

PROJECT MANAGEMENT SOFTWARE FOR GRAPHIC DESIGN

WITHOUT ACCOUNTING

PRODUCT	Clients & Profits ASAP	Creative Management	Job Tracker	OmniPilot Agency	Studio Manager
Year introduced	2005	2000	1995	2003	1996
Number of sites using the system	N/A	60-70	200	n/a	500
<i>Type of firm:</i>					
In-house departments	5%	5%	100%	15%	5%
Independent agencies	95%	95%	—	85%	95%
<i>Primary design discipline:</i>					
Graphic design	N/A	5%	100%	40%	75%
Web development	N/A	1%	—	10%	10%
Advertising	N/A	89%	—	40%	5%
Other	N/A	5%	—	10%	10%
<i>Size of firm:</i>					
Less than 10 employees	90%	45%	—	50%	79%
10 to 50 employees	10%	50%	—	46%	20%
More than 50 employees	—	5%	100%	4%	1%
<i>Main features of the system:</i>					
Contact tracking/CRM	Yes	Yes	Yes	Yes	Yes
Estimating	Yes	Yes	Yes	Yes	Yes
Tracking of actual time and materials	Yes	Yes	Yes	Yes	Yes
Invoicing	Yes	Yes	Yes	Yes	Yes
Resource management, task-level assignments, milestones	Yes	Yes	Yes	Yes	Yes
General ledger accounting	No	No	No	No	No
Group collaboration, extranet, digital asset management	No	Yes	Yes	Yes	No
If no general ledger, what accounting software should be used with it	Any	Quickbooks	Clients & Profits	QuickBooks	Any
Available for outright purchase	No	Yes	Yes	Yes	Yes
Mac or Windows or Cross-platform	—	Cross-platform	Cross-platform	Cross-platform	Cross-platform
One-time purchase price starts at	—	\$1,500	\$7,799	\$489 per license	\$795 for a single user
Available on a subscription basis	Yes	No	No	No	No
What browser does it use	Safari, IE, FireFox	—	—	—	N/A
Monthly subscription price per user	\$30 for 1st user, \$5 for each additional	—	—	—	N/A
Minimum subscription amount	\$30	—	—	—	N/A
Training for new users	web-based tutorials	30 days free phone support & training available if needed	classroom, online, or onsite available	4 one-hour live lessons, unlimited email support	users manual, pay for phone support or onsite training configured for each site
Annual price for user support	included (forums only)	FileMaker Pro	15% of software price	optional: \$1,150	
Underlying database program	MySQL/PHP		Omnis Studio	FileMaker Pro	FileMaker Pro

WITH ACCOUNTING

Studiometry	TimeFox	Traffic	Clients & Profits	Workamajig (formerly Creative Mgr Pro)	JobOrder	Rebus
2003 est 2,500	2001 Over 1,800	2002 220	1986 2,500	2000 1,400	1995 More than 100	1991 400
20%	5%	5%	15%	15%	20%	4%
80%	95%	95%	85%	85%	80%	96%
30%	55%	65%	20%	40%	50%	41%
25%	15%	8%	10%	25%	—	22%
30%	25%	25%	70%	35%	50%	24%
15%	5%	2%	—	—	—	13%
80%	81%	55%	—	10%	10%	8%
15%	18%	40%	75%	60%	70%	72%
5%	1%	5%	25%	30%	20%	20%
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	No	yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
No	No	No	Yes	Yes	Yes	Yes
Yes	No	Yes	Yes	Yes	Yes	No
Quickbooks	QuickBooks, MYOB	MYOB, Quickbooks, Sage	(Included)	(Included)	(Included)	(Included)
Yes	No	Yes	Yes	Yes	Yes	Yes
Cross-platform	—	Cross-platform	Cross-platform	Cross-platform	Cross-platform	Cross-platform
\$190 for 1st user, \$100 for each additional	—	\$10,000 for 5 users	\$4,995-\$29,995	\$10,495 for 10 users, up to \$72,000 for 100 users	\$29,900 for 10 users	\$6,290 for 1st user
No	Yes	No	No	Yes	No	No
—	Safari, Firefox, IE, Netscape	—	—	Safari, Firefox, IE	—	—
—	\$5	—	—	\$38	—	—
—	\$35 for 1st user, \$5 for each additional	—	—	10 users	—	—
free online support & videos	unlimited phone, web, e-mail	full training online or onsite	classroom, online, or onsite	setup & web training included onsite assistance available	includes setup & training onsite & online	onsite & online
\$269/year phone support XML	free MS SQL	User support, maintenance and up FileMaker Pro	15% of software price Omnis Studio	N/A - support is included MS SQL	\$6,250 for additional 50 hours 4th Dimension	depends on number of users Omnis Studio