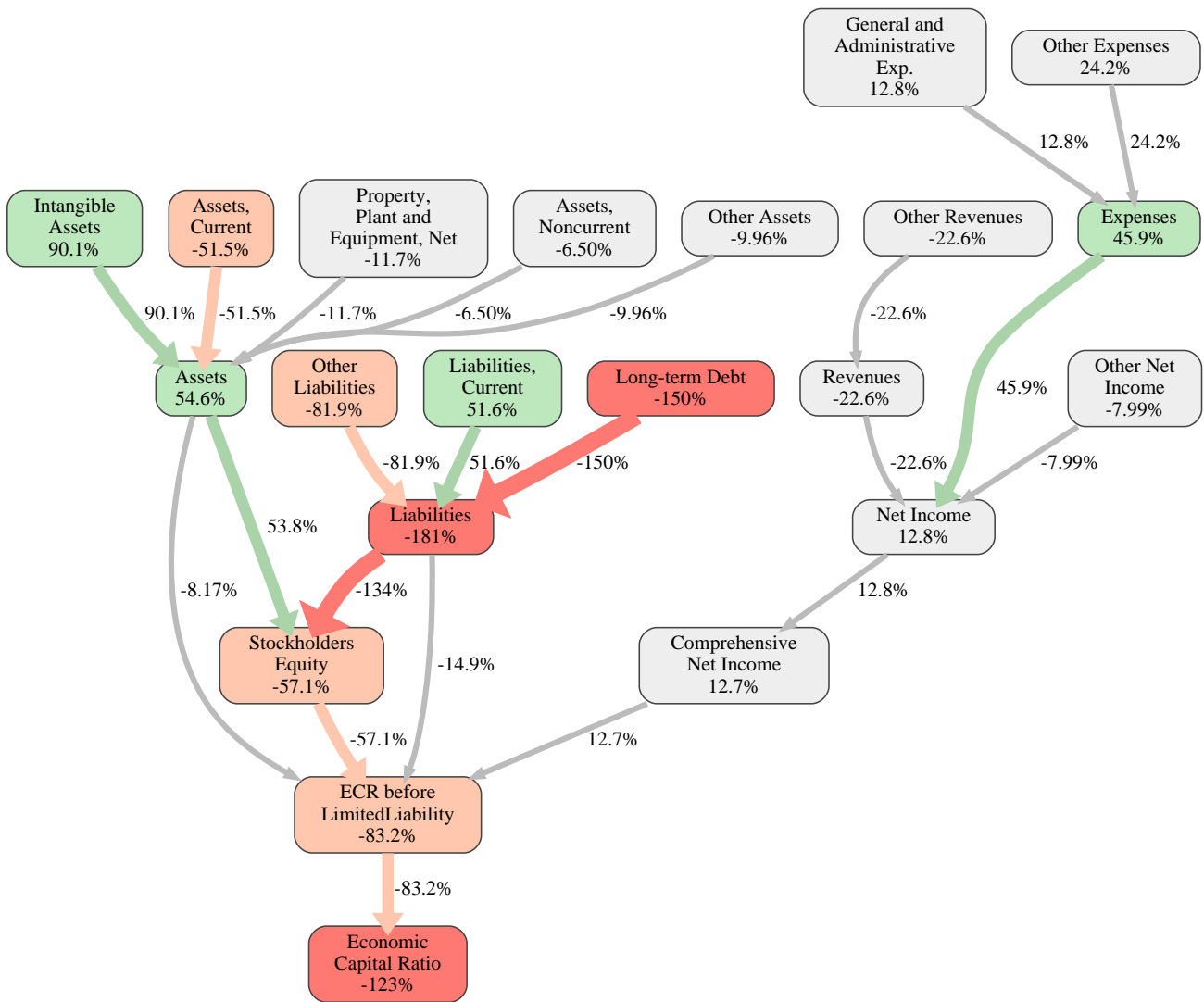




RealRate

# SERVICES-PREPACKAGED SOFTWARE 2012

Serena Software INC  
Rank 106 of 140





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Serena Software INC  
Rank 106 of 140

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 90% points. The greatest weakness of Serena Software INC is the variable Liabilities, reducing the Economic Capital Ratio by 181% points.

The company's Economic Capital Ratio, given in the ranking table, is 229%, being 123% points below the market average of 352%.

Input Variable	Value in 1000 USD
Assets, Current	159,885
Assets, Noncurrent	3,901
General and Administrative Exp.	15,939
Intangible Assets	580,649
Liabilities, Current	111,811
Long-term Debt	308,500
Other Assets	0
Other Compr. Net Income	0
Other Expenses	95,912
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

Output Variable	Value in 1000 USD
Liabilities	640,572
Assets	748,037
Expenses	199,037
Revenues	214,386
Stockholders Equity	107,465
Net Income	-9,556
Comprehensive Net Income	-9,556
BaseVar	1,014,284
ECR before LimitedLiability	54%
Economic Capital Ratio	229%