

The 2021 Web Agency Tech Stack

Running and scaling a web agency requires the right toolbox - here's the essential tools you need.



One size does not fit all

How do you ensure that you have the right set of tools to successfully scale your web agency?

When we are updating this mixed-reality whitepaper in January of 3030, there will probably be an AI that exclusively helps agencies pick the best tech stack based on current market-patterns and simulations. Until then, you have to take our human word for it. (Don't worry, most of the time we know what we are doing.)



Every agency is different, so there is no one-size-fits-all solution that we can just give you and send you on your way to success. What we can and will do, however, is to share the industry best practices, best-reviewed products, and our own suggestions on what software you should look at to fit your workflows and needs. And since factors like strategy, size, approach and of course... **budget** affect your choice of software, we mainly included choices that are:

- **Enterprise-level** solutions that large agencies can use at scale.
- **Best-of-breed software** that is widely used in a specific category and has some very unique features or perfected use-cases. (We also wrote a whitepaper explaining the pros and cons of best-of-breed and suite approaches. If you find that kind of stuff interesting, [it's right here](#))
- **Free alternatives** that are either open source or have an unlimited free plan that would be perfect for bootstrapped startups or agencies on a budget.

To make the whitepaper more "skimmable," we also include:

- The price where enterprise/business pricing starts
- If there is a free version of any sorts for the tool
- If the tool is open source (where it makes sense for the category)
- Some notable features

Now without further ado, here is the list of categories if you just want to jump to something specific.

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Time Management

Time is literally money when you're working on client projects. Therefore being sure that you are spending your time on the right things is the single most important metric in any agency. Proper time management can help speed up your development time, make planning much easier, and even help you charge more per project. So what are the industry standard tools when it comes to time tracking?

TOGGL

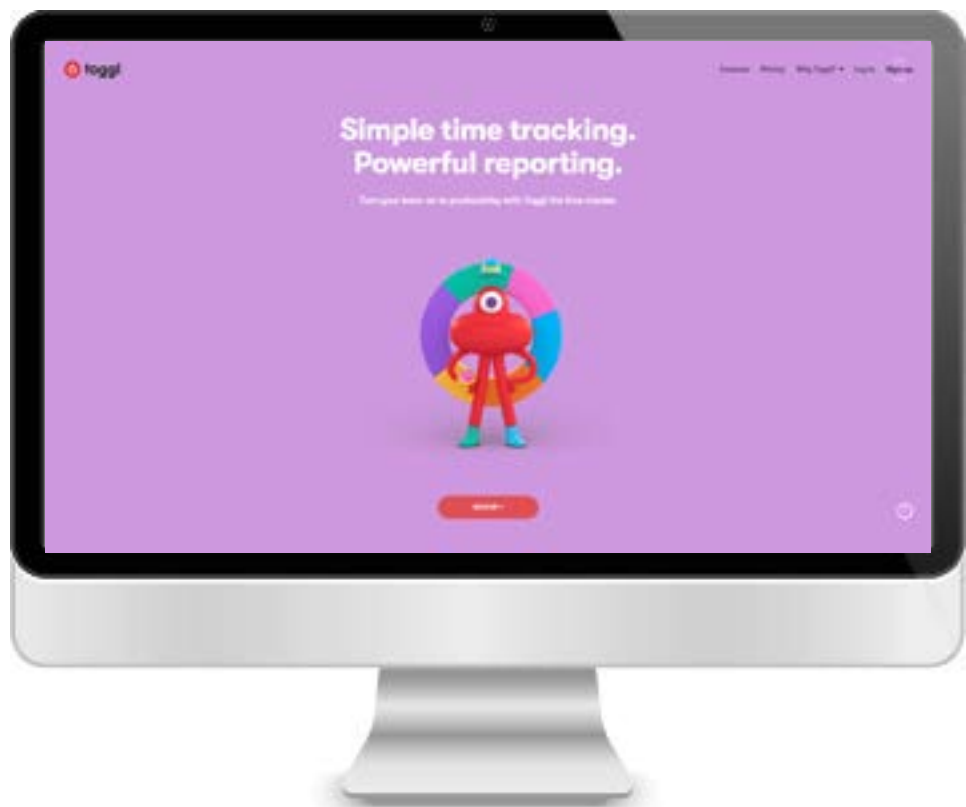
Toggl is a simple time tracking tool with all the productivity and reporting features you could ever want. You can follow all your tasks separately or get an overview of the entire project at once. You have the option to gather actionable insights from your data/team dashboards and create other useful data visualizations. If you are not a fan of real-time time tracking, you can also input your entries manually or integrate Toggl with your calendar. There's also an option to put in your billable rates and figure out just how much your time is worth.

Free option: Yes

Pricing starts at: \$10/month/per user

Notable features: • Time data visualization

- Real-time or manual time tracking
- Time-cost calculation



Time Management

CLOCKIFY

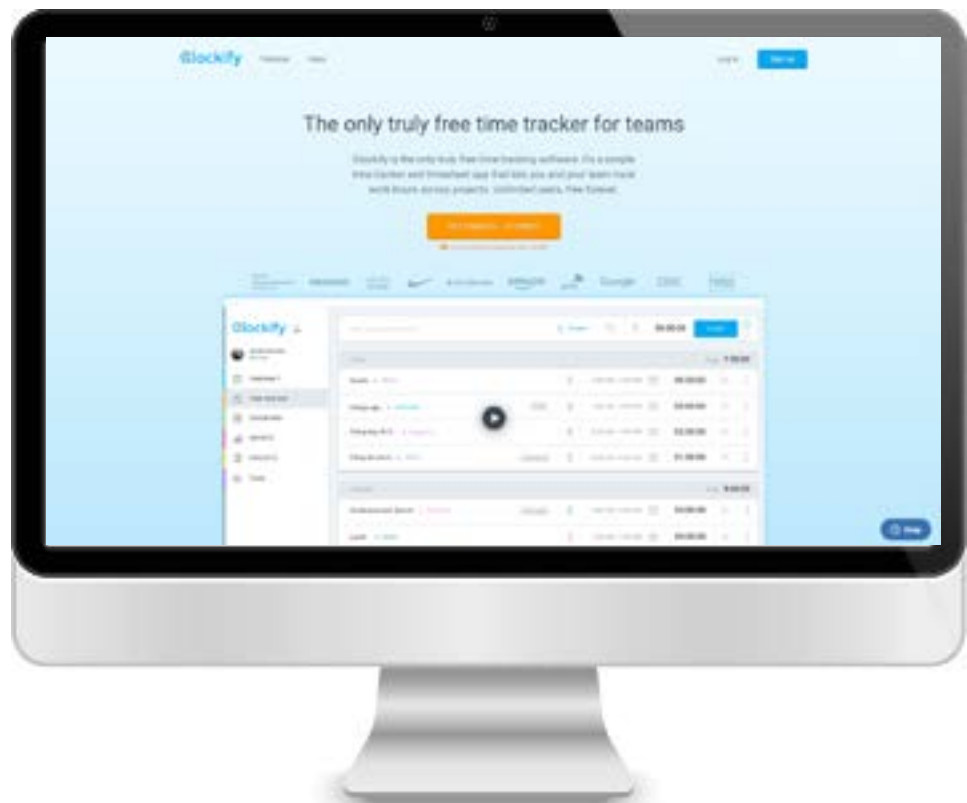
The free time tracking tool for any company that just needs the most basic features for a lot of users. With Clockify, you only pay for extra features, and there are no volume restrictions on the basic tracking features. You get unlimited time tracking for unlimited users. And this also includes unlimited projects... and unlimited reports. If you need something more, there are some very friendly app and API integrations.

Free option: Yes

Pricing starts at: \$9.99/month

Notable features:

- Unlimited time tracking on the free plan
- Unlimited users and projects on the free plan
- Unlimited reports on the free plan



Time Management

THE POMODORO TECHNIQUE

To be clear, this won't help you know how many billable hours you have on a project or a client. But sometimes you don't need to track how much time you spend on a project or task. Sometimes, you just need to focus. This is where Pomodoro comes in. The Pomodoro technique has a very straightforward ruleset to help you stay focused and maximize your productivity.

HOW TO DO IT

1. You press the timer
2. You work for 25 minutes
3. You have a 5 or 10-minute break
4. That's it.



After that, just rinse and repeat. (Get it? Because Pomodoro is the Italian word for tomato... moving on.)

Free option: Yes

Popular Pomodoro tracker sites:

<https://pomodoro-tracker.com/>

<https://tomato-timer.com/>

<https://pomodoro.cc/>



Task Management

While time tracking is certainly essential, it's just as important to keep track of **WHAT** you need to be doing. There are a lot of different styles and frameworks to set up your taskboard, but who are the best providers? Quick note: we did not include any development task boards like Azure Boards, but only looked at tools that could be used by all teams in an agency.

TRELLO

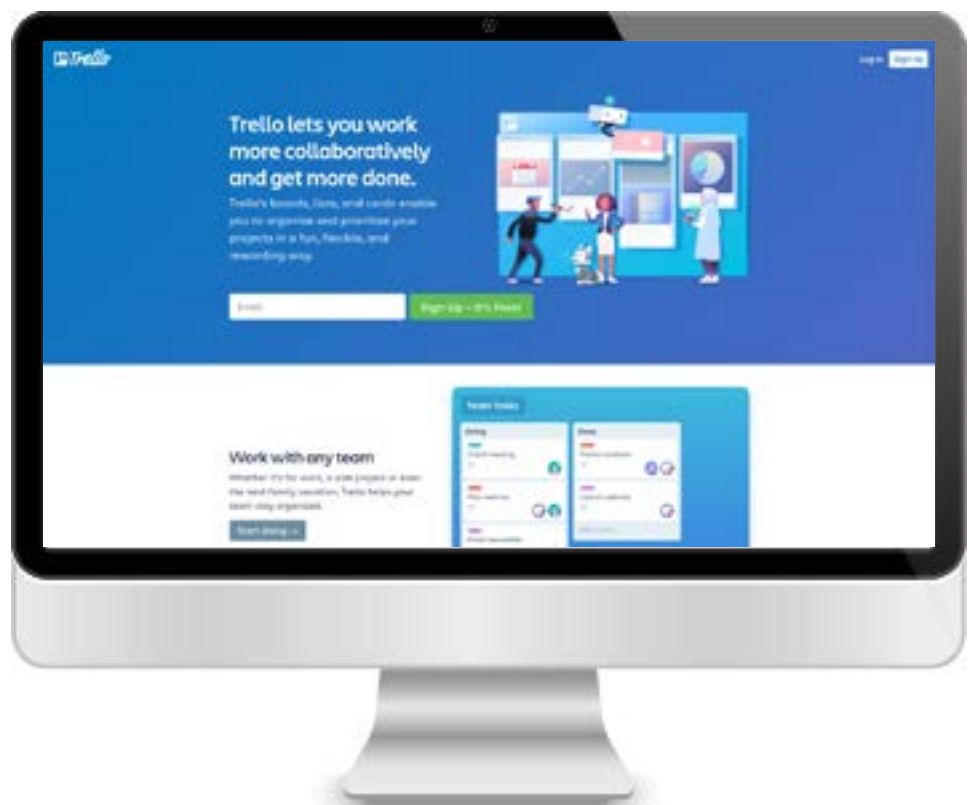
If you need a simple project board setup within a couple of minutes, Trello is the right place to be. Trello is one of those magical tools that you can use for years at scale, never having to spend a single cent (if you don't need to expand past the basic feature set and storage, of course). Also, compared to a tool like Airtable, the app is much more simple. This benefits projects that require quick navigation or if you mainly use Trello for its mobile app. For projects that require more complicated overviews, we would suggest something like Airtable.

Free option: Yes

Pricing starts at: \$9.99/month

Notable features: • Quick mobile-friendly UI

- Workflow automation with bots
- Generous free plan



Task Management

AIRTABLE

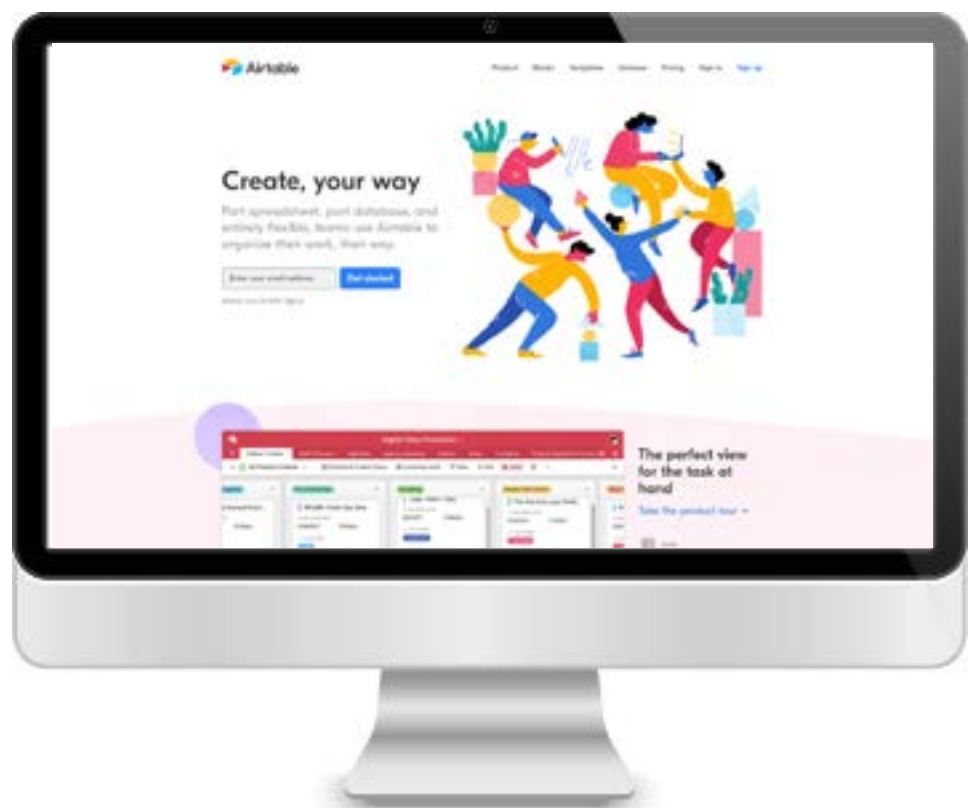
Airtable is to spreadsheets what Trello is to bullet-lists. And just like Trello, teams can go months or years using Airtable and not even realizing that they are on the free plan. Unlike Trello, Airtable's strengths lie in the complexity it is able to achieve while still keeping a straightforward user interface. The pricing plans are set up in a way where small teams don't even need to upgrade based on the number of entries, as long as they clean up their backlog every now and then. There are, of course, some very beneficial features in the higher pricing tiers.

Free option: Yes

Pricing starts at: \$10/month/per user

Notable features: • Spreadsheet style task overview

- Multiple overview styles
- Generous free plan



Task Management

MONDAY.COM

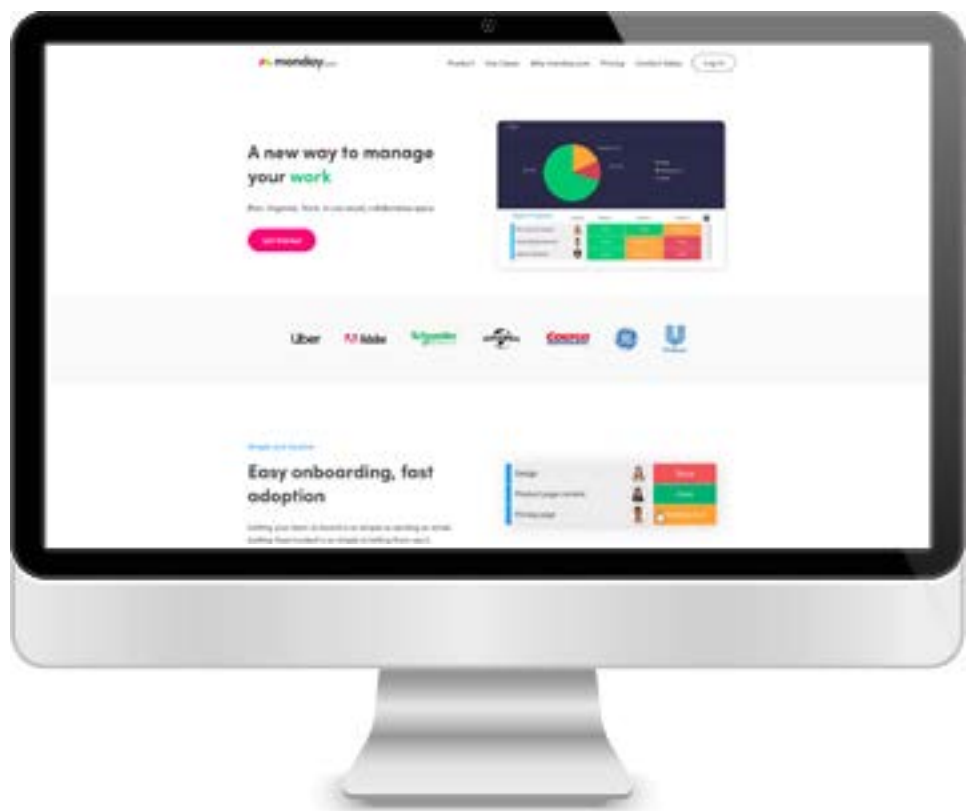
There are specific use cases for every type of project management software. But if you want every department to be unified under one project management roof, while keeping the necessary customization options, you should be looking at Monday. Monday can be best described as a suite approach to project management software, thanks to all the different types of boards that you can create and manage from a single main dashboard. While there is no free tier, you can always give Monday a try through their two-week free trial and see if it fits with your company.

Free option: No

Pricing starts at: \$39/month/per 5 users

Notable features: • Quick onboarding

- Extensive dashboard customization
- Workflow automation possibilities



Internal Communication

Ever since mankind realized that average walking speed could carry a message to the other floor of the office building faster than the fax machine, we have been looking for a more convenient way to connect with our coworkers while successfully avoiding human contact. Email became the go-to solution for office communication for a long time, but in an agile and fast-paced work environment, chat and instant messaging has taken over.

SLACK

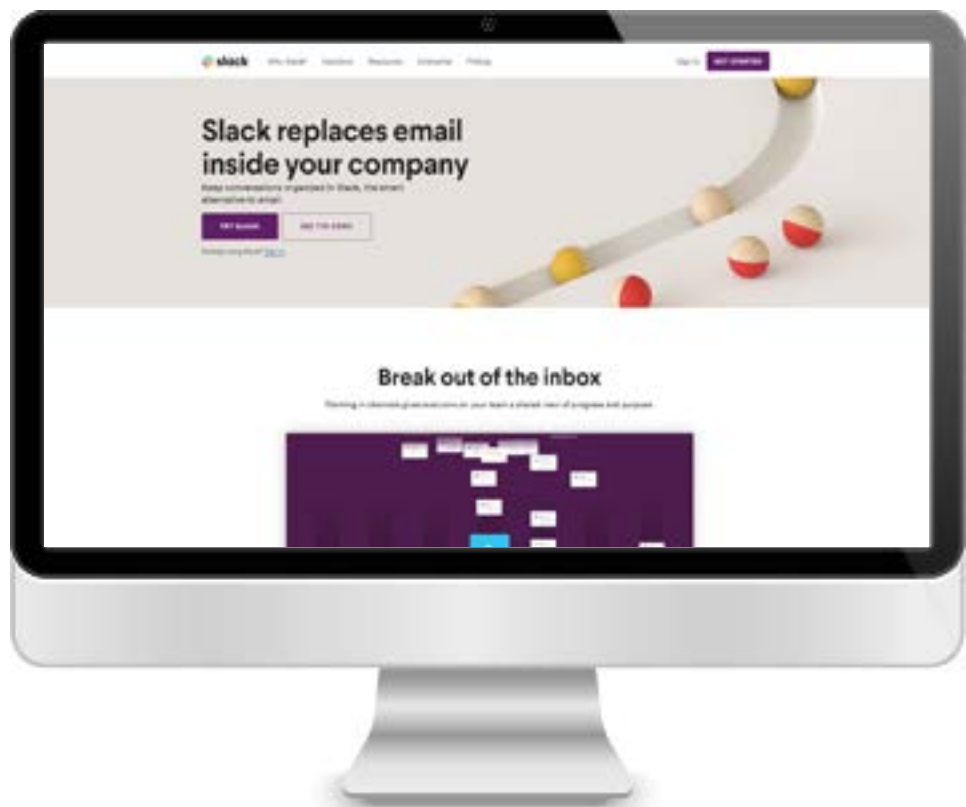
Slack helps you segment your company communication into multiple chat-channels that can be used for communication/file sharing inside teams, or across projects. There are, of course, person to person conversation options or smaller group chats as well. These feel just like any non-corporate messaging app that you are already used to. This makes conversations quicker than email and makes them feel a little more personal, which may... or may not be, exactly what you are looking for.

Free option: Yes

Pricing starts at: €6.25/month/per 5 users

Notable features: • Person-to-person, group or project channels

- Quick and easy messaging, calling and file sharing
- Generous free plan



Internal Communication

MICROSOFT TEAMS

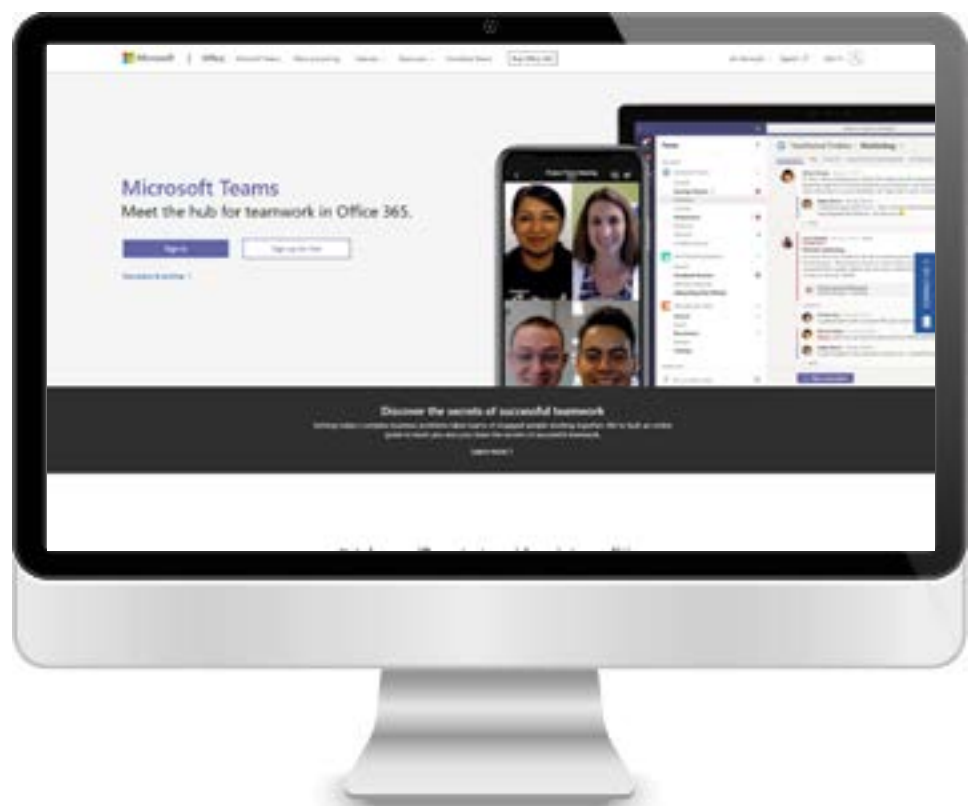
If your agency is already running on the Microsoft suite of products, but Outlook is still your main channel for communication, you might want to think about switching to MS Teams. Adding MS Teams to your workflow speeds up the discussion in just the way you would expect when switching from an email to a dedicated messaging application: The reply times are faster and the conversation feels less formal. In addition to that, you also have more advanced features like streamlined file collaboration/sharing and video calls.

Free option: No

Pricing starts at: \$5.00/month/per user

Notable features: • Included in the Office 365 Business Essentials

- Streamed presentation or conference calls (which can also be recorded)
- Streamlined file collaboration



Internal Communication

GOOGLE HANGOUTS

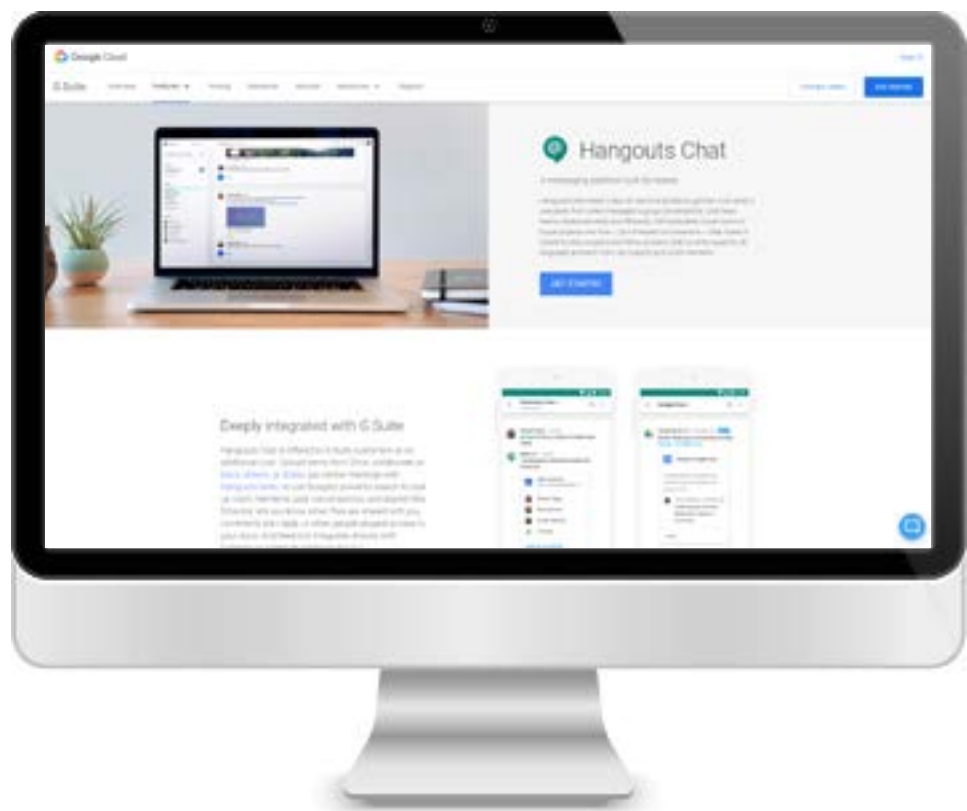
Hangouts is Google's answer to both social and corporate instant messaging platforms. It's also integrated into G Suite under the name Hangouts Chat and Hangouts Meet and boasts several great additional features. But regular Hangouts are a viable free alternative to any corporate communication tool. It has all the basic features like: one-to-one chats or group chats, media and location sharing, or video-calls and regular calls using wifi. Just be sure to use your work email when signing up, to prevent the eventual " message in the wrong group chat" situations.

Free option: Yes

Pricing starts at: \$6.00/month/per user (As "Hangouts Chat/Meet" in Gsuite)

Notable features: • No noticeable restrictions for small teams

- Easy to manage one-to-one or group chats
- Free video calls



File Sharing

File sharing tools are another important part of every agency tech stack. File sharing tools help you organize and distribute media files with your colleagues and clients. They are critical to streamlining workflows and building up processes, and in most cases, reinforcing security at the same time.

DROPBOX

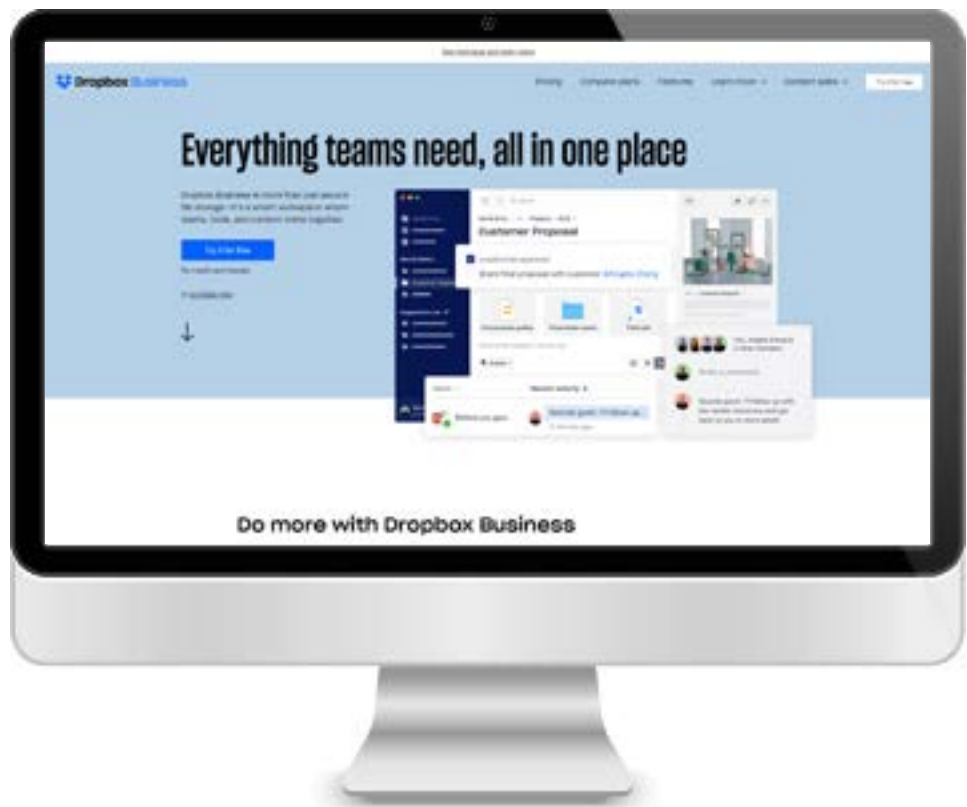
Dropbox is an industry staple, and for a good reason. It's reliable, secure, fast, and for the value that combination provides, relatively cheap. It makes it easy to sort all your files based on projects/clients in a very familiar and intuitive user interface. You can also automatically have your files sync with the cloud and never worry about accidentally losing some work. Accompanying its best-of-breed features, there are integrations with most tools you could want and the possibility to scale along with your team and your needs. And since it has wide adaptation on a personal level, you're sure that clients and employees are already familiar with the interface.

Free option: Yes

Pricing starts at: €10.00/month/per user - starting at 3 users

Notable features: • Reliable, secure, fast

- Auto-sync features
- Standard plan has 5 TB of storage



File Sharing

MICROSOFT ONEDRIVE

If you use at least one other Microsoft 365 solution in your business, you might want to consider adding Microsoft OneDrive as well. In 2017 the [Microsoft blog](#) published some impressive numbers:

"What do our customers think? With over 85 percent of the Fortune 500 companies having OneDrive and SharePoint across 250,000 organizations worldwide, we are delivering on our vision of a more connected workplace. In fact, usage of OneDrive for Business has more than doubled in the last year alone."

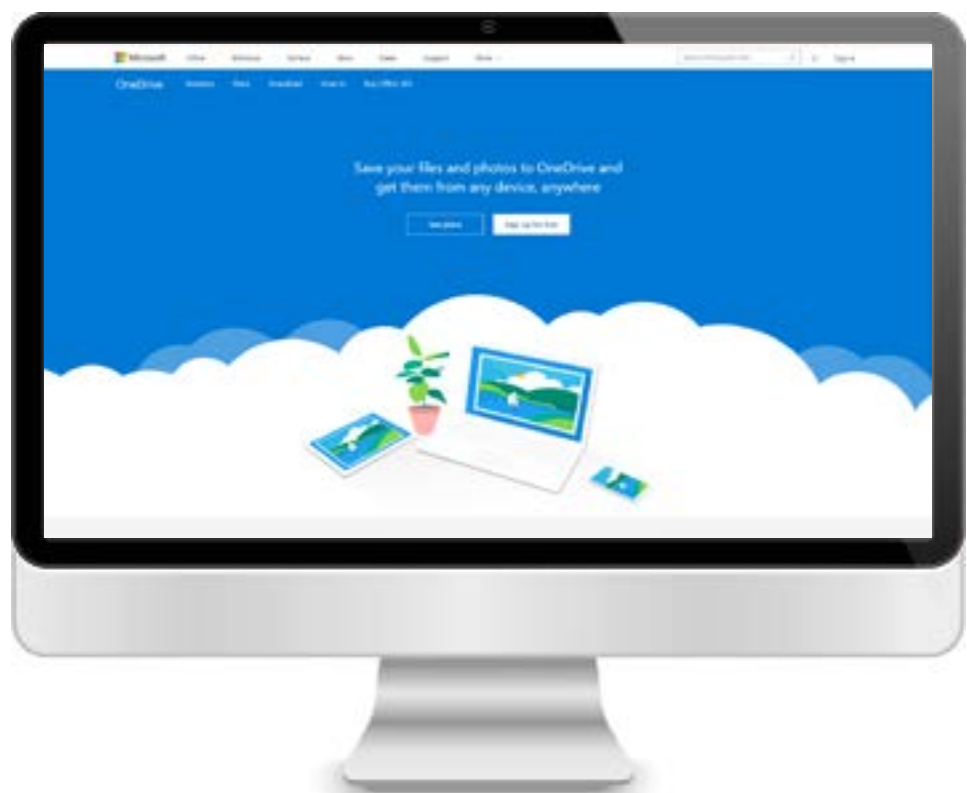
And numbers like that usually have some pretty amazing products behind them, and OneDrive is no exception. With seamless integration into both the existing Microsoft 365 suite and your workflow, you will have your files available anytime, anywhere.

Free option: No

Pricing starts at: \$5.00/month/per user

Notable features: • Seamless integrations with the Office 365 suite

- Auto-sync features
- 1 TB of OneDrive storage in the basic plan



File Sharing

GOOGLE DRIVE

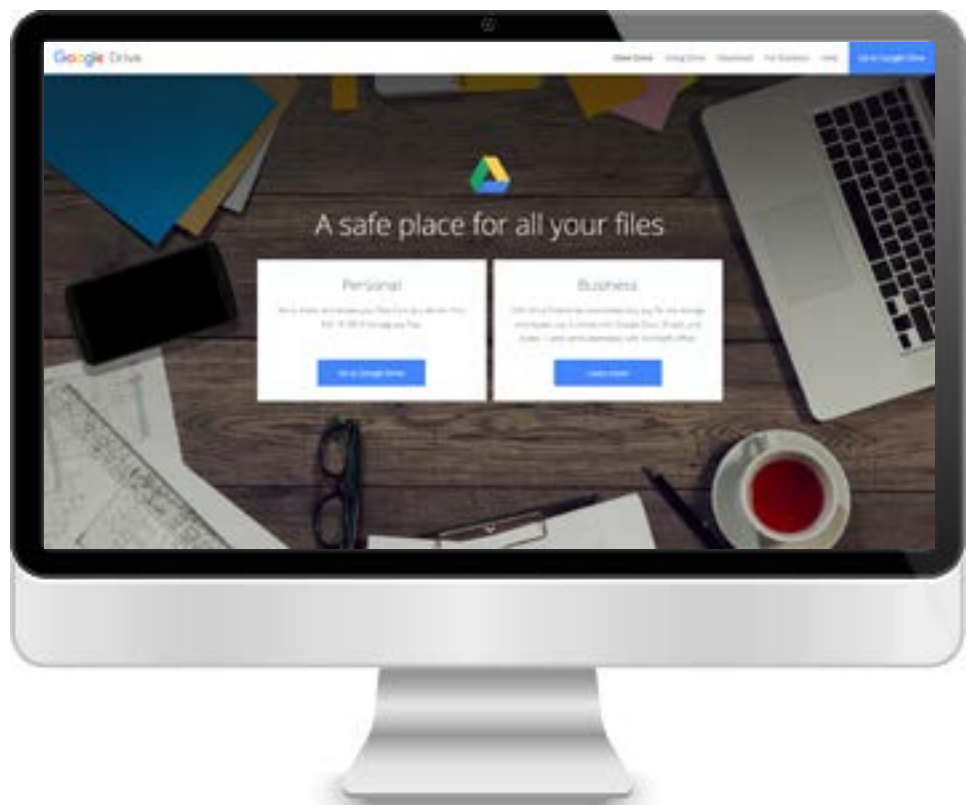
The first cloud hosting platform to hit a billion users is also the one with the most generous free plan. At 15 GB of free space, this is once again THE option for teams running on a bootstrapped budget. But Google also keeps expanding not only their plans for individuals but also their enterprise offerings. As part of G Suite, Google Drive can become your go-to file sharing platform. It has top-notch UX and usability, and the storage options are getting faster and cheaper by the year.

Free option: Yes (15 GB, but those are shared with Gmail and Google photos)

Pricing starts at: \$6.00/month/per user

Notable features: • Quick and efficient document access

- "Pay as you go" pricing
- Helpful AI features



Password Management

The onboarding process in an agency mostly centers around getting you up and running with the currently used tech stack. This includes sharing passwords for every piece of software, which can be a very tedious task without a password manager. Every website/software provider has its own guidelines for what they think a strong password is nowadays. And for the user, that results in creating variations of one master password for every piece of software in your tech stack. This can get extremely frustrating without keeping a spreadsheet, and solutions like that become a huge security threat over time. Luckily there are alternatives to encrypted USB sticks locked inside safes behind office paintings.

LASTPASS

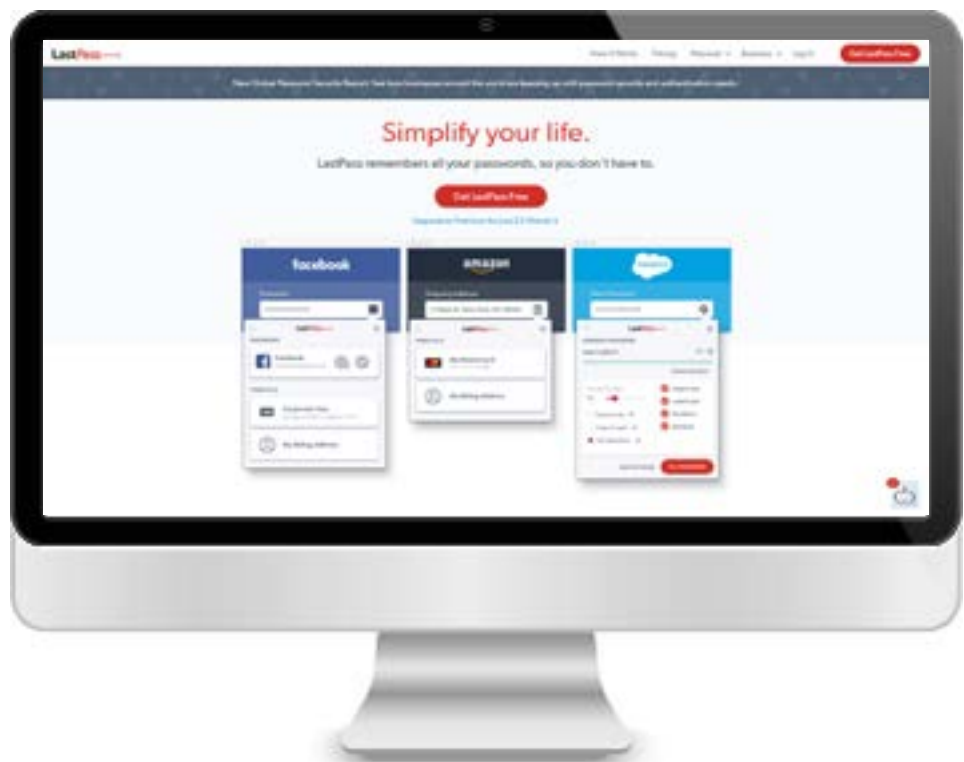
Reliable, secure, convenient, and exactly what you would want from a password manager. Lastpass makes keeping track of current passwords, creating and sharing new passwords, or on/off-boarding new team members a breeze. And thanks to a combination of securely generated passwords, an overall security score, and 2 factor authentication, you will never have to get another "Forgot your password, eh?" email ever again. In addition to taking care of your passwords, LastPass can also remember your credit card information for faster checkouts or even fill out contact forms for you automatically.

Free option: Yes

Pricing starts at: \$4.00/month/per user (for 5-50 users)

Notable features: • Useful browser extension

- 2 factor authentication
- Autofill for forms and credit cards



Password Management

DASHLANE

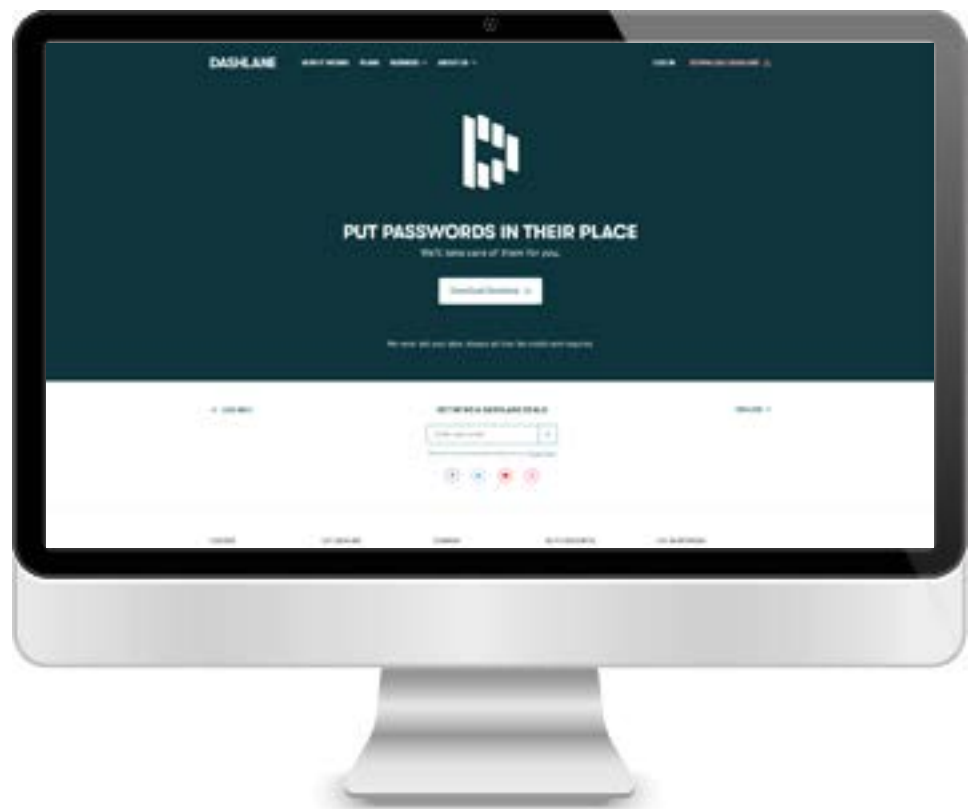
The most basic thing you could want from a password manager is probably... to manage your passwords. But what if you wanted more than just basic functionality? Well, then you might be looking for Dashlane. It offers advanced features like dark web monitoring, which notifies you if your information has been shared somewhere that you really don't want it to be. It also provides a simple, trustworthy VPN, so you can work at your favorite coffee shop without worrying about your data.

Free option: Yes

Pricing starts at: \$4.00/month/per user

Notable features: • Dark Web Monitoring

- VPN for WiFi protection
- Autofill for forms and credit cards



Password Management

PSONO

When someone says "open source," a password manager probably isn't the first thing that comes to mind. But what if you wanted a password manager that was self-hosted and free? Well, for all agencies on a budget that still want their passwords securely stored, there is Psono. Psono allows you to host your own server and offers all the features you would expect and more, for free up to 10 Users.

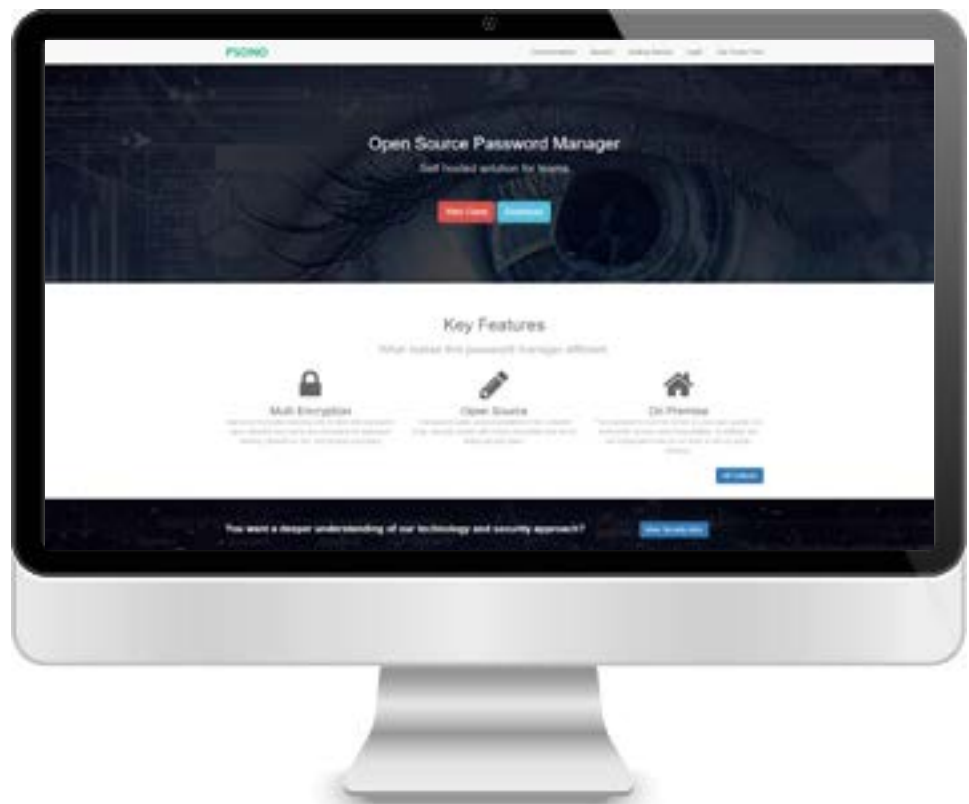
Free option: Yes

Open Source: Yes

Pricing starts at: \$2.00/month/per user (minimum 25 users)

Notable features: • Free Enterprise Edition up to 10 users

- Self-hosting possibility
- Extensive community-developed features



Design Tools

Whether it's for your branding, social media posts, client work, or memes for your Slack channel, you will need some design tools sooner or later. Here are some that we can wholeheartedly recommend:

ADOBE CREATIVE CLOUD

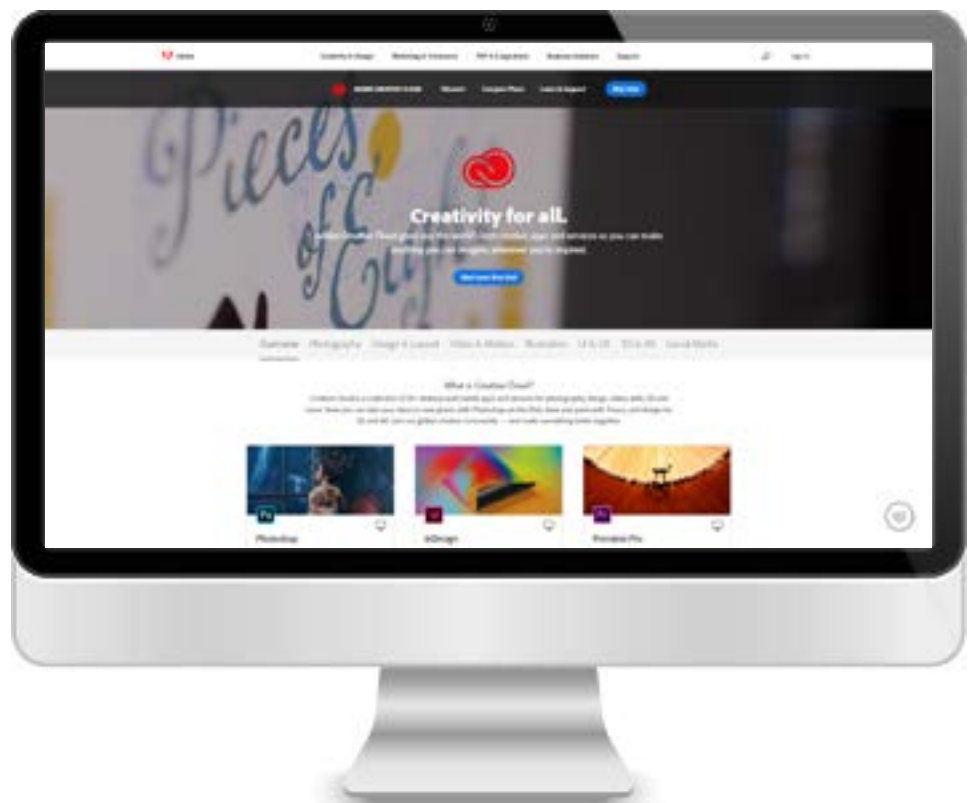
Adobe has been in the creative software market for about 30 years, and they are still the industry gold standard for all things design. Their ever-expanding cloud suite of creative products makes them a one-stop-shop for any agency looking for a full suite of tools and resources. These include Photoshop and Illustrator for your raster and vector image needs, or Premiere Pro and After Effects for video editing and motion graphics. In addition to more than 20 different creative apps, your subscription to Adobe Cloud can also provide you with useful resources such as fonts, stock images, and tutorials, or even a portfolio page.

Free option: No

Pricing starts at: \$79.99/month/per user for the entire suite
or \$33.99/month/per user/per app

Notable features: • The suite is a one-stop-shop for all creative needs

- Asset collaboration and sharing features for business plans
- Stock images and fonts included in business plans



Design Tools

AFFINITY

The Affinity suite currently offers three products: Affinity Photo, Affinity Designer, and Affinity Publisher. These products are the answer to Adobe Photoshop, Adobe Illustrator and Adobe InDesign, respectively. They can serve as valuable replacements of the Adobe Suite for the creation of raster and vector assets or extensive layouts that the former provide. The Affinity suite of products has a more simple and intuitive interface than its Adobe counterparts. While making for a streamlined workflow, this also highlights that Adobe products have features that are much more complex and in-depth. While Affinity is a great start for beginners, seasoned designers are also occasionally switching to them because of one simple factor: The price. While the Adobe Creative Cloud is on a recurring monthly/yearly subscription, you only pay once for the products in the Affinity suite, and each of them currently only costs as much as a one month individual Creative Cloud subscription. Affinity Photo and Designer also have Ipad app versions, fully optimized for the iPadOS.

Free option: No

Pricing starts at: \$49.99/per app

Notable features: • Simple and intuitive interface

- Handy iPad versions
- One time purchase



Design Tools

CANVA

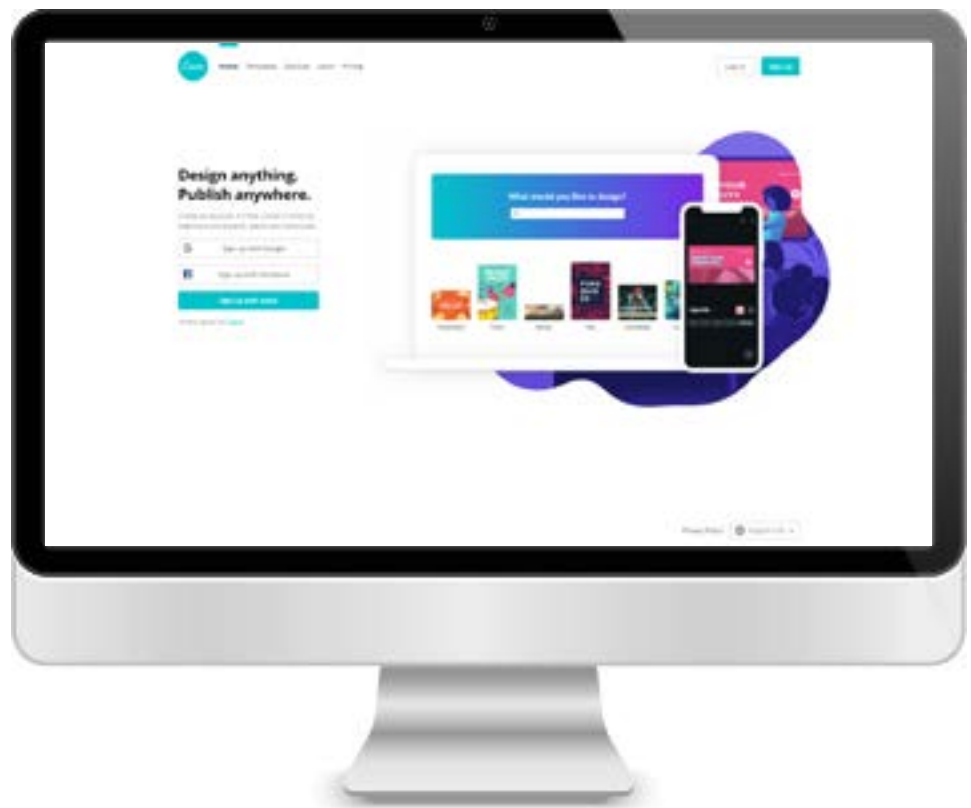
Learning complex software like Adobe or Affinity takes a long time. If drag and drop is more your style, you will love Canva. Canva is the go-to app for marketers or developers with no dedicated designer on the team, as it can consistently produce professional on-brand graphics in a matter of seconds. Canva's price is also hard to beat in the creative software industry because most of the features you need are included in the free-forever plan. The pro-plan adds branded customization options, thousands of templates and millions of stock images.

Free option: Yes

Pricing starts at: \$9.95/month

Notable features: • Drag and drop functionality

- Large amount of stock images and templates
- Easier to learn than classic design software



Prototyping and Wireframing

The prototyping stage for your apps, websites, or landing pages is a crucial part of the creative process. While most designers still start with a pencil and paper, not many are brave enough to go straight from sketch to coding. That's why trying out different layouts and animations on high-fidelity mockups is an excellent intermediary step towards the perfect working design, and here are the best tools to do it.

SKETCH

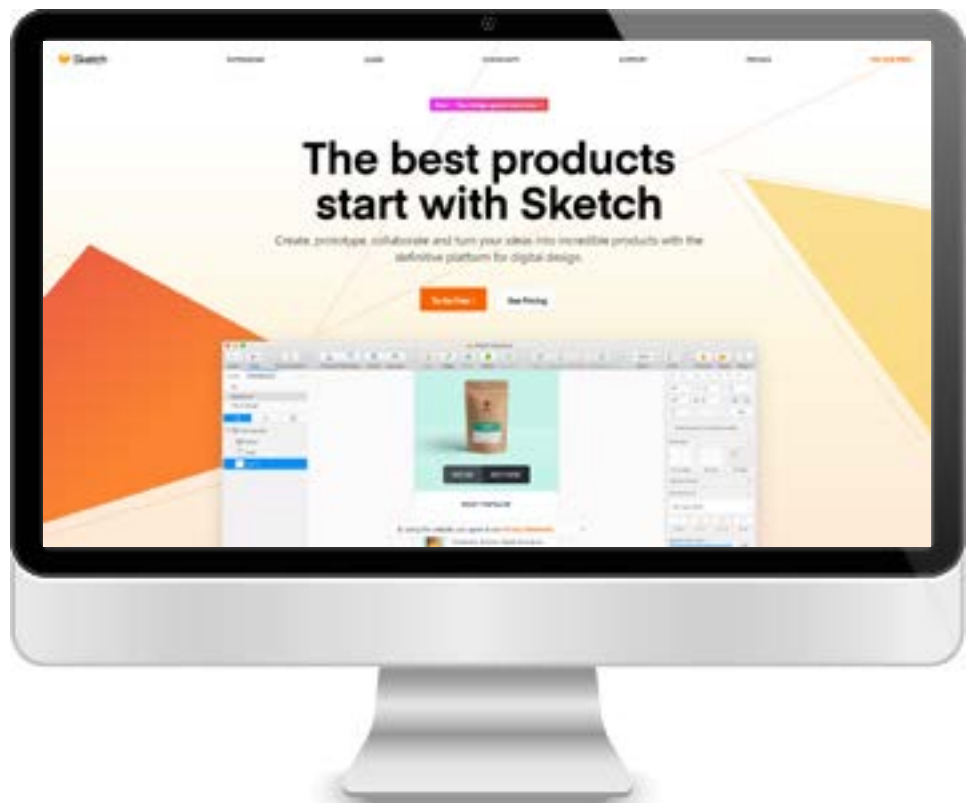
Sketch is the ultimate prototyping tool for Mac users. With a simple UI, version control, and real-time collaboration, Sketch has been the industry standard for a long time. However, it is also its Mac exclusivity that made it very replaceable for some teams. While Sketch has a winning combination of features, like powerful vector editing, extensive symbol management, and a large library of extensions and plugins, eventually, your project will have to be shared with someone else. And if that someone does not have a Mac, they won't be able to collaborate with you. And for many potential users, this is a deal-breaker.

Free option: No

Pricing starts at: \$99 for one year of updates and Sketch Cloud

Notable features: • Mac Exclusive

- Powerful vector editing
- Real-time collaboration



Prototyping and Wireframing

ADOBE XD

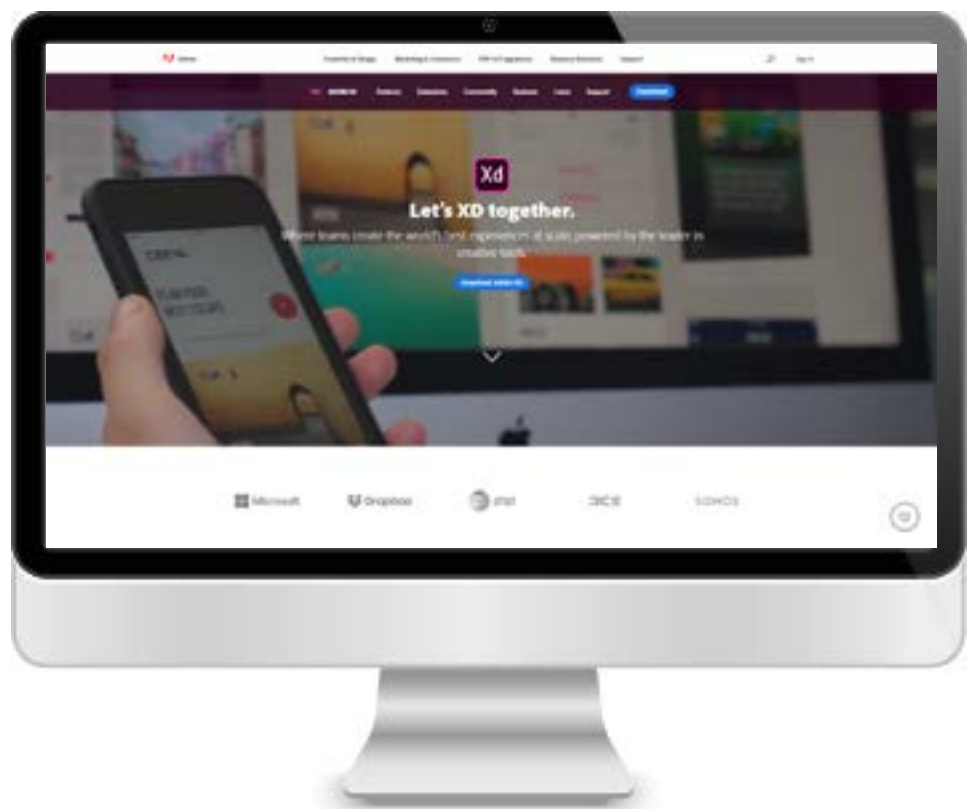
Experience Design, or XD for short, is Adobe's vector-based answer to prototyping tools. It works seamlessly with Adobe's other apps, so you can create assets in Illustrator or Photoshop and then use/animate them in XD right away. While looking and working pretty straightforward right from the start, XD has really extensive functionality that other apps, like Sketch, can only achieve after some tinkering with plugins and extensions. Also, unlike most of the Adobe Creative Cloud, Adobe XD is free to use. It also works on both Mac and PC.

Free option: Yes

Pricing starts at: \$22.99/month/per user or \$9.99/month, if you only have one designer

Notable features: • Works on both Mac and PC

- Familiar interface and functionality to users of the Adobe Creative Cloud
- Real-time preview on mobile devices



Prototyping and Wireframing

INVISION STUDIO

If you are looking for rapid prototyping and extensive animation possibilities, Invision Studio might be just what you are looking for. Invision Studio is part of the Invision Cloud, a suite of product design tools made for testing ideas and gathering feedback. Your collaborators can view your current project, leave comments or even help out with the design, thanks to the synchronized work-environment. You can also create your vector assets straight in Invision studio, so there is no need to switch back and forth between vector editing and prototyping software. Same goes for advanced animation, no more switching back and forth between Adobe After Effects and your preferred prototyping tool, Invision Studio provides everything you need, and more.

Free option: Yes

Pricing starts at: \$15/month

Notable features: • Advanced animation

- In-app vector editing
- Great collaboration tools



Code Editors

Development tools can make or break any project. And when you have to stare at something for 8 hours every day, you REALLY want to be sure you made the right choice. That's why we chose a few source code editors and Git solutions that are most popular among agencies. And while they all have integrations and extensions that can help tailor them to your workflow and project, you should always choose based on the project requirements and strategy first, recommendations second.

VISUAL STUDIO CODE

Commonly referred to as the best code editor on the market. It has also been chosen as the number one development environment by developers on Stack Overflow for the last two years. But why is that? It could be the user-friendliness towards new programmers or extensive customizability for seasoned pros. Or it could be the sheer amount of extensions and plugins. Whatever it is, it looks like you can't go wrong with Visual Studio Code.

Free option: Yes

Open Source: Yes

Notable features: • Easily configured for debugging.

- Big amount of extensions and plugins
- Built-in Git



Code Editors

RJ TEXTED

A full-featured text and source editor with Unicode support. This freeware text editor basically covers everything you could need for web development. But it's functionality extends far beyond a simple text editor, as it also comes with support for CSS/HTML editing and preview, spell checking and autocomplete, HTML validation, and much, much more.

Free option: Yes

Open Source: Yes

Notable features: • Supports JavaScript, PHP, ASP, HTML and CSS

- Has everything you could want for web development
- Simple, but with a lot of handy features



Code Editors

BRACKETS

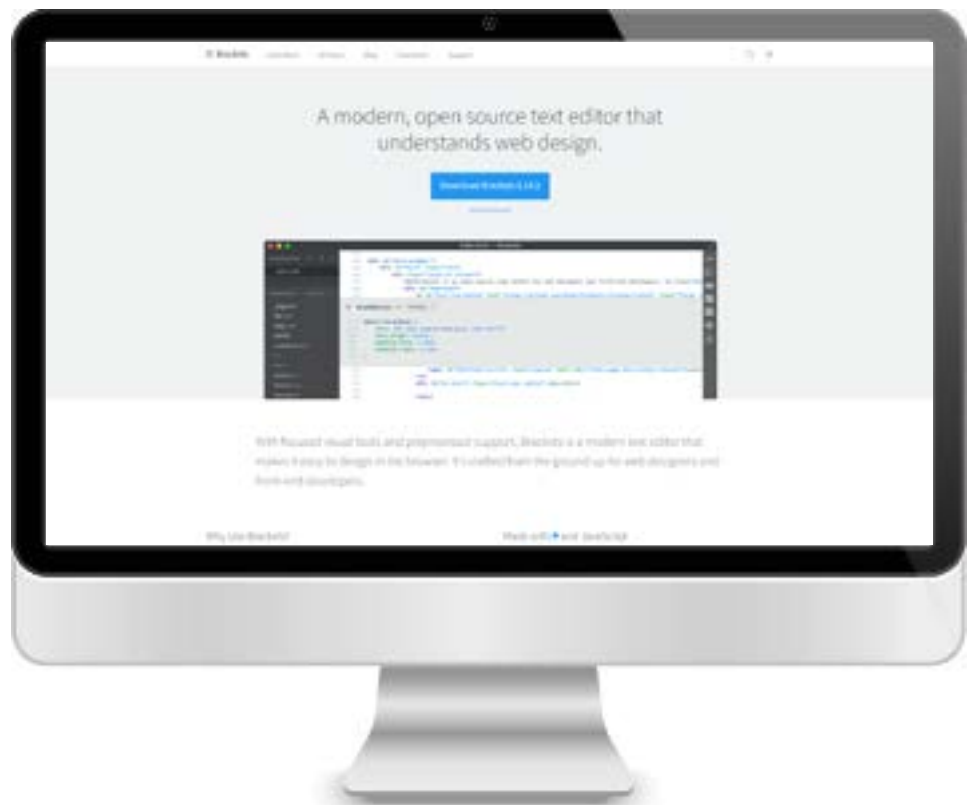
By web developers, for web developers. Brackets has been "crafted from ground up for web designers and front end developers." Brackets also successfully walks the line between just enough and too much visual help while you code. It also has a live preview feature, which is really helpful if you like seeing your changes in real-time. The community is on a mission to make Brackets the most preprocessor friendly editor out there, so if that's what you were waiting for, Brackets has you covered.

Free option: Yes

Open Source: Yes

Notable features: • Integrates well with Adobe Products

- Handy live preview
- Preprocessor friendly



Git

If you ever worked on a project with another person, you know just how critical repository management is. A repository can simply be a place to store and merge your code, but it can also help facilitate project management. As with most competitive software tools, you can choose a best-of-breed repository with limited features and build your perfect development cycle through integrations and extensions, or you can go for an enterprise solution that has the entire lifecycle covered out of the box.

GITHUB

If you are working on a large open source project, look no further than Github. Even if it's not open source, Github is still the most popular Git-based hosting provider in the world and for a good reason. You can contribute to already existing projects or collaborate on your private projects with other developers very easily. You can also get all your code hosted for free, as long as you keep it public. If you want your code private (which you normally would for clients), you have to switch to a paid plan after having more than 3 users. While it can be used for an entire DevOps lifecycle of a product, the core functionality does not cover everything, so the complete pipeline has to be stitched together using additional tools.

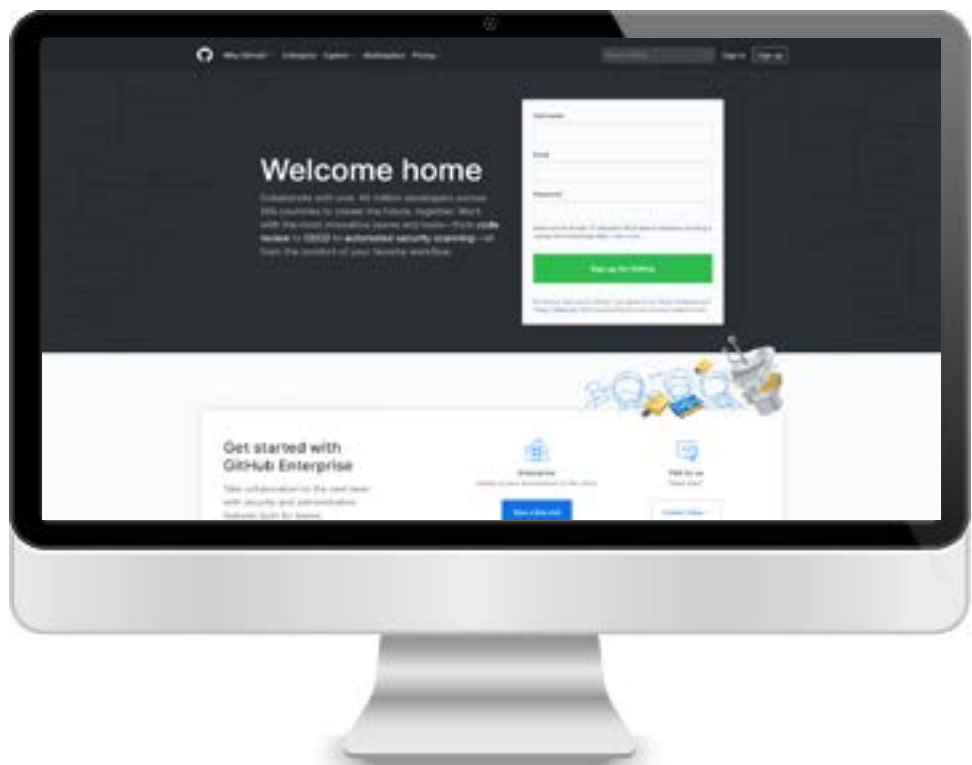
Free option: Yes

Pricing starts at: \$9/month/per user

Open Source: Yes

Notable features: • Made for open source

- Score system for contributions
- Free private repository up to 3 people



GITLAB

Just like Github, GitLab can cover the entire DevOps lifecycle of a product. Unlike Github, GitLab takes the suite approach and provides everything necessary for DevOps in one unified platform. Another category where it differs from Github is that GitLab provides a built-in Continuous Integration/Delivery system (which can help make sure that pull-requests don't break your app). The GitLab platform is also free for both public and private projects, with unlimited collaborators, but as with all SaaS offerings, for added functionality, you will have to pay. There are also multiple self-hosting options available.

Free option: Yes

Pricing starts at: \$4/month/per user

Open Source: • GitLab Community Edition - Yes

- GitLab Enterprise Edition - No (but it is Open Core, [more info](#))

Notable features: • Free for both public and private projects

- Covers the entire DevOps lifecycle with its SaaS offering
- Built-in content delivery solution



Git

BITBUCKET

If your project is open source Github or Gitlab are your best bet but if your main focus is keeping your code private, Bitbucket has you covered. In addition to Git, it also offers Mercurial repository hosting along with best-in-class JIRA integration. While Bitbucket is focused on source code management, there are a multitude of plugins available to extend the native functionality. Lastly, there is a host of features available for enhanced security, such as IP whitelisting and 2FA or U2F authentication to secure your code.

Free option: Yes

Pricing starts at: \$3/month/per user

Open Source: No

Notable features: • Unlimited private repositories

- Best-in-class Jira integration
- Both Git and Mercurial hosting



Tracking

If your web agency handles digital marketing for your clients, you'll need a specific marketing tech stack. But since that could be a whole white paper in itself, we've chosen to focus on two categories that no agency can go without. Website tracking and reporting

Every successful agency has some sort of key performance indicators (KPIs) that they use to track the success of their activities for end clients. To do so, you'll need anything from more complex metrics, like customer acquisition costs or customer lifetime value, to simpler ones like "which link did the user click to get to the shop?"

GOOGLE TAG MANAGER

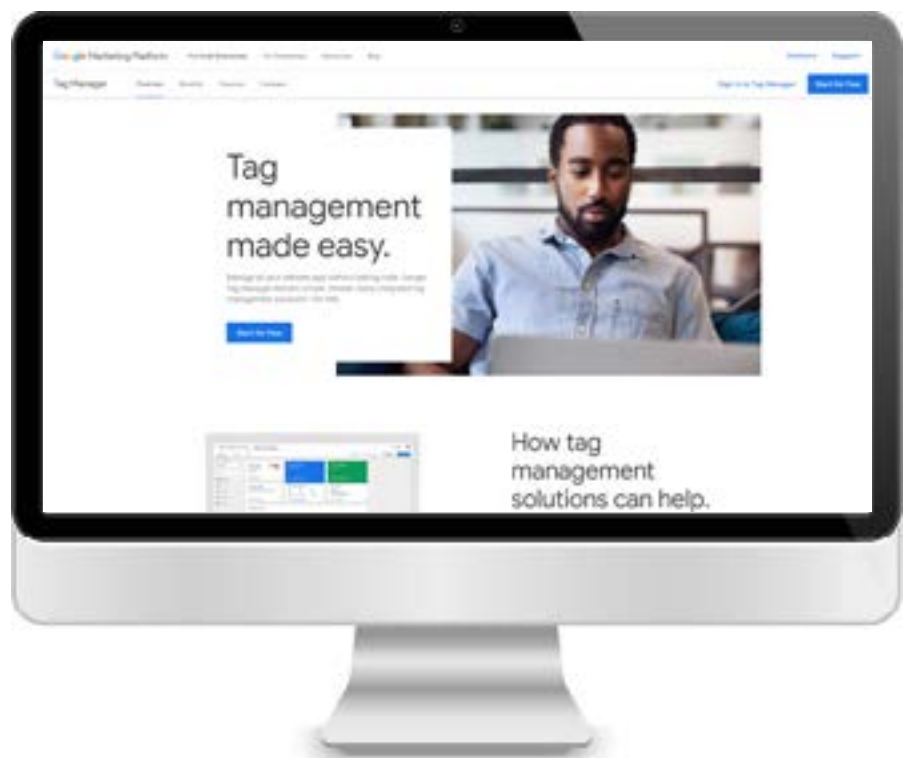
If you want your marketers to have complete control of what information you gather about your users, Google Tag Manager is the way to go. With Tag Manager, you get a tag management platform where you can set up tracking for pretty much anything your users do on your website and pass that data to any analytics and advertising tools you use. Google Tag Manager also comes with multiple pre-built tags that make your life easier by letting you customize and implement tags without any coding knowledge, especially within the Google Marketing Platform suite of apps.

Free option: Yes

Pricing starts at: Whatever you can negotiate with Google's sales team, but the free option will take you a long way.

Notable features: • Covers everything you could ever want to track

- Built-in tags and templates speed up the process
- Multi-platform support



Tracking

TEALIUM IQ

If you are looking for a tag management system that is not part of the Google Marketing Platform, Tealium might just be the right choice. With an ever-expanding library of hundreds of tag templates, you can be sure to find most of what you are looking for right away. However, if you don't find the tag you are looking for, it will take a longer time to implement a custom script than Google Tag Manager. You can also track jQuery events happening on-site, with the built-in jQuery selector, saving you the time from writing custom scripts, which is a nice addition to some projects.

Free option: No

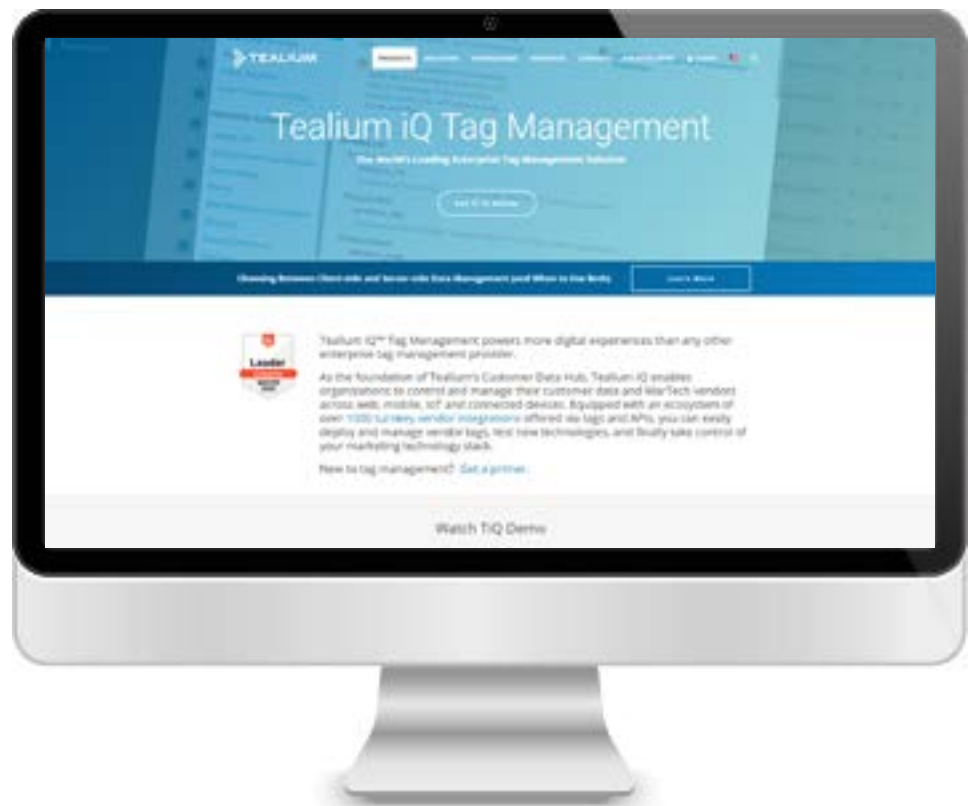
Pricing starts at: Whatever you can negotiate with Tealium's sales team.

Notable features:

- The Industry's largest integration ecosystem

- Reliable and trusted architecture

- Huge ever-expanding library of templates



Tracking

MATOMO

Maybe you want to take your tag manager off the cloud and host it yourself for maximum flexibility? In that case, Matomo is the answer to your self-hosted and open source needs. On-premise hosting gives you full control of customization and extensions while providing an added layer of security. Matomo are of course, nice enough to offer a cloud-hosted solution on their servers if that's what you prefer. And you can migrate your data from one hosting option to the other at any time.

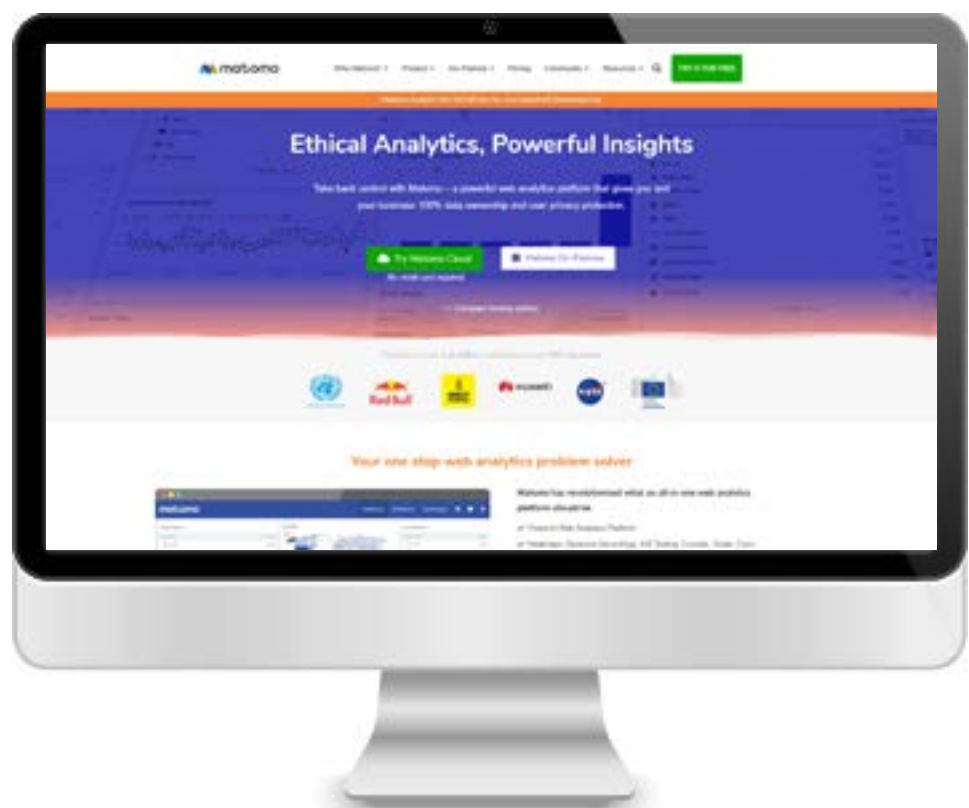
Free option: Yes

Open Source: Open Core

Pricing starts at: \$19/month

Notable features: • Free On-Premise Download

- Open Core
- 100% Data Ownership



Reporting

So if step one is to track data, what do you do once you have it? Well, unless your client specifically asks for an Excel document, it would be nice if you could somehow visualize the data. This is where data reporting dashboards enter the process.

GOOGLE DATA STUDIO

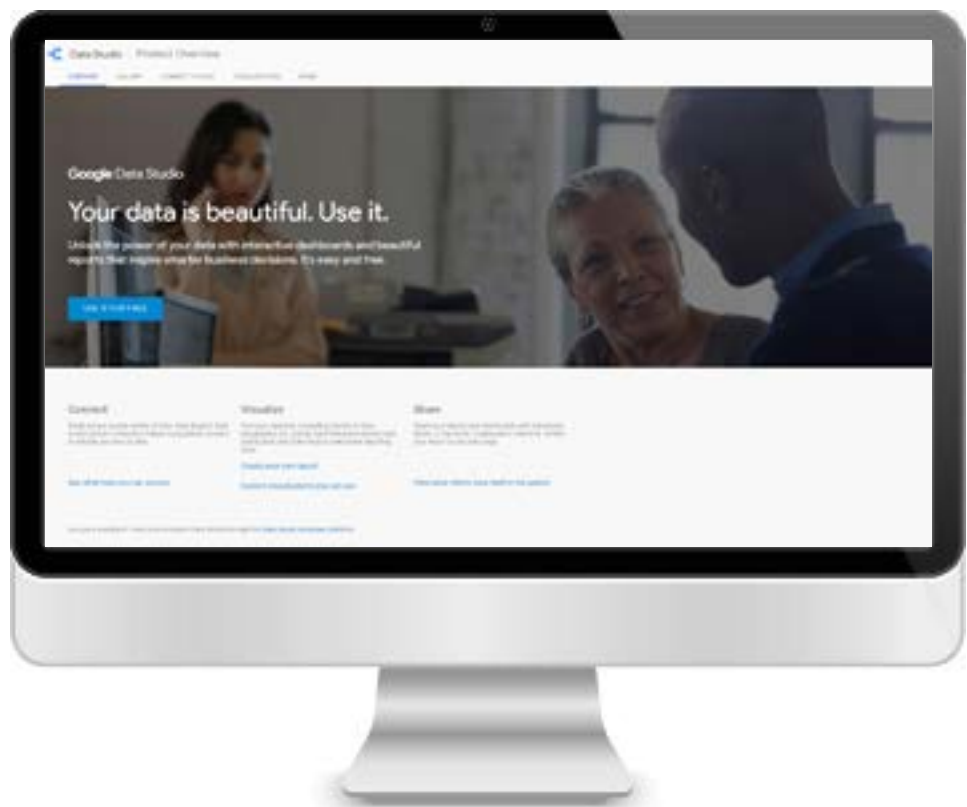
Google Data Studio is a very customizable, straightforward to use, free data reporting dashboard. And for most agencies, Google Data Studio provides everything you need. You can use it to pull your data from most of your existing analytics software and dashboards. And you can then take all of this data and visualize it together in a way that gives you the best overview of your business-critical metrics. Everything from the Google dashboards is easily shareable, so the distribution of the reports should not be a problem, and collaboration in real-time feels seamless.

Free option: Yes

Pricing starts at: No paid options, but you might need paid data connectors to pull in data from all the platforms you use.

Notable features: • Free On-Premise Download

- Quickly and easily gather and visualize data
- real-time collaboration, sharing and easily embeddable



Reporting

TABLEAU

If you are mainly sharing your data insights within your company, instead of clients, Tableau might be the right option. Tableau can provide actionable insights quickly and helps you visualize your data in an intuitive way. While it also has an extensive library of visualization options and you can share and collaborate with people within the company, sharing data with clients will not be as easy as it would be with Google Data studio.

Free option: No

Pricing starts at: \$70/month/per user

Notable features: • "Designed for the individual, scaled for the enterprise"

- Intuitive but in-depth functionality
- Extensive visualization possibilities



Reporting

CYFE

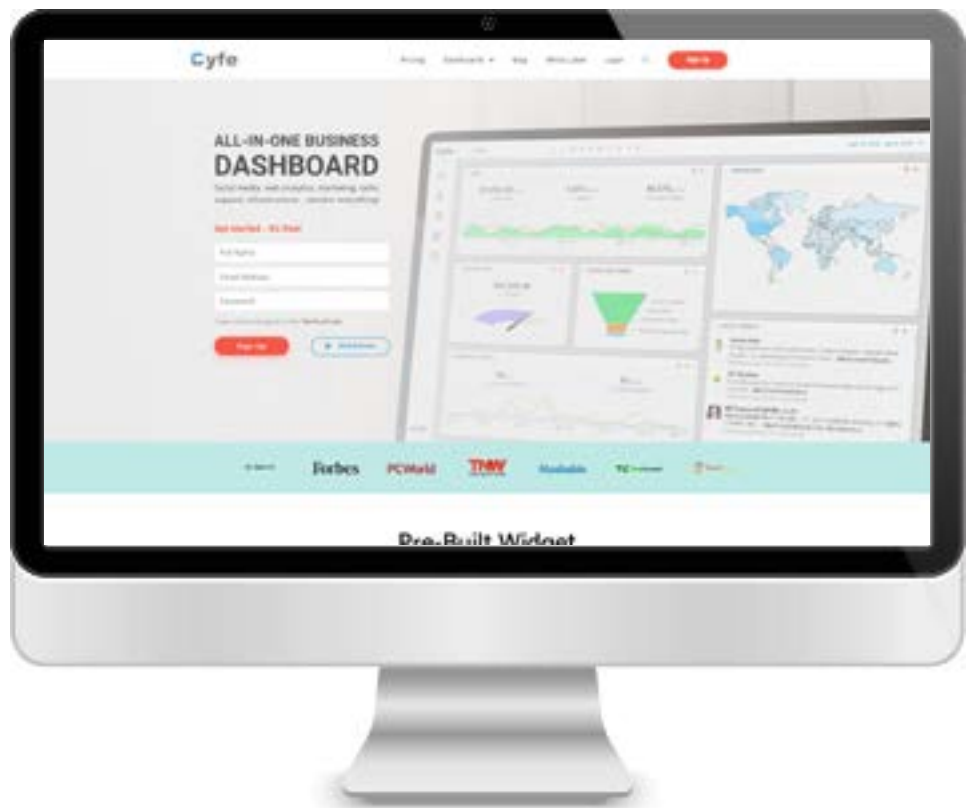
If what you are looking for is an all in one dashboard with a quick setup, you should give Cyfe a try. Monitoring all your departments or projects from a single all-in-one dashboard is just as helpful as it sounds. And with all the pre-built widgets that Cyfe provides, you should have a clear overview of all your data services in no time. If there is an integration that you are missing, Cyfe supports custom data sources, so you can use your own custom widgets or Push API.

Free option: Yes

Pricing starts at: \$29/month

Notable features: • All-in-one business dashboard

- Pre-built widgets for all your existing services
- Shareable real-time reports



In-Closing

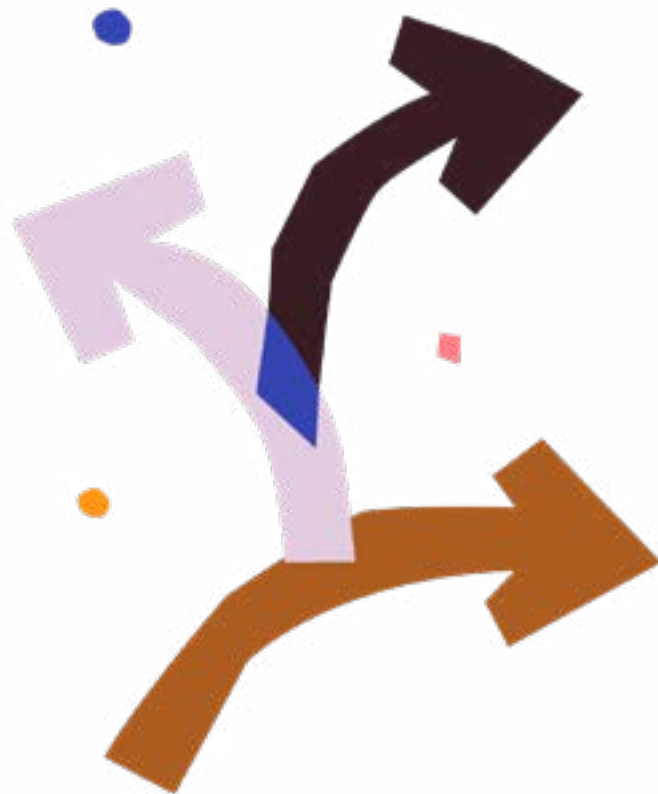
Every agency has a different process, just as every developer has their own personal workflow. An agency goes through multiple lifecycles, and their tech stack evolves with them. You can go from free alternatives and bootstrapping, through open source cloud-hosted development and end up with huge enterprise solutions that need to be private, infinitely better secured, and backed up in the cloud for good measure. And as a company scales, there will need to be a certain level of unified solutions, at least inside teams. We hope this whitepaper helped you get an overview of possible solutions!

Do you develop .NET solutions for your clients?

If your agency is developing .NET solutions for your clients, we have one final (albeit very biased) suggestion for you:

UMBRACO

Umbraco is an open source .NET content management system, which gives you full flexibility and lets you do things your way. If you're curious to see why over 500,000 websites worldwide have chosen Umbraco, [you can read more right here.](#)



Remote additions

After more than a year of working remotely, we decided to add two tools at the end of the whitepaper. Without them, 2020 would have been a much less collaborative year for us.

Even if they don't have their own category, we feel like they deserve to be included, if for nothing else than for their positive impact on productivity during times of worldwide lockdown and home office work.

Collaboration

ZOOM

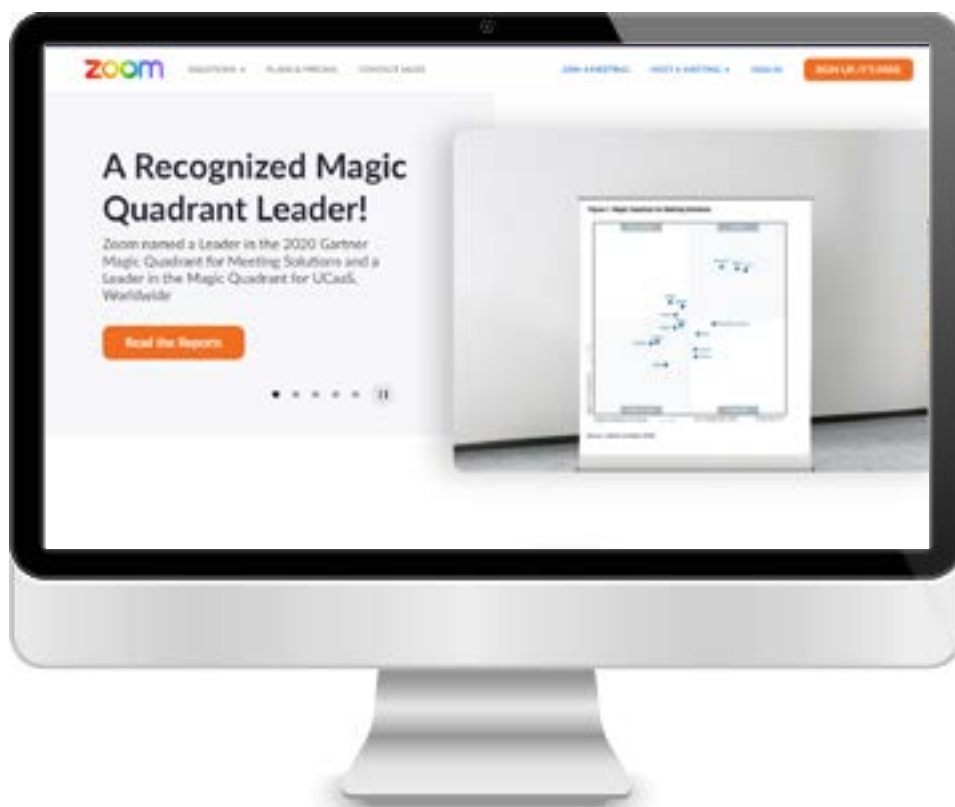
A tool that for many defined the year 2020. Zoom is an online video conferencing tool with a focus on ease of usability in both adoption and more extensive day-to-day use. It lets you join and host meetings, which can be recorded and downloaded for further use or distribution.

Free option: Yes

Pricing starts at: \$149.90 per year/ per license

Notable features: • ease of use

- HD video and audio
- one-click recording and transcripts



Collaboration

FIGMA

Figma is a design and prototyping tool with a focus on collaboration. Your design will always be up to date across teams and projects, and you can very easily make both small and global changes to your overall design templates. It also has a very easy-to-learn toolkit that slowly peels away layers of its complexity just as you need them.

Free option: Yes

Pricing starts at: \$12 per editor/ per month

Notable features: • unlimited projects and version history

- unlimited viewers and commenters
- easy library and project sharing

