

## **SIIA Software Division News**

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### **SIIA, OPEXEngine Issue Call for Participation in Software Benchmarking Study**

**WASHINGTON, D.C. (April 7, 2011)** – The Software and Information Industry Association (SIIA) and OPEXEngine, the leading aggregator of financial and operating benchmarks for small and mid-sized software companies, announces a call for participation in the 2011 Software Industry Benchmarking Survey. The comprehensive analysis targets firms with up to \$400 million in revenues. Interested parties should go to [www.opexengine.com](http://www.opexengine.com) for details or to register for the survey, which closes May 15.

Rhianna Collier, Vice President of the SIIA Software Division, highlighted SIIA's role in the initiative: "Software companies are a significant growth factor in the national and global economies. Members of SIIA are dedicated to advancing the strength of the industry. We want to make sure industry executives have the knowledge and perspective they need in order to make informed decisions and succeed."

"The software business today is all about managing by the numbers – our benchmarking provides software vendors with high quality, detailed peer comparisons. We work with early stage, venture-backed firms as well as fast growth, mid-sized public vendors that depend on our confidential benchmarking," said Lauren Kelley, CEO of OPEXEngine.

For the fifth consecutive year, OPEXEngine will conduct the benchmarking in order to publish the Software Benchmarking Industry Report. The publication provides extensive financial and operating metrics for companies ranging from start-ups to those with revenues of up to \$400 million. Benchmarks cover key financials, including detailed expense ratios, revenue and profit metrics, geographic break-outs, employee statistics, as well as customer and sales model comparisons. The report also looks specifically at Software as a Service (SaaS) vendors and breaks out all the data for smaller, private SaaS companies as well as for larger, typically public, SaaS companies. The 2011 report will contain both historical data and trend analysis based on previous reports.

Ralph Bryant, VP of Finance at RightNow (RNOW), an SIIA member company, explains: "We've participated in OPEXEngine's confidential software benchmarking for the past four years and find the data highly useful. As a fast growth, mid-sized, public software company, we are data-driven in our management and planning processes and OPEXEngine's software benchmarking is a critical information source for detailed financial and operating metrics."

Questions should be directed to [Lauren Kelley](#) at OPEXEngine.

#### **About SIIA**

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 500 leading software and information companies. **The SIIA Software Division** provides a forum for companies

developing the applications, services, infrastructure and tools that are driving the software and services industry forward. For further information, visit [www.siiia.net/software](http://www.siiia.net/software)

### **About OPEXEngine**

OPEXEngine develops comprehensive operating benchmarks for technology companies that enable them to manage and plan their businesses more efficiently. By conducting confidential surveys of operating data as well as analysis of public data, we document trends in detailed financial, and business model metrics, and deliver detailed assessments of a company's performance against peers in its industry. To learn more, visit [www.opexengine.com](http://www.opexengine.com).

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