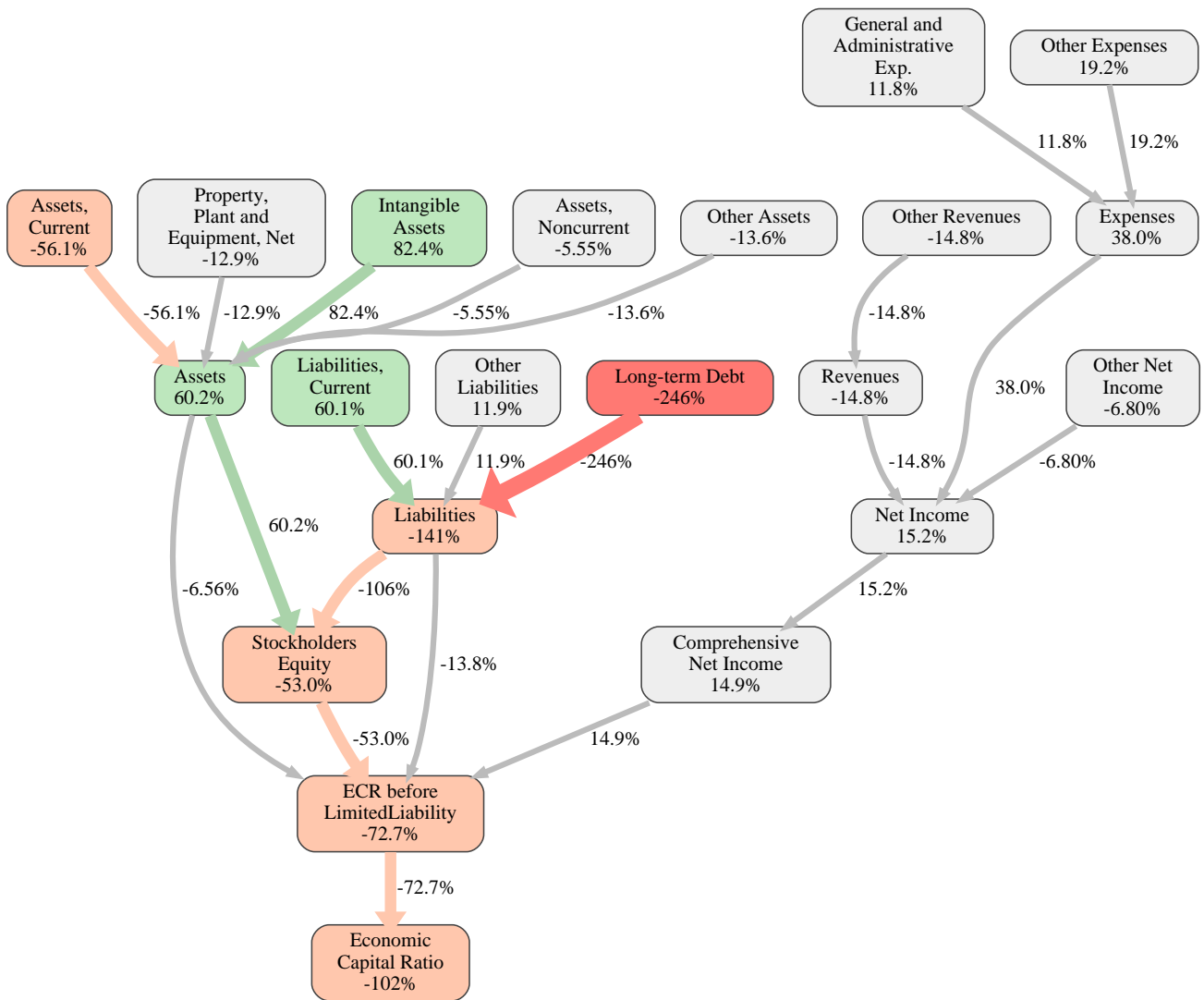




# SERVICES-PREPACKAGED SOFTWARE 2013

Serena Software INC  
Rank 106 of 144





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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 82% points. The greatest weakness of Serena Software INC is the variable Long-term Debt, reducing the Economic Capital Ratio by 246% points.

The company's Economic Capital Ratio, given in the ranking table, is 272%, being 102% points below the market average of 375%.

Input Variable	Value in 1000 USD
Assets, Current	146,229
Assets, Noncurrent	3,600
General and Administrative Exp.	14,033
Intangible Assets	539,664
Liabilities, Current	97,005
Long-term Debt	442,765
Other Assets	0
Other Compr. Net Income	-673
Other Expenses	80,087
Other Liabilities	35,701
Other Net Income	-28,305
Other Revenues	219,541
Property, Plant and Equipment, Net	4,879
Research and Development Exp.	26,925
Selling and Marketing Exp.	61,247

Output Variable	Value in 1000 USD
Liabilities	575,471
Assets	694,372
Expenses	182,292
Revenues	219,541
Stockholders Equity	118,901
Net Income	8,944
Comprehensive Net Income	8,271
BaseVar	850,327
ECR before LimitedLiability	63%
Economic Capital Ratio	272%