

# Best Business Tools 2019

Methodology

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# Overview Methodology – Best Business Tools 2019

Newsweek's definitive list of business software and software services

- For the first time, Newsweek and Statista are honoring the Best Business Tools by user opinion, recognizing the best providers of business software and software services in 54 software categories.
- The Best Business Tools were chosen based on a nationwide survey of more than 10,000 professional users of software and software service providers. There has been an additional evaluation of Gen Z users (users born 1995 and later) – more than 1,500 Gen Z customers completed the survey.
- The survey was administered using an online access panel. In addition, young entrepreneurs from US business schools have been invited to take the survey by Newsweek. The survey took an average of 10 minutes to complete and the field period ran in March 2019.
- In the 54 categories (see detailed list of categories on pages 3 and 4) participants<sup>1)</sup> were asked to identify all providers of business software and software services they know and have used before. Within each category the participants could choose from an autofill list of providers of software and software services. The autofill list was compiled through research in relevant online registers (e.g. Capterra, GoodFirms, FinancesOnline). In addition any other additional provider of software and software services could be named by the participants. In case a participant named a software or software service and not the provider itself the nomination was assigned to the provider. The survey then examined the participant's willingness to recommend the provider and asked them to rate the provider in the following criteria (see more details on page 5):
  - Trust
  - Service promise
  - Reliability
  - Security
  - Improvement
  - Satisfaction
- Each participant evaluated several providers of business software and software services: more than 71,000 evaluations have been collected. For every provider, a weighted score from 0 to 100 was calculated using the criteria above (see more details on page 7).
- In each category, the providers with a score of 75 and higher have been awarded. Therefore, the number of recognized providers for each category varies. In total, 416 business software and services were awarded in the 54 categories. The provider with the highest score among Gen Z users has been marked as "Gen Z Favorite".

# Software and Software Services in 54 Categories (1/2)

## Overview of Categories

### Administration & Organization

- ✓ Compliance Management Software
- ✓ Document Management Software (DMS)
- ✓ Enterprise Content Management (ECM)
- ✓ Enterprise-Resource-Planning Software (ERP)
- ✓ Project Management Software
- ✓ Scheduling Software
- ✓ Managed Print Services

### Marketing & Sales

- ✓ Marketing Automation Software
- ✓ CRM Software
- ✓ SEO Software
- ✓ Email Marketing Software

### Human Resources

- ✓ Applicant Tracking Software
- ✓ E-Learning Software
- ✓ Performance Appraisal Software
- ✓ Expense Report Software
- ✓ HR Software
- ✓ Time Tracking Software
- ✓ Payroll Software
- ✓ Talent Management Software

### Communication

- ✓ Enterprise Internet Provider
- ✓ Mobile Provider for Businesses
- ✓ Online Collaboration Tools
- ✓ Online Meeting Tools
- ✓ VoIP Software
- ✓ Webhosting

### Finance & Reporting

- ✓ Business Intelligence Software
- ✓ Financial Reporting Software
- ✓ Accounting Software
- ✓ Business Process Management Software
- ✓ Statistical Analysis Software
- ✓ Tax Software
- ✓ Data Visualization Software
- ✓ Billing and Invoicing Software

### Production & Warehouse Management

- ✓ CAD Software
- ✓ Warehouse Management Software
- ✓ Manufacturing Execution Systems (MES)
- ✓ Supply-Chain-Management Software (SCM)
- ✓ Production Scheduling Software
- ✓ Transportation

# Software and Software Services in 54 Categories (2/2)

## Overview of Categories

### **Audio, Video and Image Editing**

- ✓ Audio Editing Software
- ✓ Image Editing Software
- ✓ Video Editing Software

### **IT-Security**

- ✓ Backup Software
- ✓ IT Security Software
- ✓ Access Control Systems
- ✓ Anti-spam Software
- ✓ Antivirus Software

### **Cloud Services**

- ✓ Infrastructure-as-a-Service (IaaS)
- ✓ Platform as a Service (PaaS)
- ✓ Software as a Service (SaaS)

### **Payment & E-Commerce Software**

- ✓ Payment Service Provider (PSP)
- ✓ Mobile Payment Systems
- ✓ E-Commerce Software
- ✓ POS Software

# The study is based on an extensive survey

Over 10,000 professionals surveyed

The survey was conducted using an online access panel, providing a sample of more than **10,000 professionals who use the software**. Professionals from all age groups and regions were included in the survey. There has been an additional survey for young entrepreneurs, which were invited by Newsweek. Each of the participants evaluated several providers: more than 71,000 evaluations have been collected in total.



**Online access panel**

An online access panel is a sample group created by a survey administration company; the sample groups can be used for custom-built surveys. People register and agree to take part in online surveys.



**Young Entrepreneurs**

The study has a special focus on Gen Z users (users born 1995 and later). Therefore, young entrepreneurs from business schools have been invited to the survey by Newsweek.



> 10,000 participants use professional software at work  
> 71,000 evaluations of providers

# Overview of questionnaire and survey logic

## Survey among professionals

- The survey was administered using an online access panel. Students from US business schools were also invited for an additional sample.
- More than 10,000 professionals took part in the survey and evaluated software and software service providers
- The sample included 1,500 Gen Z participants
- Participants importance of criteria examined to evaluate software and software services from their point of view

### Step 1

- **Selection** of categories, that the survey participant is familiar with, from the list of 54 categories

### Step 2

- **Nomination** of providers<sup>1)</sup> that the participant knows and has experience with (per category).

### Step 3

**Evaluation** of every named provider on 10 **point likert scale**:

- **I trust the software of this provider**
- How likely is it, that you would **recommend** the software provider?

### Step 4

**Evaluation of detailed criteria** on a 10 point likert scale:

- The software fulfills its **service promise**
- The software of this provider **is very reliable**
- The software of this provider is **safe**
- The software of this provider is **continuously improved**
- Are you **satisfied** with the software provider?

1) Within each category the participants could choose from an autofill list of providers of software and software services. The autofill list was compiled through research in relevant online registers (e.g. Capterra, GoodFirms, FinancesOnline). In addition any other additional provider of software and software services could be named by the participants. In case a participant named a software or software service and not the provider itself the nomination was assigned to the provider.

# Detailed outline of Scoring Model

Calculation of a score for each provider in every software category

- For every provider, a weighted score from 0 to 100 was calculated using 8 criteria.
- Trust is the criteria with the highest weight (it accounts for 30% of the total score).
- A provider receives the “**Best Business Tools**” award in a category if it achieved a **total score of at least 75** out of 100



# Result: tables of the best business tools in each category

The lists are sorted alphabetically

## Example: Billing and Invoicing Software

Provider	Software/Solution Examples (selection)	URL	Total Score	Gen Z Favorite <sup>1)</sup>
FreshBooks	FreshBooks	freshbooks.com	76,9	
Intuit	QuickBooks	quickbooks.intuit.com	83,1	✓
Microsoft	Dynamics 365, Microsoft Invoicing	dynamics.microsoft.com	79,7	
Stripe	Stripe Billing	stripe.com	79,5	
Zoho	Zoho Invoice	zoho.com	78,8	

## Example: Image Editing Software

Provider	Software/Solution Examples (selection)	URL	Total Score	Gen Z Favorite <sup>1)</sup>
Adobe	Adobe Photoshop, Adobe Lightroom, Illustrator, InDesign	adobe.com	86,7	✓
Alien Skin Software	Exposure X4	alienskin.com	77,4	
Bohemian B.V.	Sketch	sketch.com	75,1	
GIMP	GIMP	gimp.org	75,1	
PhaseOne	PhaseOne Capture One, Media	captureone.com	76,0	
Serif	Affinity Photo	affinity.serif.com	78,4	

**IN EACH  
CATEGORY THE  
SOFTWARE TOOLS  
AND SERVICES  
WITH A SCORE OF  
75 AND HIGHER  
WERE AWARDED**





# Best Business Tools partner network

Overview of involved parties

**Newsweek**

## About Newsweek

Newsweek is a premier news magazine and website that has been bringing high-quality journalism to readers around the globe for over 80 years.

Newsweek provides the latest news, in-depth analysis and ideas about international issues, technology, business, culture and politics. In addition to its online and mobile presence, Newsweek publishes weekly English print editions in the United States, Europe/Middle East/Africa and Asia as well as editions in Japanese, Korean, Polish, Serbian and Spanish.

[newsweek.com](http://newsweek.com)

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