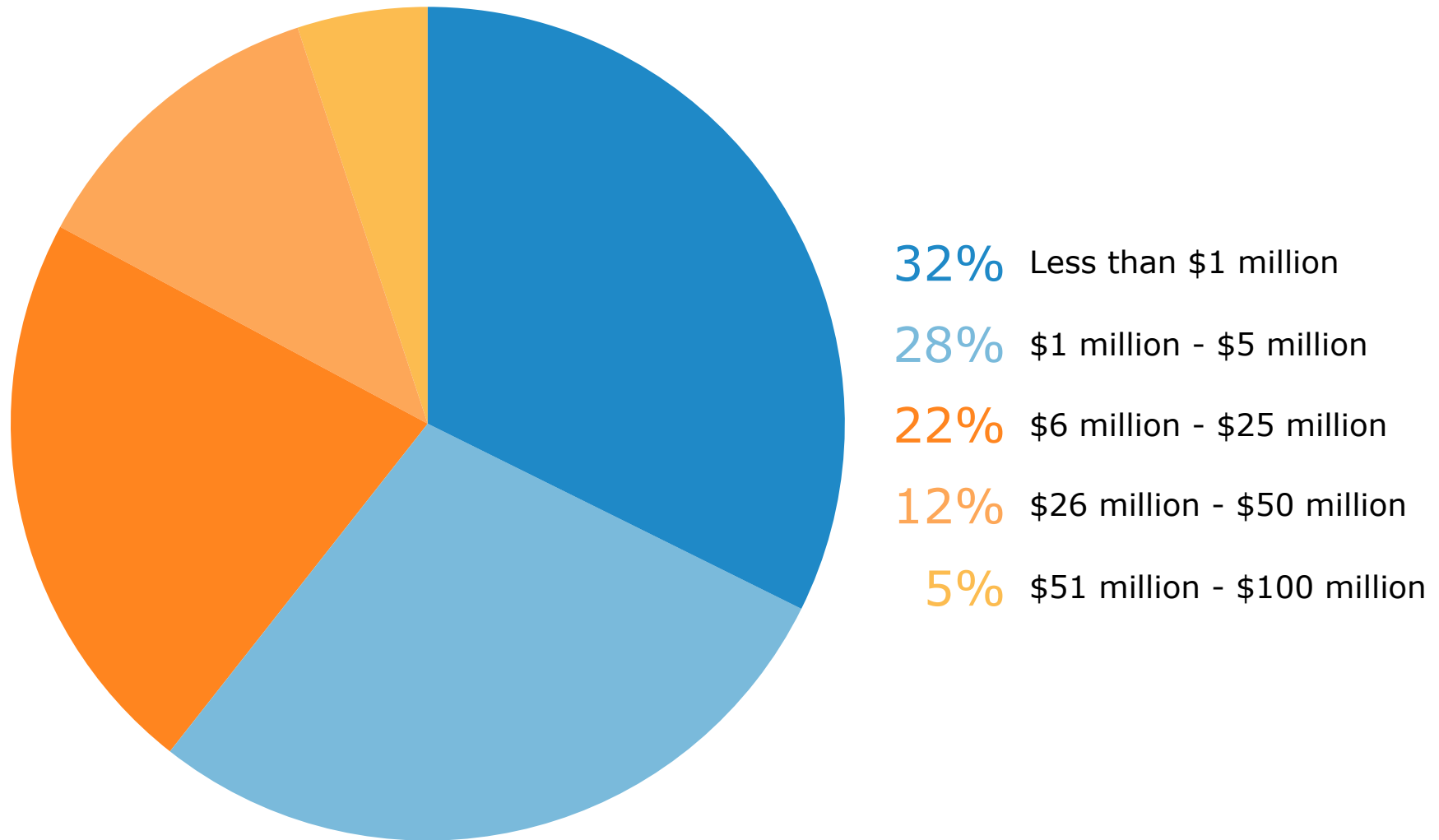
Twenty-five percent of prospective buyers identify their industry as technology. Seventeen percent say they are in professional services.

By Number of Employees: Prospective Buyer Size



Half of prospective buyers identify their company size as six to 50 employees. Twenty percent are from companies of 51 to 100 employees.

By Annual Revenue: Prospective Buyer Size



Nearly a third of prospective buyers have annual revenue of less than \$1 million. Half have revenues of \$1 to \$25 million.

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