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Application Development

Product Coverage (Aug 20, 2009)

Projecturf Enters PM Arena, Touts Minimal Learning Curve

Projecturf is targeting small to medium-sized businesses with its introduction in the project management market. The company's product, also named Projecturf, is Web-based project collaboration software touting a minimal learning curve to manage tasks and projects.

"Projecturf allows small to medium-sized businesses and freelancers to cost-effectively define initiatives and projects, automate processes, and distribute data through a secure, stylish, intuitive and easy-to-use online environment with almost no learning curve," says Chuck Pearson, CEO of Projecturf.

The product features unlimited storage on all paid plans, up-to-the-minute business-class reports, customization, permission-based file sharing, and a straightforward workflow with three levels of system permissions - administrator, project manager, and user.

The hosted SaaS tool allows teams to collaborate, organize information, track milestones and tasks, manage project teams, and get reporting on where projects stand. It makes it possible for SMBs to manage their client expectations, control workflow, reduce overtime expense, and create consistency with deliverables.

The company counts advertising, PR and marketing, law firms, publishers and journalists, accountants, executives and managers, HR professionals and recruiters, software and operating systems developers, professors and teachers, non-profits and charities, school districts, sales and marketing teams, investment firms and financial advisors among its customers.

Competitors include Basecamp, Clarizen, Huddle, Goplan, LiquidPlanner, and activeCollab.

The product is available in three price plans, all of which allow unlimited users, include all features, and include a 30-day free trial. The Start-Up Plan is \$30 per month to manage up to 15 projects. The Business Plan is \$60 per month to manage up to 40 projects. The Enterprise Plan is \$160 per month to manage unlimited projects.

For more information, go to: www.projecturf.com

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