

IDC PERSPECTIVE

Evaluating Project Management and Collaborative Work Management Solutions with Smartsheet and Customer Reference Context

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EXECUTIVE SNAPSHOT

FIGURE 1

Executive Snapshot: Assessing Collaborative Work Management in Conjunction with Project Management

The digitalization of work, including a need for adoption ease and business flexibility, drives engagement with work management in conjunction with and/or augmenting project management tools. Users seek products to enable collaboration with highly configurable workflow; ergonomic, intuitive user interfaces; and an adaptive multitenant and/or hybrid cloud for an easy on-ramp. Evolving analytics with machine learning (ML) and artificial intelligence (AI) improves resource use, collaboration, planning, prioritization, and metrics.

Key Takeaways

- Whether a global pandemic that drastically shifted organizations to digitization with remote work mandates or the "next normal," a need for work management tools to help enable project management is increasing.
- As core benefits, collaborative work management along with project management can drive improved adoption, collaboration, and execution across teams via cloud-based execution.
- Configurability supports contextualized use; workflow and business process support adaptability.
- Updated, consistent, "active" data provides a basis for effective reporting, as digital coworkers contribute information and increasingly leverage emerging ML and AI analytics for improved execution.

Recommended Actions

- Assess the work management functional capabilities needed, complementing required project and portfolio management capabilities. In some instances, work management alone may be sufficient.
- Evaluate vendors with context for their ability to help create organizational/cultural change by leveraging workflow and business process support.
- Take advantage of the adoptability of work management automation and benefits of current data creation and access along with project management, to help enable cultural change and an on-ramp to engagement and systemic use.

Source: IDC, 2021

SITUATION OVERVIEW

The digitalization of work and ease of adoption and organizational approaches drive engagement with work management solutions. Increasingly, companies seek products that enable collaboration with a highly configurable workflow; ergonomic, intuitive user interfaces; and adaptive multitenant cloud and/or hybrid architectures for an easy on-ramp. Emerging analytics with machine learning (ML) and artificial intelligence (AI) are evolving for proactive reporting and analytics to improve resource usage, coordination, planning, prioritization, and metrics.

Whether during a global pandemic that drastically shifted organizations further toward digitization with remote work mandates or the "next normal," the need for automated tools to enable work management to augment (and/or shift) project and portfolio management (PPM) approaches is increasingly becoming a necessity for businesses. We see growing client inquiry associated with work management evolving from queries that were previously focused on PPM alone. As organizations modernize their approaches to work and resource allocation with teams that are themselves increasingly digitized and cross-functional, we observe the following trends:

- As core benefits, work management automation helps enable improved adoption, collaboration, and execution across teams via intuitive, cloud-based solutions.
- Configuration support enables contextualized usage for these products, and workflow incorporation and the interweaving of business process support provide adaptability for competitive execution.
- Updated, consistent "active" data provides a basis for effective reporting, and digital coworker contributions will leverage emerging support for AI and ML resulting in advanced analytics to help augment and automate tasks (including intelligent process automation).

Project execution during a perilous worldwide health crisis with challenging economic and political environments demands adaptive work management execution and prioritization, and we saw demand for these capabilities driving strong engagement for major and innovative work management vendors in CY20 moving into 2021-2022.

More generally, the increasing role and complexity of resource usage and allocation across businesses support ongoing engagement with work management, augmenting the market for PPM adoption with team collaboration capabilities. In addition to targeted best-of-breed (BoB) work management vendors, we see major PPM providers evolving their work management support through acquisitions (and, in some cases, organically), which we expect will continue to play a role for increased user adoption at least through 2024.

Company Overview

Smartsheet, launched in 2005 and headquartered in Bellevue, Washington (with over 1,900 employees as of the beginning of the first quarter of CY21), provides its Smartsheet platform – a cloud-based software that combines project and task management, timelines, and automated workflows for collaboration (including conversations within the application), reporting, and dashboards. Smartsheet has significant focus and execution with product capabilities for content collaboration and workflow, leveraging an engaging interface with its spreadsheet origins, and relevant acquisitions, as the company continues to evolve. Smartsheet's intuitive product enables organizations to use simple rules

so that business users (and others) can create workflows without having to write code, complex formulas, or access to IT support. Project managers can establish automated updates to engage project participants with prompts for activities and/or project context. Customers cited benefits of the Smartsheet work collaboration capabilities for communication ease across teams. In addition to managing business and IT collaboration for project management and workflow, a major agricultural company (with 3,000 employees) leveraged Smartsheet to enable easy reporting of onsite safety issues, going from 11 reported issues in the prior year to 120 issues in just three months of having the application (after it was created by a business user in Smartsheet). Ease of access and workflow for updating users for critical updates has been a key benefit to a reference company that provides urgent medical care support internationally and requires speedy access to resources for emerging medical issues across the world, which Smartsheet enables for the reference company's teams. Smartsheet's customer support is vibrant and responsive according to these references and other clients, and the company enables integration with many leading collaboration and other applications and has achieved FedRAMP certification (in 3Q19) as well as DISA IL4 Provisional Authorization in 3Q20.

Company Strategy

Smartsheet's approach is focused around its Smartsheet platform and related portfolio offerings for ease of access for work management and collaboration, which has driven significant growth and high levels of customer engagement. In 1Q18, Smartsheet acquired Converse.AI, a company based in Edinburgh, Scotland, that was originally focused on creating intelligent chatbots. Its core workflow engine has since been developed into a standalone product called Bridge that provides a no-code, intersystem workflow engine to automate repetitive, manual business processes ranging from simple data transfers to advanced, multistep workflows across platforms. Smartsheet also made two acquisitions in 2019 to augment its offerings: first, the 27-employee Seattle-based company 10,000ft in 2Q19 for its intuitive resource management and planning capabilities (with nearly 1,000 customers, some in common with Smartsheet); and second, an 8-employee start-up company Slope – also Seattle based – during 1Q19 for creative product and project execution to help manage the workflow and approval processes around digital assets. This enables customers to track progress, feedback (e.g., via proofing), and approvals for creative content including images, documents, and videos. In 3Q20, Smartsheet acquired digital asset management (DAM) company, Brandfolder (based out of Denver, Colorado), which will allow Smartsheet users to manage and track digital content within their workflows, gain insights and performance metrics on their digital content, and easily identify and utilize assets through AI-powered identification and categorization. These combined acquisitions position Smartsheet to strengthen execution moving further into 2021 and to enable a coordinated set of capabilities for marketing as well as PPM solutions. After launching its App Gallery in 2014, there are now approximately 80 applications (with additional integrations) as of 1Q21.

While Smartsheet is headquartered in Bellevue, Washington, it has satellite offices in Boston, London, Edinburgh, and Smartsheet is also in Sydney, Australia.

We see Smartsheet improving product capabilities as it evolves to continue to scale up from small and medium-sized business adoption to enterprise support (e.g., fully migrated service into the public cloud, multiselect drop-down column support and moving from merely 5,000 to 20,000 rows to support larger data sets, additional admin controls, a new Admin Center, and broadened automated workflows). We see increasing functionality as the organization grows and expands, as well as emerging regulatory support for specific verticals and compliance (such as FedRAMP certification for federal government initiatives with Smartsheet Gov and DISA IL4, Accelerators for GDPR, and for marketing to facilitate adoption for those areas).

Product announcements/updates moving into 2021 include:

- Smartsheet has expanded creative content collaboration, review, and approval processes into Smartsheet (via incorporating its Slope acquisition) to support creative workflows and to let customers interact with the sheet and other elements (e.g., uploading a proof in Smartsheet and specifying a review and tracking progress through the proofing panel, as well as providing version control, an approval flow, and an external proofing page to invite and engage nonusers). Support for PDF formatting has evolved to video, web content, and 50+ document types in 2020 and includes annotation capabilities such as text highlighting and labeling. In November 2019, Smartsheet launched integrations with Adobe Creative Cloud to allow content creators to work directly within Photoshop, Illustrator, and InDesign, while the approval workflows are managed in Smartsheet. While acquisition of Slope has been focused on a marketing use case initially, Smartsheet is expanding to other lines of business leveraging content as part of work management (e.g., legal, finance, safety issues, and construction plans). A new Smartsheet feature called Document Builder (GA 3Q, 2020) allows customers to automatically populate fillable PDF documents from data within Smartsheet. Documents can be generated for one or more rows, or the entire sheet.
- Smartsheet is leveraging its 10,000ft acquisition to incorporate resource and project planning into execution plans as part of Smartsheet. The integration allows teams to start with a "bottom up" task plan and then request resources or start from a top-down resource allocation and manage the project schedule to that plan. The combined interface will show project managers how their current schedule compares with the resource plan for the project. 10,000ft allows organizations to define and manage custom attributes on team members such as skills, levels, or locations. This data can be used when staffing projects or reallocating work to others. Managers can also define nonproject work categories to track operational time such as "service desk" or "training." Billing rates can be defined by role and level and overridden at the user or project level. Project managers can see estimated and actual project cost (based on time entries) as metrics in each project's workspace, or via reporting. The 10,000ft product provides a time sheets interface (including time and expense tracking), and the acquisition now has a "time sheet only" license, which gives access to a list of assigned tasks and the time sheet interface but not the rest of the tool.
- Smartsheet has made contextualized conversation improvements to Smartsheet by enabling conversations in the context of a row; previously, users would have to leave Smartsheet to send an email or Slack message, but now it's possible to enable threaded conversations, manage them, attach documents, and extend them to other messaging integrations including detailed event monitoring (and ultimately searchability across conversations) in real time from any device (including mobile).
- Additional improvements include dashboard enhancements including individual filtering, metrics and other widgets, and visual and formatting improvements (3Q19).
- Bridge by Smartsheet allows for the creation of workflow-based integrations between business applications and systems of record. Bridge is a standalone tool that is similar to Zapier or Azuqua (now part of Okta Workflows) or Power Automate (formerly Microsoft Flow) but has prebuilt connectors for Smartsheet objects. This product handles external, system-to-system workflow rules, while Smartsheet handles internal sheet-to-sheet rules using a similar engine that is available to all licensed users.
- Smartsheet's machine learning (ML) approach takes customer feedback into consideration using context from its programs such as Product Advisory Councils and Beta and Early Adopter Programs. Smartsheet's suggested workflows leverage heuristics and ML to help workers know where to focus by keeping them informed of changes to their highest-priority

work. Smartsheet evaluates signals and attributes to determine if a user would adopt a pre-made workflow that notifies task assignees of changes to their tasks. Smartsheet continues to experiment with ML algorithms in the app to find relevant applications of the technology (such as intelligently, proactively surfacing sheets and assets to make it easier for users to find and complete the work most relevant to them).

Earlier in 2019, the company focused on Data Uploader, allowing scheduled unidirectional data flow into Smartsheet from other systems, conditional reminders, mobile improvements including mobile pin and accessibility support, Control Center, and other usability and management improvements to the platform.

One of the benefits cited by users is a deployment strategy that lets licensed customers collaborate with unlimited numbers of nonlicensed users who can access and update information. Licensed users can leverage automation rules and "update requests" to solicit controlled updates down to the individual field or cell in a secure way from any email address or capture data from anonymous sources via webforms. This means that customers can share data with internal stakeholders and project participants, as well as partners, vendors, or customers. One customer was able to share key project and product data for emerging activities, marketing, and sales with partners and then rescind user access once the partner's part in the initiative was completed. This also benefits further adoption of Smartsheet within organizations, as users who initially are unlicensed have access to data and project prompts see the benefits and then move to full licensed adoption, as appropriate for their organization. Smartsheet's Dynamic View premium offering allows organizations to define workflow-driven access to any information stored in "sheets" and provides logic-driven forms that can conditionally display and "require" updates based on the state of a record. These workflow-based forms require a license to create, but any unlicensed user can use the views that have been assigned to them.

Strengths

Smartsheet's strengths include an intuitive, easily adopted product with a familiar interface/paradigm reminiscent of the Excel spreadsheets (which it often replaces), yet including customizable workflow, adaptive collaboration capabilities, extensible data model, and ever-increasing integrations with related products to extend customer capabilities to related products (such as Adobe, Atlassian Jira, Slack, and Microsoft Teams). Company execution has been excellent, with strong customer and employee growth over multiple years and a value proposition that is engaging along with an easy on-ramp for adoption in a rapidly expanding space. Its multitenant SaaS solution enables fast uptake. Smartsheet's customizable workflow enables stakeholders and others to receive proactive updates at critical times in the project pipeline for allocation of resources and action initiation. Its solid business execution with a successful public offering in CY18, high double-digit growth, and effective acquisition strategy and leverage of the acquired companies as part of product expansion (as well as an emerging marketplace) also contribute to Smartsheet's ongoing prospects.

Challenges

Sustaining extremely high growth rates and expectations year over year is a challenge and demands a multipronged approach to augment the company's land-and-expand successes. While Smartsheet has executed well with its Smartsheet work management, collaboration, and workflow solutions, we see machine learning and artificial intelligence as key emerging areas for PPM overall and for work management specifically; Smartsheet's strategy, investments, and product road map here are opaque and need to be clear and significant to enable the long-term benefits of the increasing volume of data available on the platform. Also, the product has less deep functionality for high-end enterprise project and

portfolio management (PPM) and is emerging its support for more granular agile functionality. Areas of lesser PPM include deeper resource management (capabilities from 10,000ft are now integrated, which is a good start), financial management, evolving road map support for data-driven road maps, multiple scenario planning, forecasting and rollup reporting, and growing ability for flexible scheduling methodology. Smartsheet can now combine Kanban and waterfall within the same schedule, exemplifying improving functionality but still limited traditionally high-end portfolio management capabilities. Gaps necessitate partnerships, which is an emerging Smartsheet strength (e.g., with an App Gallery that has approximately 80 applications as of 1Q21, an increase of 21% over last year with 40 partner participants as additional integrations, as was mentioned earlier). Given the breadth of Smartsheet adoption and emerging accelerators, we expect increasing partner support and additional integrations (one customer, for instance, mentioned the need for QuickBooks integration).

User Reference Summaries

As context for adoption of Smartsheet products, IDC spoke with several customer references, including an agricultural supplier and a medical services company.

Agricultural Products Company Boosts Collaboration with Smartsheet

A global agricultural products company with \$14 billion in annual revenue and 28,000 employees is using Smartsheet to help ensure the safety and viability of its products through greater collaboration between corporate teams. The company, which is in the top 3 of companies selling seeds to farmers and businesses across the globe (with a mission to bring sustainable, safe solutions to agriculture for feeding countries worldwide), has 700 IT employees, of which 70 are focused on developing systems and delivering data to meet regulatory approvals, part of the \$100 million required to get a product to market globally.

Prior to its implementation of Smartsheet, company managers' efforts to foster collaboration and more efficient workflows to meet testing and regulatory requirements were slowed by siloed data and expensive licensing plans of existing platforms. Smartsheet was introduced informally to the company by employees who had used it with a previous employer, and adoption grew to the point where it replaced other primary collaboration and project management platforms. Those existing products required upgrades to enterprise license plans to expand with the growing number of employees who needed to participate in the workflows. There were also data security concerns, as employees were resorted to exchanging information by emailing Excel files to one another.

The agricultural supplier now maintains 400 Smartsheet licenses and also supports 2,000 collaborators who do not need licenses to access project information. The ease of adoption and visibility has played a key role to bring in business users and stakeholders. The accessibility and familiarity of Smartsheet's UI has made it easy for nontechnology teams to participate for information gathering from the business. One example was the ability of an individual on the business side to gather/create users stories with data from 30 to 40 sales reps (that were then coordinated with Atlassian's Jira) and then create fixes to one of the company's enterprise tools. They were able to easily gain information from the sales reps and to complete the project without any need for IT support. Another benefit to the company was a safety application built via a form created in Smartsheet with a QR code with everyone's ID badge number to enable easy reporting. Someone leaving a building noticed that there was carpeting stuck under a fire door, scanned the QR code using the app and within 48 hours of reporting the problem it was fixed. In the initial three months of implementing the safety app in Smartsheet, the company went from 11 observations in the prior year to 150 because of the ease of reporting. (The cost was merely that of a few Smartsheet licenses and the time involved for

the company's Health and Safety team to implement was minimal.) The company's teams are also using Smartsheet to make sure they pass inspections (overseeing field stations, use of herbicides and insecticides, what's been planted, and what needs to be harvested for seed production). The company's Canadian organization is using Smartsheet to capture marketing photos used for sales purposes and also for customer support. (Data gathering is easier for these teams in Smartsheet for site observation so that information is now available that wasn't previously collected.)

The Smartsheet licensing model enables an unlimited number of collaborators, including outside third parties, to work with documents within the platform. This ease of access for collaboration is also cited by the agricultural company's managers as a helpful and appealing feature.

The product is currently used in company locations across 33 countries, with local IT bandwidth issues being the only issue hampering performance. Company representatives also would like to see easier front-end navigation as project workloads grow, resulting in numerous sheets and workspaces. Integration with enterprise systems such as SAP is still reportedly difficult for the company, but manager's easier access to SAP reports and dashboards was made possible when Smartsheet rolled out a planned premium upgrade.

Overall, the agricultural company's employees give Smartsheet high marks for its collaboration and information-sharing capabilities, as well as its dashboard and reporting features. Support for mobile users is also a key benefit. IT managers are employing Smartsheet as a platform for collaborating with systems integrators on IT projects, as well as coordinating with HR, facility management, and marketing teams. Smartsheet also serves as a collaboration platform for agile projects as corporate applications are rolled out.

Medical Services Company Manages Crisis Care Globally with Smartsheet

A small, innovative multimillion-dollar per year provider of expeditionary medical services with 140+ employees is using Smartsheet for project coordination and visibility across a wide range of remote and challenging emergency environments to support international aid and governmental organizations during crisis situations such as natural disasters.

The organization's managers oversee multiple projects for international aid organizations, humanitarian concerns, private sector firms, and government agencies, involving hundreds of assets across a wide range of locations, most of which are in austere, extreme conditions including the wake of natural catastrophes and/or war-torn zones. The company needed a system that provided a consolidated, real-time view to understand what is unfolding across its far-flung operations, as well as receiving updates on the rapidly changing requirements and demands of participating staff members and medical professionals.

Prior to subscribing to the Smartsheet platform, the company's managers relied on static reports and conference calls from the field, with project details communicated via email and plotted on spreadsheets or MS Word documents. Managers needed a better way to track initiatives to be able to reallocate resources as needed to meet life-critical timelines and contract obligations.

Smartsheet was first purchased and introduced to the company by its chief operating officer (COO), initially supporting five to six collaborators. This number has grown to several hundred licenses and an additional 1500+ people who touch the platform as users. The company's COO values Smartsheet's flexible licensing arrangements, with no need to purchase additional licenses for casual users. The

system also provides the ability to post outward-facing links, enabling clients to view the status of projects without the need for separate logins.

Another feature appealing to the team is Smartsheet's real-time capabilities – users are able to generate real-time status reports for company projects through live dashboards. This feature was also received favorably by the company's top managers and paved the way for C-level buy-in for the product.

The system's notifications feature is also key, providing team members with updates on project milestones and lapsed dates. These notifications are delivered to team members' mobile phones. Anomalies or issues can quickly be spotted, and the user can identify a single item and highlight it to appropriate project team members. The product's real-time views enable managers to track and respond to project requirements. The company's teams would like to see additional integration capabilities, particularly to financial reporting tools and platforms, which Smartsheet is in the process of doing. Updated releases of Smartsheet provided teams with enhanced workflow automation functions, as well as access to a wider user network for collaboration.

The company's expertise in crisis management and responsiveness positioned the company effectively to help address global pandemic challenges during 2020-2021, managing these initiatives in Smartsheet. Over the past year, for instance, the company had 1,500 people in the field just for COVID-19 work. This included everything from managing intensive care units (ICUs) for governments, states, and counties to large-scale COVID-19 testing operations. In the spring of 2021, the company supported sector vaccine rollout for two different states in the United States. As with many initiatives during the pandemic, these situations evolved extremely quickly. For instance, results were needed in a matter of days for vaccinations at the federal, county, and governmental levels. In one case, the company had to mobilize 600 people for mass vaccinations in one state over a one-week period. Instilling management structure for operations with key performance indicators (KPIs) and rapid project management at scale were key, which demanded both process change and visibility with automation (supported by Smartsheet). Earlier in the COVID-19 pandemic, this company was running one state's decompression unit at full capacity in a convention center and has kept teams at a minimum availability now in case virus (SARS-CoV-2) instances spike again. This organization runs other COVID-19 support facilities worldwide – including for the World Health Organization (WHO) in West Africa and surge operations for the United Nations in three different countries.

Overall, Smartsheet has dramatically shifted the company's ability to respond dynamically to the emergency and life-critical projects and programs that it supports globally, enabling urgently needed adaptability to execute effectively, saving lives and leveraging resources where needed.

IDC'S POINT OF VIEW

In the wake of COVID-19 and also during the current global pandemic, collaborative work management capabilities such as those enabled by Smartsheet and other providers enable essential project and program coordination across remote, distributed teams. As the "next normal" emerges over time, we expect to see ongoing shifts to remote work with the need to execute across far-flung resources. We also see user demand for smart analytics to enable pragmatic, actionable data usage and metrics for execution. These capabilities are evolving from automated technology providers for both work management and PPM solutions and should be evaluated and leveraged for dynamic responsiveness and more efficient use of limited resources as we move to the "next normal" and deal with a paucity of human and financial capital moving forward into the coming time frame.

Advice for the Technology Buyer

Digital innovation, as organizations transform and are under unrelenting business pressures for faster time to market across distributed teams, partners, and service providers with complex sourcing, mandates intuitive work management approaches. This also ties in with our future-of-work prediction that employees in high-performing G2000 enterprises will shift from static roles and processes to dynamic, multidisciplinary, and outcome-focused reconfigurable teams (see *IDC FutureScape: Worldwide Future of Work 2020 Predictions*, IDC #US44752319, October 2019). How do we collaborate with one another effectively across changing disparate teams and digital artifacts as the human beings with whom we need to coordinate and the digital media that enables communication (and organizational structures) shift dynamically? As work "modernizes" and organizations rely increasingly on a broad range of resources for creating and leveraging digital assets and digital innovation, the increasing complexity and criticality of competitive organizational execution demands ease of access and visibility into progress, prioritization, and execution of work. Adoption, collaboration, and integration of business processes drive competitive adaptability, position, and resilience as does evolving AI and ML to coordinate and prioritize resource engagement and to enable advanced analytics.

Users should assess work management functional capabilities needed and their ability to create organizational and process collaborative change and to incorporate workflow for effective adoption. While cultural barriers are a problem with any new technology, work management automation, because of its ease of adoption, can help support process change and systemic use to help provide common and current data access.

LEARN MORE

Related Research

- *The Aftermath of COVID-19 Economic Disruption: New Technology Choices, New Spending Choices* (IDC #US46162820, April 2020)
- *IDC's Worldwide Software Taxonomy, 2020* (IDC #US45718419, January 2020)
- *IDC MarketScape: Worldwide Work Management and Project and Portfolio Management 2020 Vendor Assessment - Engaging a Dynamic Workforce* (IDC #US45940620, January 2020)
- *IDC MarketScape: Worldwide Agile Project and Portfolio Management 2020 Vendor Assessment - Enabling Business Velocity for Digital Innovation* (IDC #US44483219, January 2020)
- *IDC MarketScape: Worldwide IT Project and Portfolio Management 2019-2020 Vendor Assessment - Coordinating Adaptive DevOps for Digital Innovation* (IDC #US44483519, December 2019)
- *IDC MarketScape: Worldwide Cloud Project and Portfolio Management 2019-2020 Vendor Assessment - Agile Deployment Enables DX Management* (IDC #US44483419, December 2019)
- *Worldwide Project and Portfolio Management Software Market Shares, 2018: Evolving and Scaling Agile Execution for Projects and Programs* (IDC #US43883519, July 2019)
- *Worldwide Project and Portfolio Management Forecast, 2019-2023* (IDC #US44637419, July 2019)

Synopsis

This IDC Perspective is one in a series of IDC studies that examine collaborative work management and project and portfolio management (PPM) solutions and provide both vendor analysis and customer reference context for technology adoption and user buyer decision making. This document is a follow on to our four-part PPM-related IDC MarketScape series and assesses the work management and PPM strategy of Smartsheet, a vendor-targeting work management in the cloud with evolving PPM, analytics, and ML capabilities. Here, we discuss Smartsheet's work management and PPM product portfolio. Smartsheet's usability, depth, and focused product capability position it well for pressing user needs across work management and targeted categories of PPM. We position Smartsheet relative to trends in user adoption for work management and enterprise adoption. We do so in the context of an overall economy that is volatile in unprecedented ways with global remote work during a pandemic driving high demand and adoption for collaborative work management and PPM. We also include summaries of Smartsheet customer references. For instance, an agricultural company (with around \$14 billion per year revenue) is using Smartsheet to help ensure the safety and viability of its products through greater collaboration between corporate teams. IT managers at the company are also employing Smartsheet as a platform for collaborating with systems integrators on IT projects, as well as coordinating with HR, facility management, and marketing teams and for agile projects as corporate applications are rolled out. A \$15-million-a-year provider of medical services with 140+ employees is using Smartsheet for project coordination and visibility across a wide range of remote and challenging emergency environments to support international aid and governmental organizations during crisis situations such as natural disasters. Smartsheet provides a consolidated view to help teams understand what is unfolding across far-flung operations and to be able to receive updates on rapidly changing requirements and demands of participating staff members and medical professionals in these dynamically changing circumstances.

"IDC sees adoption of work management solutions for dynamic execution and innovative decision making via automation to enable speedy responsiveness and invocation of dynamically changing initiatives," said Melinda Ballou, research director, IDC's Agile ALM, Quality, and Portfolio Strategies service. "Complementing these capabilities, increasingly, we observe demand for collaboration, workflow, and highly intuitive interfaces for an easy on-ramp coordinated with sufficient project and portfolio management approaches for businesses and technology helping focus teams with targeted execution, cutting delays to benefit, and improving metrics. It is in part due to these trends that IDC has chosen to prioritize this area as one of several areas of focus for a series of end-user-oriented vendor analysis that include customer summaries, as a follow on to our IDC MarketScape series evaluating PPM solutions."

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