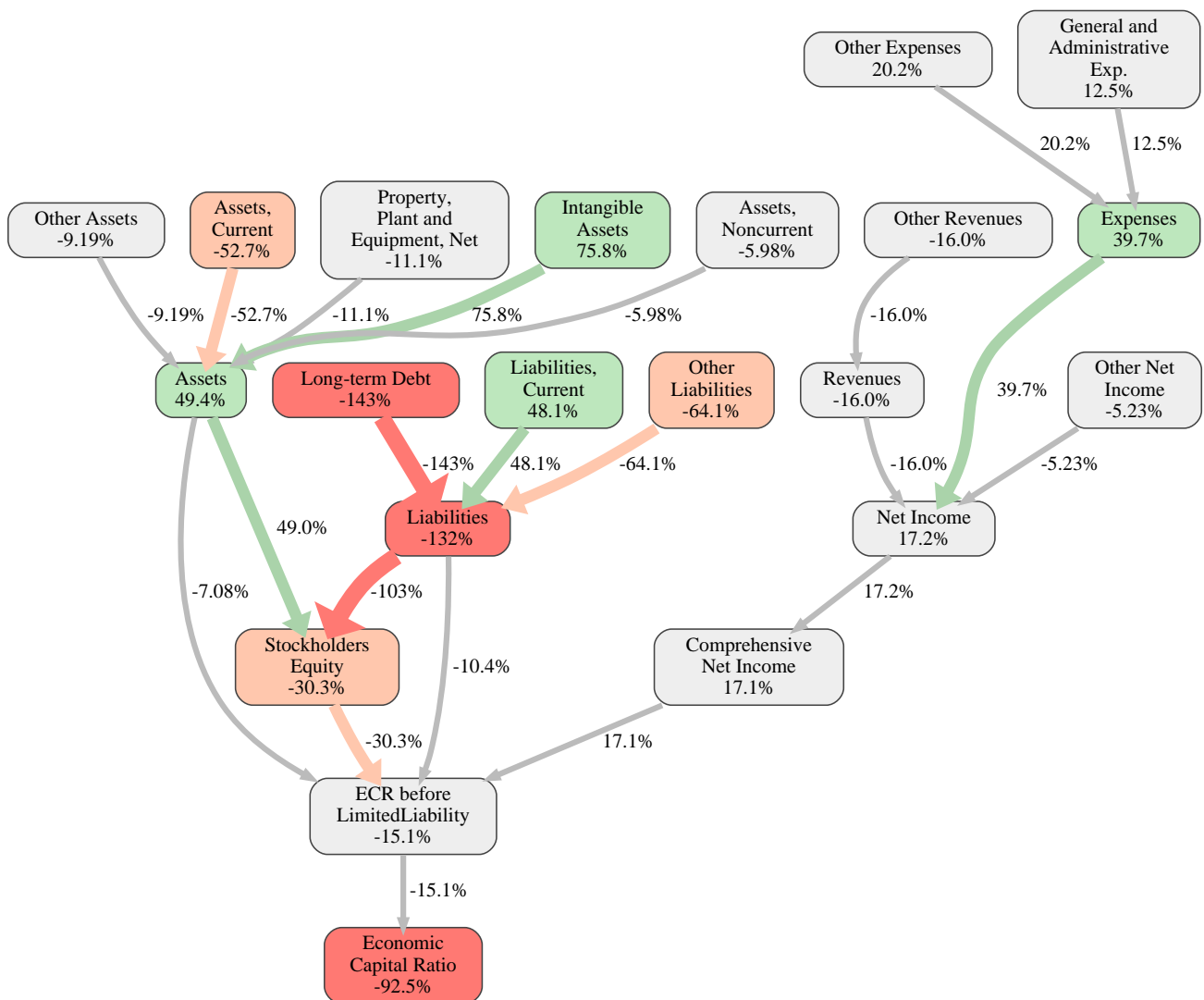




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# SERVICES-PREPACKAGED SOFTWARE 2012

Serena Software INC  
Rank 97 of 133



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The relative strengths and weaknesses of Serena Software INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Serena Software INC compared to the market average is the variable Intangible Assets, increasing the Economic Capital Ratio by 76% points. The greatest weakness of Serena Software INC is the variable Long-term Debt, reducing the Economic Capital Ratio by 143% points.

The company's Economic Capital Ratio, given in the ranking table, is 260%, being 92% points below the market average of 352%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	159,885	Liabilities	640,572
Assets, Noncurrent	3,901	Assets	748,037
General and Administrative Exp.	15,939	Expenses	199,037
Intangible Assets	580,649	Revenues	214,386
Liabilities, Current	111,811	Stockholders Equity	107,465
Long-term Debt	308,500	Net Income	-9,556
Other Assets	0	Comprehensive Net Income	-9,556
Other Compr. Net Income	0	ECR before Limited Liability	50%
Other Expenses	95,912	Economic Capital Ratio	260%
Other Liabilities	220,261		
Other Net Income	-24,905		
Other Revenues	214,386		
Property, Plant and Equipment, Net	3,602		
Research and Development Exp.	31,584		
Selling and Marketing Exp.	55,602		