

2016

Product Management Tools Report

This report specifically focuses on the Product Management Tools used by respondents to the annual Product Focus survey. In particular, we explore the common tasks facing product managers and the tools they most frequently use.

We also identify and review the Top-10 online tools in the annual Product Focus survey.

568 people completed this year's survey from 460 companies. They were mainly from the UK (50%) and other European countries (41%). And of those that responded 24% were Head of Department, Director or VP level.

All the responses for this report were gathered in January 2016.

Please note: we use the term product managers to refer to product managers and product marketers unless specifically stated.

Executive Summary

Most product managers use generic tools like Microsoft Word, Excel and PowerPoint to do different parts of their job. However, there is a growing number of dedicated online tools targeted at product managers. We call these 'Product Management Tools' in this report.

These tools help make product management more efficient when doing the administration part of their job. Arguably, improving the administration of information also speeds up the cognitive process. Writing content and managing information occupies a good proportion of a product manager's day. Therefore, it is necessary and preferable to make administration as efficient as possible.

Some of the tools help product managers by offering what is considered a best practice approach to doing parts of the job

When considering a Product Management tool, it's important to understand how it will fit in or improve existing processes within the business and how this will impact other departments.

It's a fast moving market with new entrants coming (and going) all the time and new functionality being added regularly.

Each vendor uses different language to describe their tools which can make it difficult to make comparisons. Hence, the report helps to sift through the myriad of choices and highlight some of the most commonly used tools.

It may not be surprising to find out that more online product management tools are used within companies that adopt an Agile rather than a Waterfall or traditional methodology.

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Introduction



All the trademarks and tradenames referenced in the report are the property of their respective companies.