

Dance Studio Management Software Survey

Results and Analysis

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This survey was commissioned and funded by TutuTix.com

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About the Survey:

Dance Studio Management Software refers to software packages designed for and primarily marketed to dance studios. This type of software typically aims to automate and streamline core business processes, thereby adding value to the studio owner or operator. Normally, software is sold as “turn-key”, meaning that the studio stakeholder is responsible for using it for the benefit of the business.

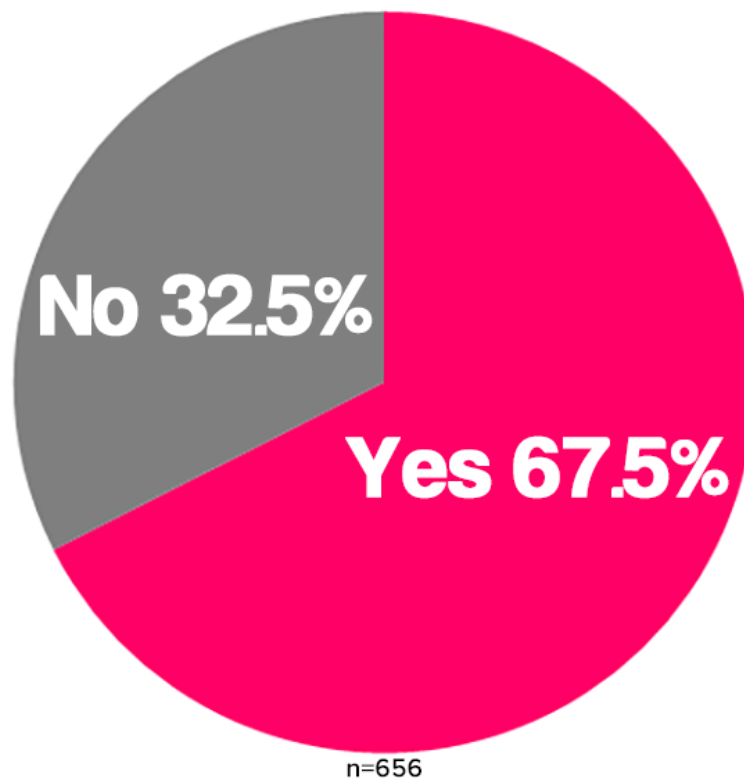
From August 2014 through October 2014, working with a team of studio owners and dance industry subject matter experts, the survey was built. It was launched via email to over 11,000 studio owner / operators on November 18, 2014. Additionally, the survey was promoted via TutuTix’s social networks (Facebook, Instagram, Twitter) and blog. The survey was advertised on Facebook, and an Amazon gift card was offered as a reward for complete survey responses.

The survey was closed on December 19, 2014 with 656 complete, verified responses.

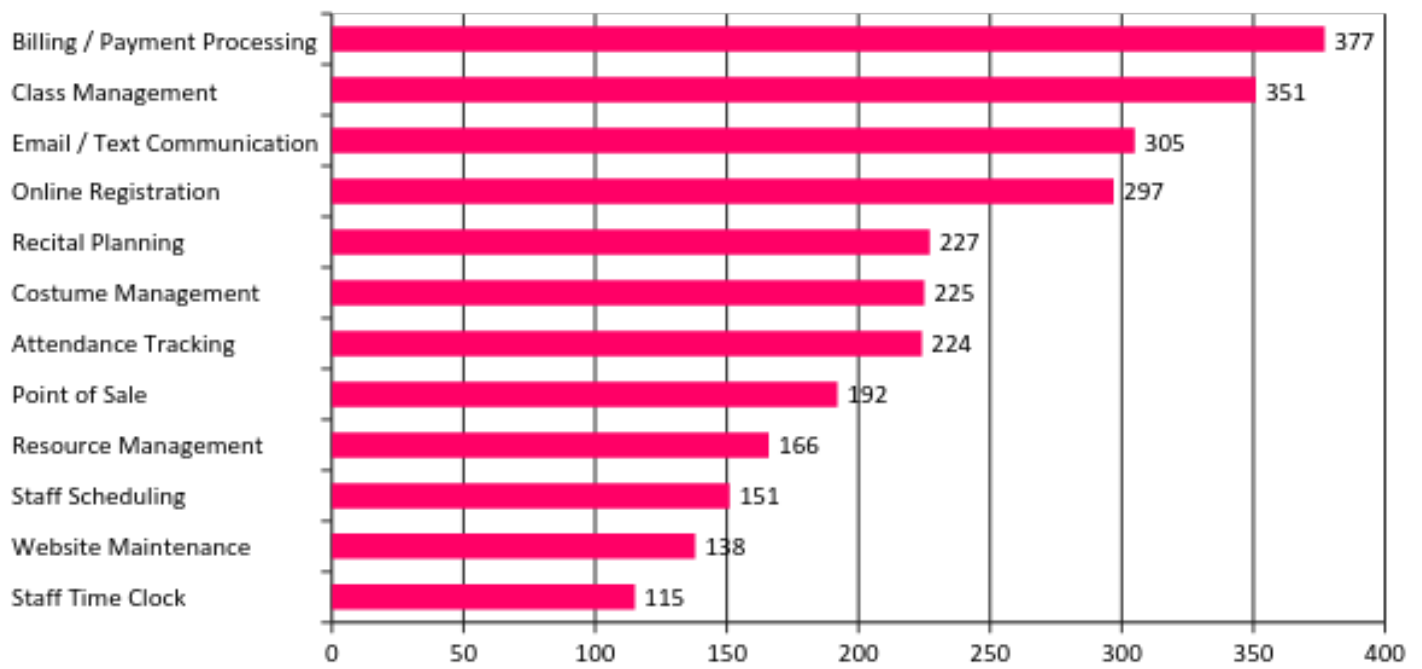
Studio Management Software Products Surveyed

ClassJuggler	http://www.classjuggler.com
CompuDance	http://www.compudance.com/
DanceStudio-Pro	http://dancestudio-pro.com/
DanceWorks	http://akadasoftware.com/products/danceworks-online/basics/
iClassPro	http://www.iclasspro.com/
Jackrabbit Dance	http://www.jackrabbitdance.com/
MindBody	https://www.mindbodyonline.com/
Motion by TigerSix	http://motionbytigersix.com/
School Empower	http://www.schoolempower.com/
Studio Director	http://www.thestudiodirector.com/

Do you (or does your studio) use dance studio management software?

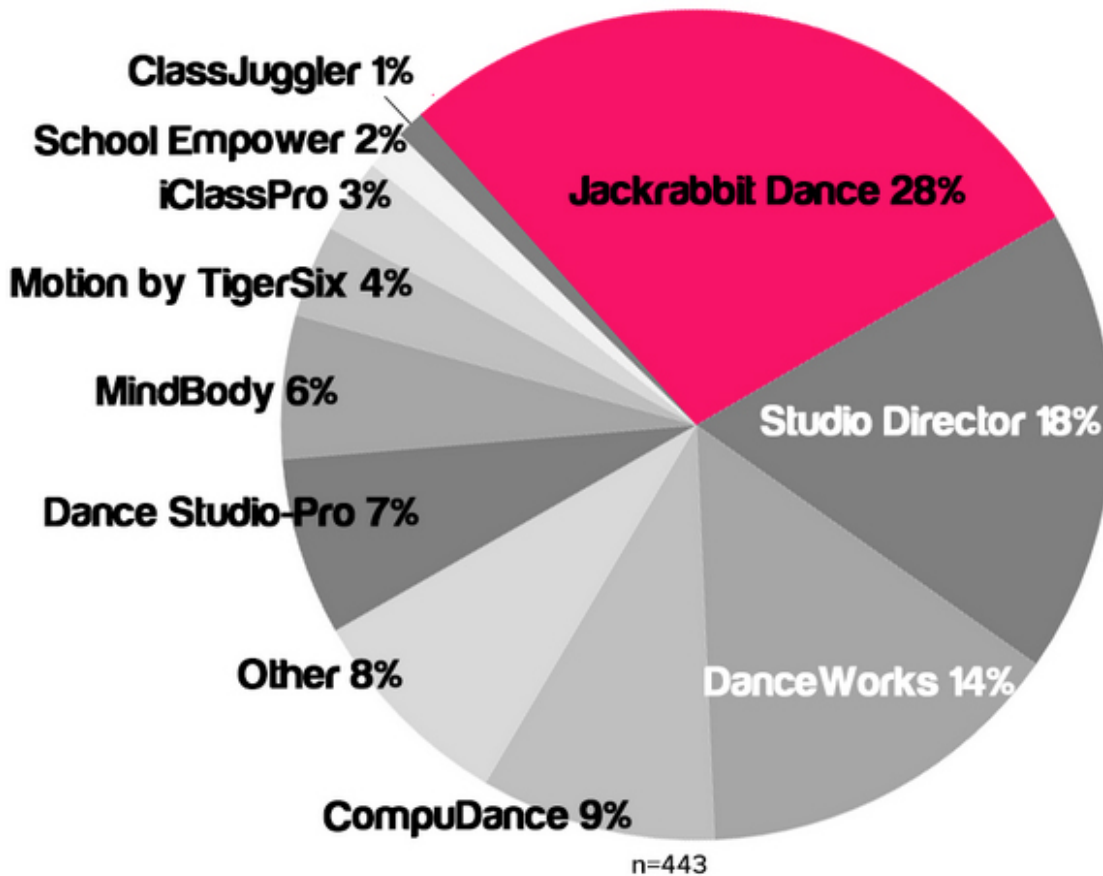


How important are these features of the software?



X axis represents the number of respondents who identified each feature as "extremely important."

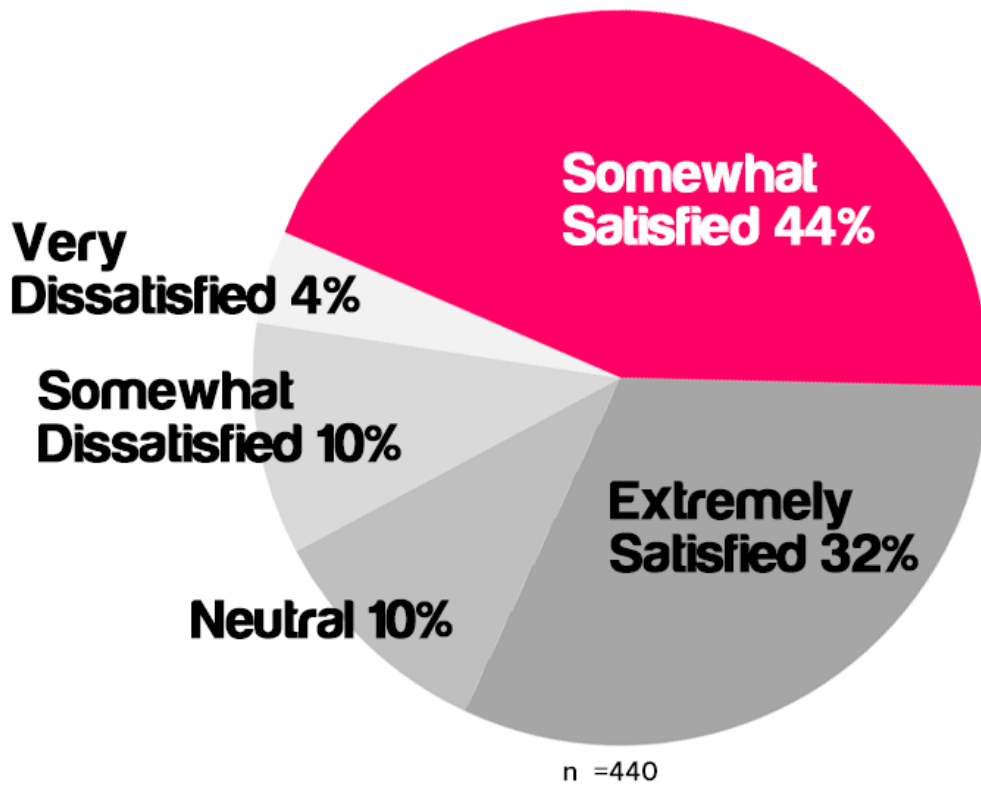
Which dance studio management software do you use?



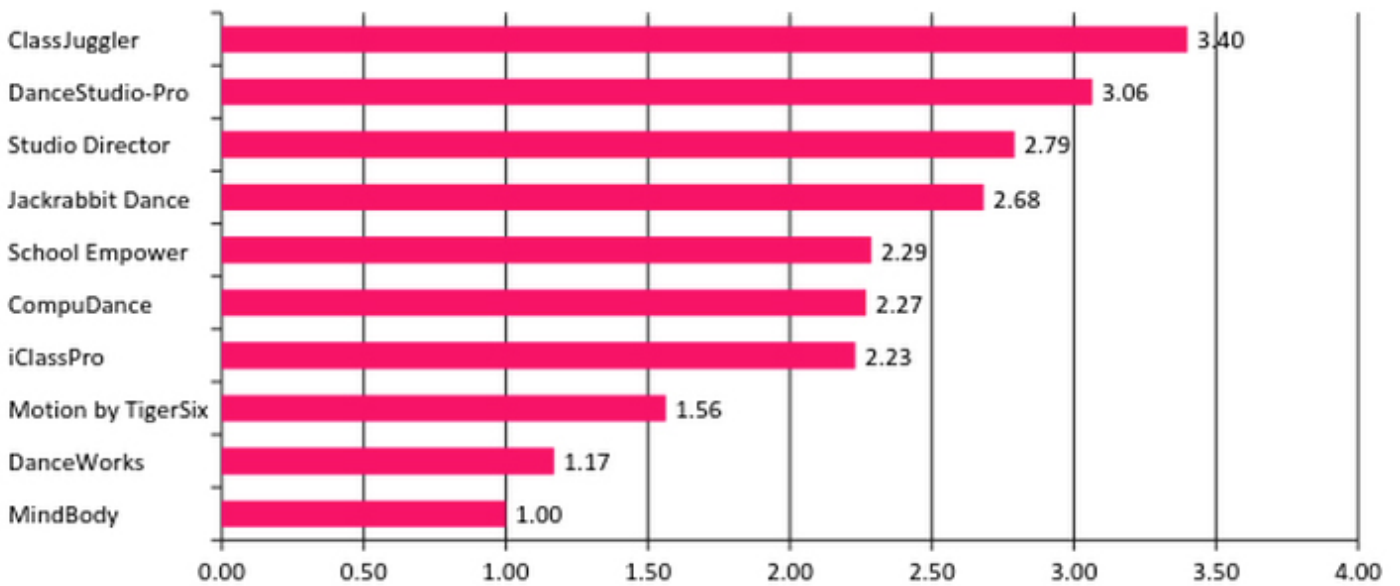
Others:

- Custom Software (1%)
- Dance Manager (1%)
- Studioware (1%)
- Active Network (less than 1%)
- CLASS (less than 1%)
- Dance One (less than 1%)
- Dance Studio Manager (less than 1%)
- DanceSoft (less than 1%)
- Fox (less than 1%)
- Get Physical (less than 1%)
- Unsure (less than 1%)
- Main Street Sites (less than 1%)
- Pro Class (less than 1%)
- Studio Manager (less than 1%)
- TeamUP (less than 1%)

How satisfied are you with the management software that you use?

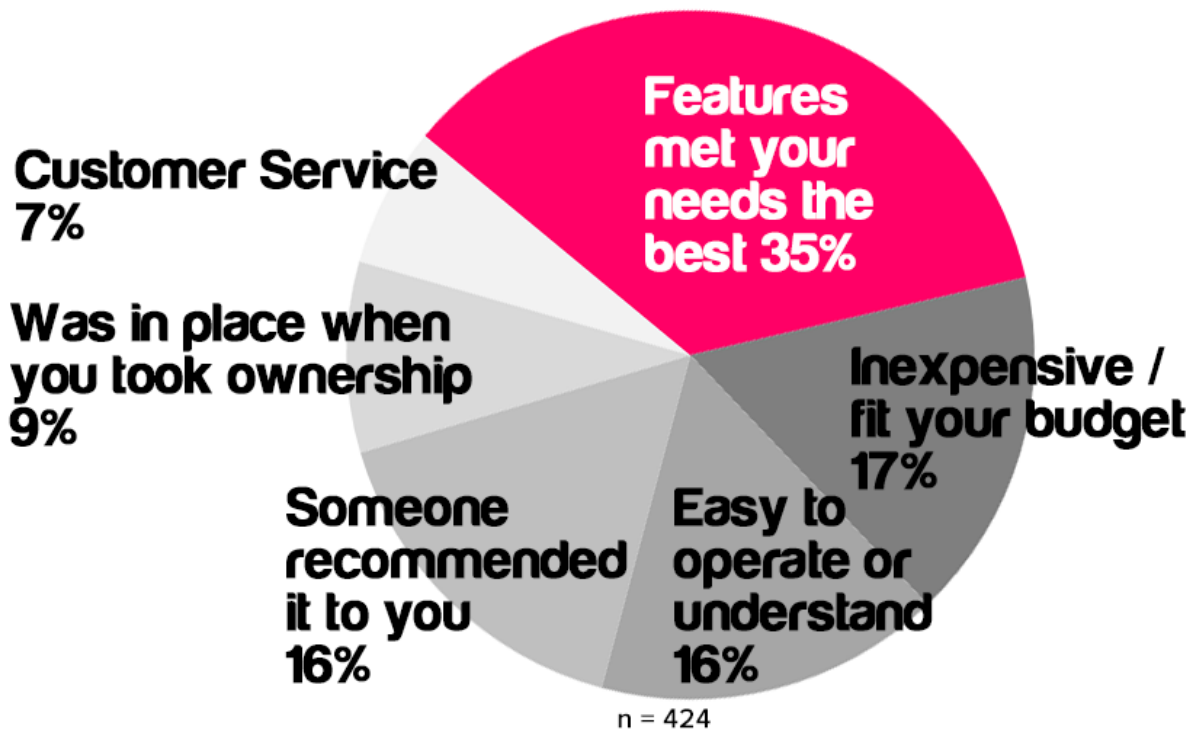


Weighted Satisfaction with Individual Products



Weighted satisfaction scores derived by assigning values ranging from +5 to -5 for satisfaction ratings from Extremely Satisfied to Extremely Dissatisfied, respectively, then divided by the total number of respondents rating each individual product.

What was the primary reason you chose that provider?



Other responses (free form text):

About DanceWorks:

- Only option when we got it
- probably the first program I saw. It was 1999.
- Used it at a studio I worked for prior to owning my own studio

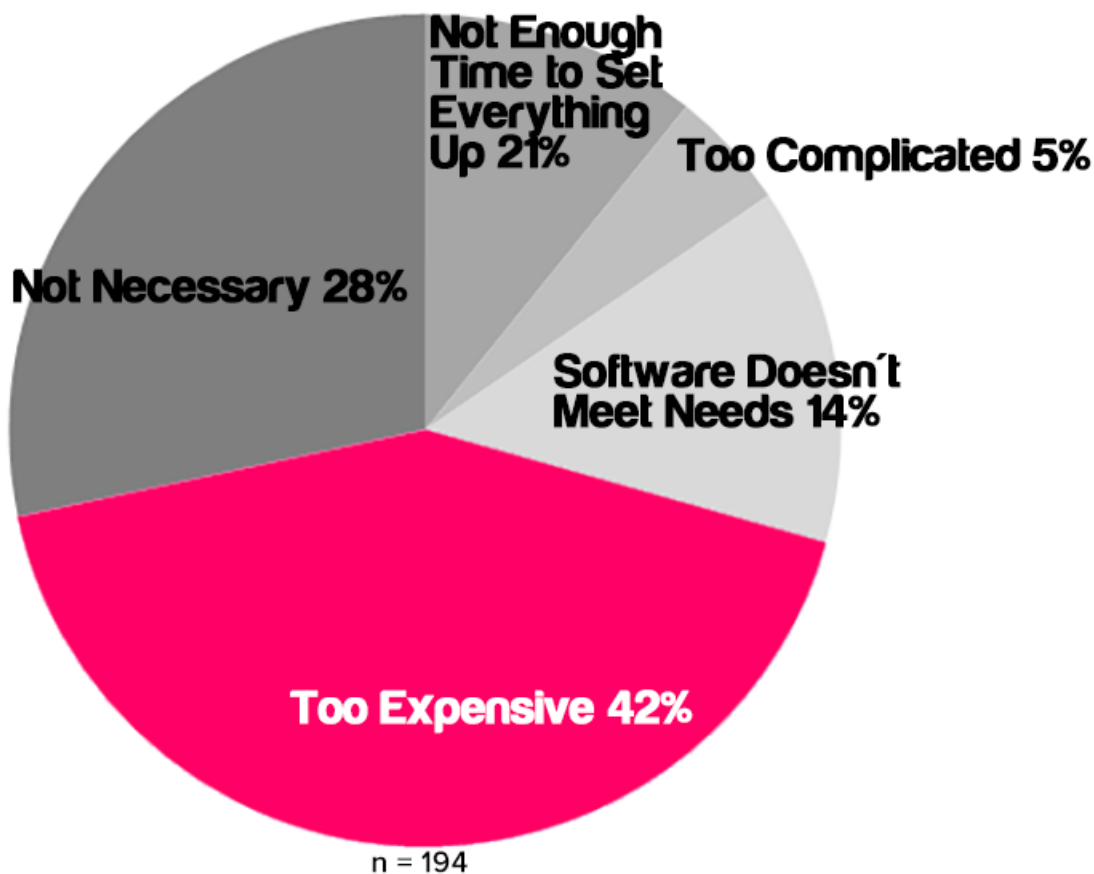
About Studio Director:

- and price- the combination of the 2- I also like the way it looked better than most others
- Could access it anywhere
- More than Just Great Dancing affiliate
- One of the first to offer online access, I joined in 2008

About JackRabbit

- It doesn't have a monthly charge but rather an upfront charge
- It is an online software so we can access it anywhere
- needed to upgrade from compu dance and thats what i picked
- Store Module
- was the service I saw advertised the most

What best describes your decision to NOT use studio management software?



Other Responses (free form text):

- I am a very small dance studio
- older front desk person unwilling, when she retires we will
- small studio - I'll need it when I grow larger
- Didn't know about it
- Haven't considered just yet, have a small studio.
- I have a very small studio with 3 students. No need for it.
- created our own database that we use to keep everything organized
- didn't have time to look at it-over Summer
- Too expensive
- haven't looked into it
- Used previously but not currently needed
- Uses another program
- We've just never pursued it.
- Looking to start using one
- Don't know which one to buy!
- I have a business person and my studio is small.
- my husband designed ours
- Haven't tried it
- Don't know if it would be worthwhile
- Haven't looked into it.
- Already have everything set up using what we have
- Director does not see the benefit
- Not enough students yet
- we are a small studio, so the cost [outweighs] the benefits
- also..we are a new studio.
- considering
- Also very expensive.