

The 2012 Benchmarking Survey results were announced in November 2012. Industry reports are now available at OPEXEngine.com .

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. Some of the key findings from the 2012 Software Benchmarking Industry Report include:

- In 2012, almost 80% of private software companies expect 20% or greater revenue growth over 2011, and almost 30% of those expect higher than 50% growth this year.
- For private companies, FY2011 shows a continuing increase in investment over 2010, whereas public companies show generally similar profitability benchmarks, with slightly improved median net income before taxes.
- Overall, the SaaS industry is showing strong revenue growth, with revenue growth rates from 2010 to 2011 of 30%+ for the smallest vendors and continuing to grow to an almost 40% annual growth rate for the largest private SaaS companies.

To learn more about the information available in this year's report, SIIA can download the [2012 Software Benchmarking Overview](#)

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To view the previous Executive Overview, SIIA members can download the [2011 Software Benchmarking Overview](#)

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