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## Projecturf Brings Affordable and Simple Project Collaboration to SMBs



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Los Angeles, California - July 21, 2009 – Small-to-medium sized businesses (SMBs) and freelancers often struggle to find an affordable and simple project collaboration tool that is not bloated and has a minimal learning curve to manage tasks and projects. Projecturf (<http://www.projecturf.com>) is the economical new web-based project collaboration software specifically designed for SMBs in all industries as well as freelancers with features that other PPM tools do not offer in one low-cost package. Features which differentiate affordably priced Projecturf from other on-demand project management solutions include:

- \* Unlimited file storage on all paid plans with no cap on users, project managers or features. Share and upload large numbers of files without storage restrictions, constraints or additional charges.
- \* Specific sections (designs, development and timecard), which can be easily turned on or off with one click, were created for designers and developers. The design section can be used to post, review, rate and approve designs. There is also a section for development, time tracking and billing.
- \* Projecturf offers a dynamic Gantt chart in simplistic form, providing users the Gantt view without requiring any setup or customization.
- \* The visually appealing design of Projecturf is vastly different from other web-based project collaboration solutions. The interface was refined after several years in development and feedback from hundreds of initial users, resulting in an extremely intuitive application with almost no learning curve. This enables users to quickly get up and running managing tasks and projects without wasting time on staff training. Projecturf was built based on user feedback.

“Before Projecturf our agency relied on emails to coordinate projects between clients and staff because we didn’t think we could afford a web-based project collaboration solution,” said Kyle Haapala, IT Director with TTC Creative Communications. “However, once we tried Projecturf’s Start-Up Plan, the ability to upload files with no limits or additional charges became invaluable to our small business – saving us time and money by expediting our project completion rate. We had also considered Basecamp, but found it was built from a developer’s perspective and was too cumbersome for our staff. The fact Projecturf was created

by a team of developers and designers made it a completely intuitive simple project collaboration solution for our staff,” concluded Haapala.

“We chose Projecturf over Basecamp because of its simplicity, price point and intuitiveness,” said Rob Ragusa, Director of Technology at Digital Ink Technologies, Inc. “We also tried Clarizen, but we felt like we were using a complicated, bloated Microsoft product, and Huddle, GoPlan, and ActiveCollab didn’t offer everything we needed to manage projects in one low-cost package.”

All three Projecturf plans allow unlimited users and include all features as well as a 30 day free trial. Projecturf’s Start-Up Plan is \$29.99 per month - manage up to 15 projects. The Business Plan is \$59.99 per month - manage up to 40 projects. The Enterprise Plan is \$159.99 per month - manage unlimited projects.

Visit <http://www.projecturf.com> for more information.

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