

Tenrox User Conference

San Diego, CA, USA
October 25-27, 2006

**Service
Performance
Insight**
Research Note



Tenrox held its second annual user conference in San Diego, California the week of October 22, 2006. The conference drew attendees from a variety of North American-based companies. The conference highlighted the company's ability to deploy its solutions in services-driven organizations of all types. Service Performance Insight met with users from professional services organizations, as well as both embedded and internal services organizations. While the needs of each company were somewhat different, the reoccurring theme by those interviewed by SPI Research was about better management, control and collaboration of project-driven work.

Tenrox has a vision for what it terms "Project Workforce Management". It stresses the importance of integrating the customer, the project and the talent — to effectively deliver project-driven services. Many individuals in attendance saw the full suite of Tenrox solutions for the first time, and were impressed at what the company had developed over the past year.

One of the better aspects of not having hundreds or thousands of attendees is the ISV can spend much more one-on-one time with participants to learn specific needs which can then be factored into upcoming releases. As Tenrox grows in size this will not always be an option, but for right now it serves the vendor well.

Tenrox has carved out a niche with its intense focus project-driven business processes. The company offers visual tools that enable users to understand exactly where they are in various business processes, coupled with tools and methodologies that allow organizations to easily change business processes. This emphasis is particularly important to dynamic organizations and probably a reason why the vendor has moved up the competitive ranks over the past five years.

The vendor, best known as a leading supplier of timesheets has quickly developed critical functionality to meet the needs of project-driven organizations. Some of the key announcements at the conference included:

- Collaborative workforce planning (including resource planning);
- CRM integration with Salesforce.com; and
- Milestone billing as well as recurring billing.

Tenrox previewed its 2007 Project Workforce Management Roadmap (due in the first half of 2007). Among the numerous announcements made, a few were noteworthy to SPI Research that included:

- Improved workflow WYSIWYG web-based forms;
- Support for new mobile clients for time and expense entry;
- Full project planning/scheduling capabilities with WBS structure;
- Microsoft Project 2007 Server Integration; and

SPI Research has seen Tenrox as a prime competitor in a number of deals over the past year. The vendor's increased support for Microsoft .Net-based solutions and integration of its products bodes well for the cost-efficient buyer. SPI Research is particularly impressed with the graphical workflow offered by Tenrox, enabling organizations to visually map out business processes.

The market for integrated solutions for project- and services-driven organizations has taken many turns over the past five years. Tenrox continues to impress with its focus on building solutions that offer superior business process support and integration — all at a reasonable price for the customer. The company must continue to expand its geographic reach to become an industry leader, and SPI Research expects that Tenrox will continue to grow faster than most ISVs with its focus on developing the Project Workforce Management concept.

Tenrox is not the biggest vendor focused on project-driven organizations, but SPI Research holds the company in high regard due to its concentration on optimizing project performance and at a price that meets even the most stringent ROI models.