Project Management Software Analysis: Wrike

Esteban T. Lopez

San Jose State University

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Dr. Sean Gaffney

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A websearch of project management (PM) software retrieves mostly the same PM tools across many different sites; Wrike consistently is mentioned and reviewed along with a few other regulars such as Monday.com and Smartsheet. In an effort to filter for informatics projects, IT project management was used during this research. Using IT project management as a filter, Wrike was also consistently on many lists.

Analysis

Online Reviews

Jill Duffy (2021a) of PCMag.com explains that they eliminate any consideration of PM tools that do not include Gantt charts in their overall review. This fact eliminated a well reviewed PM tool called Monday.com, though PCMag.com does review it separately. Wrike is top 10 rated by PCMag editors with a 4.0 on a 5.0 scale and is rated as the "Best for Managing Projects and Ongoing Work" (Duffy, 2021a). Project-management.com ranks Wrike as number 2 on their list (Delos Santos, 2021). Capterra.com uses a rating scale similar to PCMag but instead of editors providing the rating, users provide the rating. Capterra.com user ratings has Wrike at 4.2 on a 5.0 scale (Capterra, 2021). Wrike is consistently well regarded across many sites from teams of editors to users.

Ease of Use

According to PCMag, Wrike has an interface that is "simple, straightforward, and tidy" (Duffy, 2021b). Fergus O'Sullivan of Cloudwards.net claims that Wrike is user-friendly out of the box "until you get a little deeper into it and realize that you'll need to use more workarounds" (2021b). A positive is that the Wrike interface is user-friendly. O'sullivan (2021b) explains that there is a lack of color options and that it is a big negative:

Having colors denote what tasks are and how they belong is a great way to get a

bird's-eye view of how things are going, and the brighter the colors, the better.

Conversely, a drab palette means things can get a little lost in the mix (Paint it … Gray

section, para. 4).

Simplicity is both a positive and a negative. It is positive in that it is easy to pick up, but negative

in that there are less options for color and customization takes work. The color palette options

are a true negative, but it would seem that customization always takes a little bit of work in any

sort of software.

Compatibility and Integration

Wrike is highly compatible with much software, even with other project management

software. "Wrike integrates with plenty of well-known applications" (Morpus, 2020, Integration

with other software section, para. 5). Wrike integrates with 9 out of 10 apps, including other

project management software like JIRA and BaseCamp ("Wrike Integrations", n.d.). There are

ways to get 2-way communication between Wrike and applications like JIRA and GitHub

(Duffy, 2021b).

Wrike can be used on many platforms as well. It can be simply used in a browser, on both

Windows and MacIntosh desktops, as well as via apps on Android and iPhone mobile devices

(Duffy, 2021b). Interesting to note is that there is no Linux or Chromebook desktop deployment

(Capterra, n.d.).

Options and Pricing

Wrike does offer a free option, but of course it is very limited. The free option would be

nice just to get familiar with the software interface. Not surprisingly there are various pricing

tiers. Wrike has 4 basic tiers or, as they call them, plans. Their 4 plans are: Free, Professional for

$9.80 per user, Business for $24.80 per user, and Enterprise must call for rate (Wrike. n.d.). They also have plans for which you need to call in for pricing for marketing/creative teams and services delivery teams. They also enumerate add-on features for which you must pay called: Wrike Integrate, Wrike Two-Way Sync, Wrike Lock, and Wrike Marketing Insights. Pricing is not really straightforward as it seems. For example, the Professional tier requires that you pay for 5, 10, or 15 people. So if you have 11 users, you must pay for 15 users (Duffy, 2021b). Also in order to unlock certain integrations you must buy a certain plan, the more expensive the plan the more integrations you have the privilege of paying extra for (Paul, 2021).

Options are based on the plan, but even then you must pay extra. You have to know what you are looking for and you are forced to get quotes from the company for any paid plan to be specific to your needs. Upfront this might be a hassle, but if you know what you need, having a relationship with a representative of Wrike might be beneficial in the long run.

Verdict

Wrike has a good reputation and I would consider purchasing this for a project. It is very compatible with most software for an unknown price up front. If you are using this for specific projects then having a relationship with Wrike could be beneficial in terms of support and tailoring exactly what you need. Wrike does offer 24/7 live help along with online resources and they offer live training as well (SoftwareWorld, n.d.). The only thing I would truly be wary about is the claim that the color palette options do not support quick identification for a simple overview. I would have to try the free version to see how that might obstruct productivity.

Wrike is a PM tool worthy of serious consideration for project management based on reputation, integration, and support. The gray area is the unclear pricing for tailored deployment of the software; It is nice that it can be tailored and it may very well be cheaper and faster by

only having what you need in the deployment rather than having anything and every integration thrown in.

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