

# Proposal for the Implementation of Linear at the Beno Software Company

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C768 PA Task 1

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## Section A: Organization Details

### A1: Products and Services

The Beno Software Company specializes in creating unique software solutions for other companies for contract.

### A2: Size and Location

The Beno Software Company has 2,000 employees and creates specialized software solutions for over 500 companies. The Beno Software Company has locations across 4 major states, with the main office situated in Illinois and satellite offices in New York, California, and Minnesota.

### A3: Organization's Industry

The Beno Software Company is an important part of the software industry, providing unique software solutions specially crafted for the needs of specific situations.

## Section B: Research Summary

The proposal in Section C details why the Beno Software Company should adopt the Linear app, a tool created for issue and bug tracking. The field of study of the author is Computer Science, which is why the Linear app is relevant to this assignment.

### B1: Source #1

Linear, (n.d.). Linear - Plan and Build Products. <https://linear.app>

The official website of the Linear app, provided by the team behind its development, details the specifics of Linear and what it is capable of. Linear is an issue tracking software created specifically for managing product development. Linear incorporates a variety of features to ensure the smooth tracking of issues and facilitate development. It features realtime sync, a keyboard-first design, a polished user interface, artificial intelligence integration, and long-term project management features. This source will be utilized to fulfill Main Point 1 by detailing what Linear is and what it can do.

### B2: Source #2

Maria, (June 23, 2025). What Is Linear Issue Tracking? Features & Benefits Explained. <https://everhour.com/blog/linear-issue-tracking/>

The Everhour article outlines how Linear can be used to effectively track issues. It begins with the features of Linear, and then moves into a tutorial for its use at a company. The article includes how Linear can be used to organize and automate tasks, and collaborate on issues. It also compares Linear to other top issue trackers like Jira and Trello. This source will be used to support Main Point 2 by showing how Linear can improve the workflow of the Beno Software Company.

### B3: Source #3

Siit, (n.d.). Linear App Review: Features, Pricing, Pros & Cons.

<https://www.siit.io/tools/trending/linear-app-review>

The Siit review of Linear describes the benefits of using Linear to manage projects and track issues. It outlines the features of Linear and describes what the app is used for at a company. It takes a look at both the strengths and weaknesses of using Linear, as well as the pricing of the app and potential alternatives. This source will be used in Main Point 2 to show how Linear can benefit the Beno Software Company.

## Section C: Proposal

### Introduction

Research suggests that the implementation of the Linear app will benefit the Beno Software Company by providing a powerful and simple solution for the tracking and management of projects and issues. The sections below describe what Linear is and how it is used, as well as the benefits of Linear to the Beno Software Company and its strengths compared to other issue tracking software.

### Main Point 1

Linear is a web-based issue-tracking platform which is designed to facilitate the development of software products. In an environment where many issue trackers are complex and unfriendly, like Jira, or limited in scope, like Github Issue Tracking, Linear is the perfect solution for an easy-to-use issue tracking software that can function across a variety of projects. It provides the ability to track the scope, progress, and velocity of projects over time, and is designed for efficiency and speed (Linear, n.d.). The software supports the visualization of aggregate data about issues, as well as a user-friendly time-tracking interface. It also features a suite of artificial intelligence agents which can be used to delegate work and automate repetitive tasks, further facilitating project development. Linear is simple to learn and “robust, [secure], and blazing fast” (Linear, n.d.). The app is perfect for the management of projects throughout the development cycle.

## Main Point 2

The Beno Software Company stands to benefit massively from the implementation of Linear. Currently, the Beno Software Company tracks and manages projects based on individual developer or team preference, leading to scattered and disorganized issue management. It is currently unclear when issues are resolved or who they are being handled by. Linear is a fast and robust issue tracking tool that “has become to go-to tool for startups and high-growth tech companies” for tracking issues and managing projects (Siit, n.d.). The implementation of this tool at Beno Software Company would allow for unprecedented management and tracking of issues, facilitating a massive improvement in organization and efficiency. Linear is efficient and streamlined, designed to enable clean workflows and smooth development across teams (Maria, 2025). Linear would allow for the Beno Software Company to collaboratively track and resolve issues, enabling developers to manage projects and help the company prosper.

Linear also offers a variety of additional advantages that would help the Beno Software Company deliver on its contracts. Currently at the Beno Software Company, issues are not set in specific stages that they have to move through in order to be resolved. With the introduction of Linear, automated workflows could be introduced that allow issues to automatically transition between stages as their life cycle evolves (Maria, 2025). This would promote further organization and management of issues at the Beno Software Company and improve the speed at which problems with software are eliminated. The Linear system also features a variety of Artificial Intelligence-powered integrations that can enhance issue management even further. Linear includes Artificial Intelligence tools to “analyze incoming requests, determine priority levels, and route” issues to where they need to go (Siit, n.d.). This automation of trivial tasks would allow developers at the Beno Software Company time to focus on resolving issues and creating new software rather than spending time on menial tasks.

## Conclusion

Research suggests that the implementation of the Linear app will benefit the Beno Software Company by providing a powerful and simple solution for the tracking and management of projects and issues. Linear provides a variety of tools for issue and project management across all stages of their lifecycles, in addition to a suite of Artificial Intelligence agents that can assist with work. The Beno Software Company stand to benefit massively from the implementation of Linear, as it will allow the company from disorganized issue tracking to a centralized system to facilitate efficient resolution of issues.

## Section D: Diction

This paper was written in formal diction because the intended audience is the administrative and executive staff of the Beno Software Company. This means that there were no contractions or use of first-person language.

## Section E: Sources

Maria, (June 23, 2025). What Is Linear Issue Tracking? Features & Benefits Explained.

<https://everhour.com/blog/linear-issue-tracking/>

Siit, (n.d.). Linear App Review: Features, Pricing, Pros & Cons.

<https://www.siit.io/tools/trending/linear-app-review>

Linear, (n.d.). Linear - Plan and Build Products. <https://linear.app>