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2015 Benchmarks Reported for B-2-B Small and Mid-Sized Private and Public Software and SaaS Companies

Revenue Detail:

- Average Recognized Revenue
- Perpetual License Software Revenue (excluding any SaaS revenue)
- Software as a Service Revenue
- Services Revenue (Professional Services and Training, Excluding Maintenance)
- Maintenance Revenue
- Other Revenue
- 2014 over 2013 YTY Revenue Growth Rate

Recurring Revenue

- Total Annual Recurring Revenue (ARR)
- Change in Annual Recurring Revenue from 2013 to 2014
- Monthly Recurring Revenue (MRR) as of December 31 2014
- Average MRR growth in 2014

Bookings/Billings

- Total Bookings (1 year contract value of all contracts signed in 2014, including services and product) for all Revenue
- % Change in Bookings from 2013 to 2014
- Total Billings of Recurring Revenue

Invested Capital

- Dollar amount of investment capital taken over company's life

Profit Metrics

- Operating Income
- Net Income Before Taxes
- EBITDA
- EBITDA (in dollars)
- Gross Margin Percentage on Product Sales
- Gross Margin Percentage on Services
- Overall Gross Margin Percentage on all Sales

Cost and Expense Detail

- Cost of Products
- Cost of Services
- Total cost of revenue (cost of products + cost of services)
- Research & Development
- Sales
- Marketing

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- General & Administrative
- Total Expenses

Recognized Revenue by Geographic Area

- Americas
- EMEA
- Asia Pacific

Balance Sheet Items

- Cash & Cash Equivalents
- Accounts Receivable
- Deferred Revenue
- Cash Flow
- Net Cash from Operations

Performance Measures

- Asset Turnover
- Return on Assets
- Accounts Receivable Days

Sales Department

- Total Sales Expenses
- Sales headcount (FTE)
- Total Sales Expense per Sales Employee
- Sales Compensation & Benefits Expense
- Total Sales Compensation & Benefits Expense per Sales Employee
- Total number of quota-bearing individual sales contributors as % of total sales headcount
- Total recognized revenue per quota-bearing individual sales contributor
- Sales Cycle Duration
- \$ Bookings per Sales Rep
- \$ Billings per Sales Rep
- Number of Channel Partners

Marketing Department

- Marketing Expense
- Marketing headcount (FTE)
- Total Marketing Expense per Marketing Employee
- Marketing Compensation & Benefits Expense (As a % of Total Marketing Expenses)
- Total Marketing Compensation & Benefits Expense per Marketing Employee
- Marketing dollars per \$ of bookings
- Total # of Marketing Qualified Leads Generated in 2014
- Marketing \$s per Marketing Qualified Leads



Customer Metrics

- Number of Customers at end of 2014
- Net percent change in the number of customers at the end of 2014 from 2013
- Recognized Revenue per Customer
- Year End MRR per Customer
- ARR per Customer
- Operating Expense per Customer

Business Model Metrics

- Average Contract Value (ACV)
- Average Customer Acquisition Costs (CAC)
- Average Customer Lifetime Value (CLV)
- CLV/CAC Ratio
- CAC as a % of ARR
- Months to Recover CAC
- # of Customers per Sales FTE
- # of Customers per Sales and Marketing FTE
- Sales and Marketing Expense per Customer

Renewal Rates

- Customer retention rate
- Net Dollar Renewal Rate

SAAS REPORT

SaaS Revenues

- Total Annual Recurring Revenue (ARR)
- Change in Annual Recurring Revenue from 2013 to 2014
- Monthly Recurring Revenue (MRR) as of December 31 2014
- Change/Growth Rate in Monthly Recurring Revenue from Dec. 31 2013 to Dec. 31 2014
- Average MRR growth in 2014

Customers

- Average Contract Value (ACV)
- Average Customer Acquisition Costs (CAC)
- Average Customer Lifetime Value (total company gross margin)
- Average Customer Lifetime Value (recurring revenue gross margin only)
- CLV/CAC Ratio
- CAC as a % of ARR
- Months to Recover CAC
- Customer retention rate

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- Net Dollar Renewal Rate

R&D and HOSTING

R&D Department

- Total Research & Development (R&D) Expenses
- R&D Compensation & Benefits Expense
- Total R&D FTEs
- R&D expense per R&D FTE
- R&D comp & benefits per R&D FTE
- # new releases per year
- R&D FTE/New Release
- R&D Expense/new release

Hosting and Datacenters

- Total hosting expense
- Third-party hosting expense
- In-house hosting expense Number of datacenters
- Hosting expense per data center

PROFESSIONAL AND CUSTOMER SERVICE DEPARTMENTS

- Professional Service Expense
- Professional Service Compensation and Benefits
- Professional Services FTEs
- Professional Services Expense per Professional Services FTE
- Professional Services Compensation and Benefits per Professional Services FTE
- Customer Service Expense
- Customer Service FTEs
- Total Customer Service Expense per Customer Service FTE
- Customer Service Compensation & Benefits per Customer Service FTE
- Customer Support Compensation & Benefits Expense

G&A and HR

- G&A expense
- G&A compensation and benefits
- G&A Expenses per G&A FTE
- G&A Compensation and Benefits per G&A FTE
- G&A Headcount
- Total G&A FTEs
- Total Finance FTEs
- Total Legal FTEs
- Total HR FTEs

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- Total Company FTEs per G&A FTE
- Total Company FTEs per HR FTE
- Total Customers per Legal FTE
- Legal Expense per Customer

Total Company Expenses

- Total Company Compensation and Benefits
- Total Company Stock Option Expense
- Total Company Travel and Entertainment Expenses
- Total IT Expenses
- Total Facilities Expense
- Total Company Legal Expense
- Total Company Legal Expense

Human Resources

- Recognized Revenue Per Employee
- Billings Per Employee
- Number of Employees (FTEs)
- Anticipated growth in headcount during 2015
- Compensation & Benefits Expense Per Employee
- Benefits Expense per Employee
- # of new hires in 2014
- Retention rate in 2014
- Turnover rate in 2014
- Operating Expenses Per Employee
- Operating Income Per Employee
- EBITDA per Employee
- Sales & Marketing Spend per Employee
- Travel and Entertainment Expenses Per Employee
- IT Expenses (including communications and email expense) Per Employee
- Facilities Costs Per Employee