

Throughout the years, the SIIA's Software Division partners and executes their own market research. Please view the available Market Research reports below.

[Software and SaaS Industry Benchmarking Report](#)

Through the years, we have found that successful software companies tend to be very metrics-driven and use benchmarking frequently throughout the year as a key management process and information tool. Partnering with OPEXEngine, this report gives any executive key benchmarking metrics against your closest peers. Using this data, executives can measure and flag any red areas where you might be under-performing. Conversely, it identifies areas of excellence where you are excelling and should continue to fully support.

[Annual Marketing Industry Summary](#)

Each year, the SIIA conducts a survey for Marketing and C-Level executives. The goal of the survey is to give ISVs a comprehensive data to gauge their firm's marketing efforts against their peers and competitors, especially around social media, mobile technology, and SEO and SEM tactics.

[The State of Software Monetization](#)

Held in partnership with SafeNet, this survey shows that software developers continue to view security and business enablement as mutually exclusive. Inflexible licensing models, insufficient protection techniques and complex, disjointed operational processes continue to be pervasive, and as a result, companies are putting their critical IP, revenue base and brand reputation at risk.