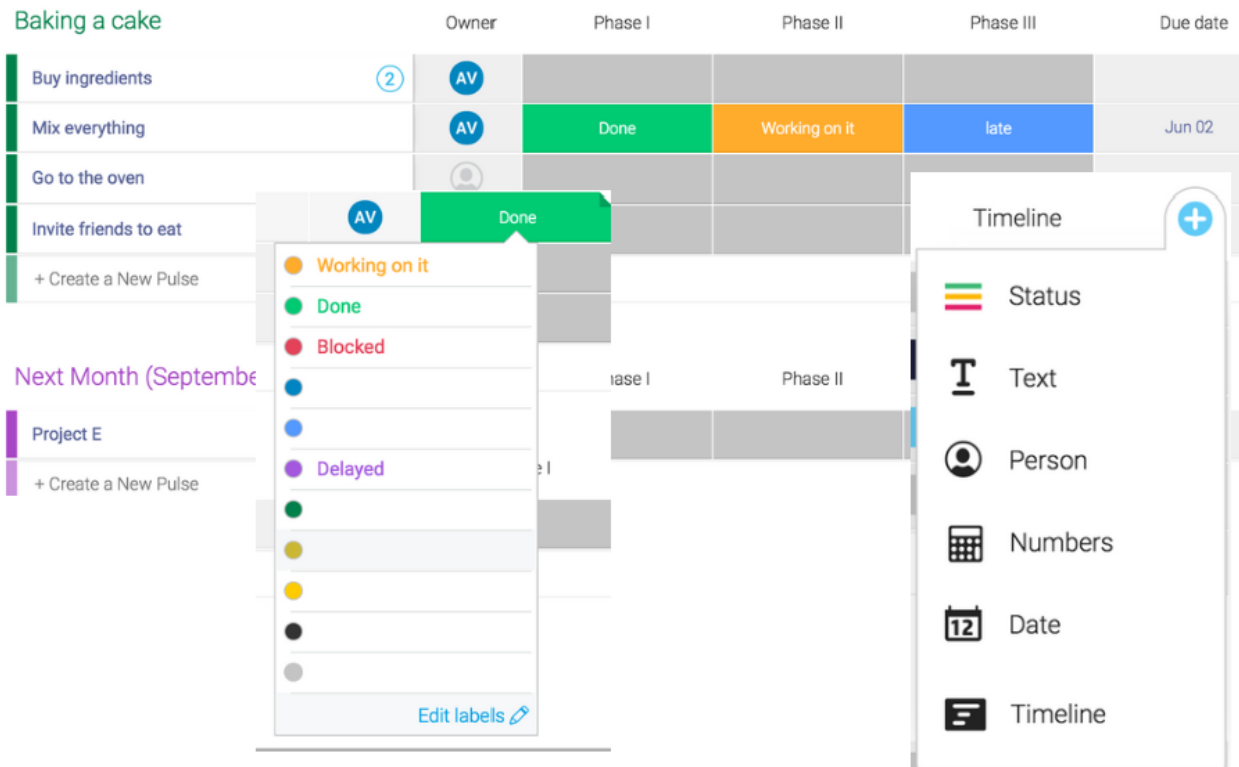# dapulse

1. **Company overview:**

- **Founded in:** 2012;

- **Type of software:** Project Management;

- **Target market:** All sizes of companies, ad agencies, marketing teams, product teams;

- **Departments**: Marketing, product, IT (rarely);

- Can be integrated with Pipefy via Zapier. **(?)**

2. **Quick product summary:**

- Dapulse is a project management software that's very simple to use and only supports low complexity projects;

- The system doesn't offer many features but as any other project management software, it can be used for marketing, product and in some cases even IT.

- Dapulse has limited reports, it doesn't offer a database feature or email automation;

- The permission structure is very similar to Pipefy with three types of user roles: Admin, user and guest;

- Dapulse's project visualization methodology is very different from other famous project management software like Asana and Basecamp. Check out the image below:

- The manager sets the name of the project and adds its tasks;

- The tasks are displayed as a list and then the manager sets the project's phases (the horizontal axis);

- Each task has its own due date, assignee, etc;

- The phases are static, the users just change its status, displayed in different colors and names, such as "working on it", "late","paused", "done";

- Arranging the order of the tasks and changing their status is really easy;

- Users can also access a cool timeline view of the project's tasks on a Gantt chart and use it to control the due dates.

3. <u>**Essential information when talking to a potential customer that currently uses Dapulse:**</u>

- Dapulse is a lot simpler than Pipefy (which is not necessarily a good thing). It caters to less complex scenarios/demands and it's cheaper than Pipefy;

- This user will probably need help understanding the difference between project and process before getting to know Pipefy;

- Dapulse can easily be replaced by for Pipefy. Here's how you'd do it:

  > 1) Each project would be a card and all the projects would be managed in the same pipe (you can create a database for projects too). The tasks are stored in the database and connected with the pipe's cards. Users can use the status button on the database table to change the status of the tasks and to finalize the projects when all the tasks are done;

  > - ■ Even though setting up the processes is easy, there are a few potential issues you may find:

  > - ■ Users can't extract reports from the database (not yet);

  > - ■ The database doesn't guarantee execution standards like the pipes do (read item 2 below).

  > 2) Instead of setting a database to log the tasks and activities, users can create a pipe to do so with the rules that need to be followed by their team:

  > - ■ You can also add the Sprint app to the pipe to give the user a better idea of the his team's performance.

4. <u>**What are the arguments that may help convince a customer to switch from Dapulse to Pipefy?**</u>

- Pipefy is a lot more robust than Dapulse and it offers many more features;

- Dapulse has a single standard for executing projects and tasks, while Pipefy enables managers to set their own standards/rules;

- Pipefy enables users to run projects and much more without needing additional software;

- Pipefy offers advanced features that enable users to create automations to eliminate manual steps from their processes steps and send automated emails from the pipes;

- Pipefy enables users to easily connect different processes/ projects and also sync them with a database;

- Pipefy helps managers create and enforce execution standards, making sure that their teams are following the same execution steps using pre-set rules, automations and actions in each phase of the process.

5. **What are the reasons that may prevent a user from switching from Dapulse to Pipefy?**

- Pricing: Dapulse is cheaper than Pipefy;

- UX focused on project management: It may be hard for some users to adapt to Pipefy's methodology;

- The Gantt chart view gives users a different view of the project's timeline.

6. **Pricing comparison:**

- Dapulse is cheaper than Pipefy and has a different charging strategy. It has fixed prices for a certain amount of users, for example:

  - For 5 licenses (users) the basic plan has a fixed price of US$25,00 (billed annually);

- Dapulse offers different prices for different amounts of users on their pricing page;

  - Check out Dapulse's pricing page, clicking [here](#).

7. **Strengths and weaknesses:**

| Strengths | Weaknesses |

Very easy to use and understand, simple and clear UX;	Lack of advanced features: doesn't have database or email automation;
Very cool timeline visualization (Gantt chart);	Very restricted to project management; managers can't establish/enforce execution standards.
Seems very assertive, collaborative and good for low complexity projects.	

8. Final comparison:

Pipefy PROS	Dapulse PROS
Many more features, possibility to set many more scenarios with varying levels of complexity;	Pricing: Dapulse is cheaper than Pipefy and it has a different charging structure (it charges a fixed value for a fixed amount of licenses);
Enables managers to establish and enforce execution standards;	Gantt chart for project timeline visualization;
Advanced reports, database, email templates, automations, connections and other complex advanced features.	UX focused on project management: fully vertical approach.