

State of the Project Management Tools Market

Presented by Rob Hirschmann
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Agenda

- ⦿ Speaker Introduction
- ⦿ What are Project Management tools today
- ⦿ Trends Driving the Market
- ⦿ The Market Today
- ⦿ What COVID changed
- ⦿ Who are the key players
- ⦿ How do I/we prepare and act
- ⦿ Open Discussion/Q&A

Speaker Introduction



Rob Hirschmann, Partner, Projility

- ◉ 20+ years leading enterprise project and portfolio management strategies and initiatives for large organizations
- ◉ Background in project portfolio management, business process automation and enterprise collaboration
- ◉ MSProject user since 1994 (really...)
- ◉ Projility (www.projility.com) provider of Microsoft Project/PPM services and tools
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What do we consider a PM tool today?

The traditional concept of a Project management tool:

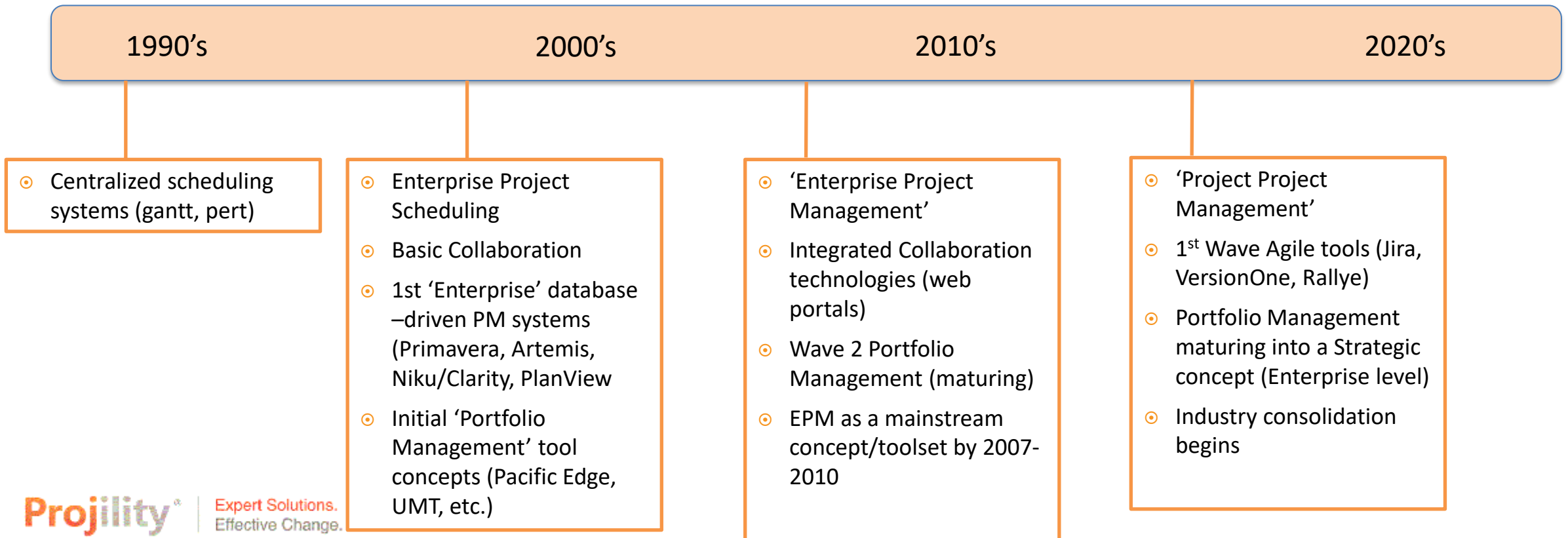
- ◉ Manages Project schedules
- ◉ Manages Project resources
- ◉ Collects Time
- ◉ Reports on Data
- ◉ Organizes project artifacts
- ◉ Organizes the portfolio
- ◉ Assists with Process automation throughout the PM lifecycle

This has changing.....

Trends

Important changes in early/mid 2010's:

- Agile as a mainstream methodology for IT development organizations
- Millennials entering workforce with 'iPhone-like' expectations for tools
- Emergence of 'Work Management' tools targeting 'information workers and 'occasional project managers' (Asana, Basecamp, Monday.com)
- Industry consolidation (Clarity/Rallye/Broadcom, PlanView/LeanKit/ProjectPlace, ChangePoint/Daptiv, Oracle/Prosight/Primavera)



What the Market Looks like Today

According to Gartner, we now have two distinct 'spaces' for Project Management tools:

Adaptive Project Management & Reporting*

- Support for multiple project and work management tools in a single enterprise as a requirement SEPARATE from strategic portfolio management for monitoring and decision making
 - Separates the work from the decision making
- Rejection of traditional PM tools and methods and 'adopting adaptive PM and reporting tools that support continuous delivery.'
- Emergence of new vendors (versus traditional players) to support these two different use cases

Strategic Portfolio Management**

- Maturing SROs, EPMOs/PMOs 'using technology-supporting strategy execution management, often as part of an integrated overall change-enabled solution.'
- 'SEM/SPM technologies will continue to evolve, supporting.... Scaled agile development activities, digital product portfolio management, and the mapping of investments to dependent applications or IT services.'

**April 2020 Gartner Market Guide for Adaptive Project Management and Reporting*

***November Gartner Market Guide for Strategy Execution Management Software*

What does this mean in reality?

- ◉ There's a good chance you will have multiple PM-related tools from multiple vendors in your environment
- ◉ Developing an integration strategy between the different types of work process and tools is a **great opportunity** for the PMO!
- ◉ You may be involved in evaluating tools you never would have looked at before, which may be a fit for 'non-traditional' project management or agile workflows. Examples:
 - ◉ Marketing (creative) project management
 - ◉ M&A, Operations Project Management
 - ◉ Facilities/Construction Project management
 - ◉ Digital Transformation Strategy Management

So, how do I start planning for this?

- ◉ Keep an open mind – new modern tools and work styles MAY be a good fit
- ◉ Focus on the business outcomes of the group with needs
- ◉ Develop a set of requirements for your tool(s) and map products to these
- ◉ Agile does NOT mean you don't do a formal set of requirements and evaluation for the right Agile tools (this happens A LOT!)
- ◉ Dig into the security of solutions you evaluate – web based tools also come with risks that may outweigh the user benefit
- ◉ Remember who is paying for the tool (the company, NOT the users!)

What COVID changed

- ◉ With everyone remote, PM and Work management technology became even MORE important
- ◉ Microsoft Teams versus Zoom battle is important
 - ◉ Teams as a 'modern OS' drives large enterprises to re-consider apps that fit into that structure
- ◉ Data sprawl is becoming prevalent again (Lotus Notes, SharePoint, now Teams...)
- ◉ As we move from chaos to control, we'll need better PM tools in BOTH areas to make decisions
 - ◉ What projects and work are we doing?
 - ◉ How is that work performing?
 - ◉ Where are the critical resources?
 - ◉ How do we plan and re-allocate work/money should something like this happen again?

Who are the Market Leaders (right now)

According to Rob...

Adaptive Project Management & Reporting

- ◉ Microsoft (Project/Azure DevOps/Planner/Teams)
- ◉ Clarity
- ◉ PlanView
- ◉ ChangePoint
- ◉ Atlassian (Jira/Confluence)
- ◉ Asana
- ◉ Clarizen
- ◉ Smartsheet
- ◉ Wrike
- ◉ Workfront

Strategic Portfolio Management

- ◉ Decision Lens
- ◉ GenSight (Healthcare)
- ◉ Mavin
- ◉ OnStrategy
- ◉ Shibumi
- ◉ Sopheon
- ◉ TransparentChoice
- ◉ Triskell Software
- ◉ UMT360

Q & A



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