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2014 OPEXENGINE OPERATING METRICS BENCHMARKS

SOFTWARE AND SAAS COMPANIES

Average Recognized Revenue

INCOME STATEMENT AS A % OF TOTAL RECOGNIZED REVENUE

Revenue Detail:

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

Total Recognized Revenue

2013 over 2012 YTY Revenue Growth Rate

Total Bookings as a % of Total Recognized Revenue

Total Billings of Recurring Revenue as % of Total Recognized Revenue

Total Billings of Recurring Revenue as % of Total Bookings

Calculated Billings (Recognized Revenue + Change in Deferred Revenue Between 2012 and 2013) as a % of Total Recognized Revenue

% of Recognized Revenue from direct sales

% of Recognized Revenue from indirect (channel) sales

% of Recognized Revenue from customers outside the United States

% of 2013 Revenue from acquired company or companies
(where 2013 is first year included in company's revenue)

Profit Metrics (as a % of total recognized revenue)

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 (as a % of total recognized revenue)
Cost of Products (including software as a service costs)
Cost of Services
Total cost of revenue (cost of products + cost of services)
Research & Development
Sales & Marketing
Sales
Marketing
General & Administrative
Total Expenses
OPERATING EXPENSES AS A % OF CALCULATED BILLINGS (Recognized Revenue + Change in Deferred Revenue between 2012 and 2013)
Cost of Products
Cost of Services
Cost of Total Revenue
Research & Development
Sales & Marketing
Sales
Marketing
General & Administrative
Total Operating Expenses
OPERATING EXPENSE DETAIL
RESEARCH & DEVELOPMENT EXPENSES
Total R&D Expenses (As a % of Total Recognized Revenue)
R&D headcount
Total R&D Expense per R&D Employee
R&D Compensation & Benefits Expense (As a % of Total R&D Expenses)
Total R&D Compensation & Benefits Expense per R&D Employee
Percentage of R&D Expenses that Was Capitalized
SALES EXPENSES
Total Sales Expenses (As a % of Total Recognized Revenue)
Sales headcount
Total Sales Expense per Sales Employee
Sales Compensation & Benefits Expense (As a % of Total Sales Expenses)
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
MARKETING EXPENSES

Total Marketing Expenses (As a % of Total Recognized Revenue)
Marketing headcount
Total Marketing Expense per Marketing Employee
Marketing Compensation & Benefits Expense (As a % of Total Marketing Expenses)
Total Marketing Compensation & Benefits Expense per Marketing Employee
PROFESSIONAL SERVICES EXPENSES
Total Professional Services Expenses (As a % of Total Recognized Revenue)
Professional Services headcount
Total Professional Services Expense per Professional Services Employee
Professional Services Compensation & Benefits Expense (As a % of Total Professional Services Expenses)
Total Professional Services Compensation & Benefits Expense per Professional Services Employee
CUSTOMER SUPPORT EXPENSES
Total Customer Support Expenses (As a % of Total Recognized Revenue)
Customer Support headcount
Total Customer Support Expense per Customer Support Employee
Customer Support Compensation & Benefits Expense (As a % of Total Customer Support Expenses)
Total Customer Support Compensation & Benefits Expense per Customer Support Employee
GENERAL & ADMINISTRATIVE EXPENSES
Total G&A Expenses (As a % of Total Recognized Revenue)
G&A headcount
Total G&A Expense per G&A Employee
G&A Compensation & Benefits Expense (As a % of Total G&A Expenses)
Total G&A Compensation & Benefits Expense per G&A Employee
COMPANY-WIDE EXPENSES - as % of Total Recognized Revenue
Total Company Compensation and Benefits (as a % of Total Recognized Revenue)
Total Company Stock Option Expense (as a % of Total Recognized Revenue)
Total Company Travel and Entertainment (As a % of Total Recognized Revenue)
Total IT Expenses - Including Communications and Email (As a % of Total Recognized Revenue)
Total Facilities Expense (As a % of Total Recognized Revenue)
Average Total Legal Expense (\$)
COMPANY-WIDE EXPENSES - as % of Total Expenses
Total Company Compensation and Benefits (as a % of Total Expenses)
Total Company Stock Option Expense (as a % of Total Expenses)
Total Company Travel and Entertainment (As a % of Total Expenses)

Total IT Expenses - Including Communications and Email (As a % of Total Expenses)
Total Facilities Expense (As a % of Total Expenses)
Total Legal Expense (as a % of Total Expenses)
EMPLOYEE PRODUCTIVITY
Number of Employees (FTEs)
Anticipated growth in headcount during 2014
Recognized Revenue Per Employee
Calculated Billings Per Employee
Bookings Per Employee
Total Expenses Per Employee
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
Compensation & Benefits Expense Per Employee
-Compensation & Benefits per North American FTE
-Compensation & Benefits per FTE outside North America
RECOGNIZED REVENUE BY GEOGRAPHIC AREA
(As a % of Total Recognized Revenue)
Americas
EMEA
Asia Pacific
Total
BALANCE SHEET ITEMS
Cash & Cash Equivalents (As a % of Total Assets)
Accounts Receivable (As a % of Total Assets)
Deferred Revenue (As a % of Total Assets)
Cash & Cash Equivalents (in Dollars)
Cash Flow
Net Cash from Operations (in dollars)
Net Cash from Operations as % of Recognized Revenue
Percent Change Between 2012 and 2013 Balance Sheet Items
Percent Change in Cash & Cash Equivalents
Percent Change in Accounts Receivable
Percent Change in Deferred Revenue
Percent Change in Total Assets

PERFORMANCE MEASURES
Asset Turnover (Net Sales/Total Assets)
Return on Assets (Net Profit Before Taxes as a % of Total Assets)
Accounts Receivable Days
KEY SAAS METRICS
SaaS Revenue
Total Annual Recurring Revenue (ARR)
Change in Annual Recurring Revenue from 2012 to 2013
Monthly Recurring Revenue (MRR) as of December 31 2013
Change/Growth Rate in Monthly Recurring Revenue from Dec 31 2012 to Dec 31 2013
Customer Metrics
Number of Customers at end of 2013
Net percent change in the number of customers at the end of 2013 from 2012
Recognized Revenue per Customer
Average Monthly Revenue per Customer for Dec 2013
Average MRR per Customer
Average Customer's Total Lifetime Revenue
Customer Lifetime Value (CLV) (Average MRR per Customer x 60 x Gross Margin x Customer Renewal Rate)
Average Customer Acquisition Costs (CAC) per Customer in 2013
CLV/CAC Ratio
Months to Recover CAC: CAC/(Average MRR per Customer/Gross Margin%)
Operating Expense per Customer
Average Cost of Service (platform, operations, customer support and maintenance) per Customer
Average Contract Size During 2013, Excluding Prototypes
Number of Channel Partners
Percentage of customers that are \$1 Billion + Enterprises
Churn Rates
Customer Retention Rate During Year
Dollar Renewal Rate During Year (As a % of Total \$ Value Up for Renewal)
PAYMENT TERMS
If upfront payment is typically required from customers, how many months payment do you charge?
Average Term of a Customer Contract in Months
HOSTING EXPENSES:
Total hosting expense (As a % of Total Recognized Revenue)

Third-party hosting expense (As a % of total hosting expense)
In-house hosting expense (As a % of total hosting expense)
Number of datacenters
Hosting expense per data center
OTHER INFORMATION
Number of years since company was founded
Dollar amount of investment capital taken over company's life
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