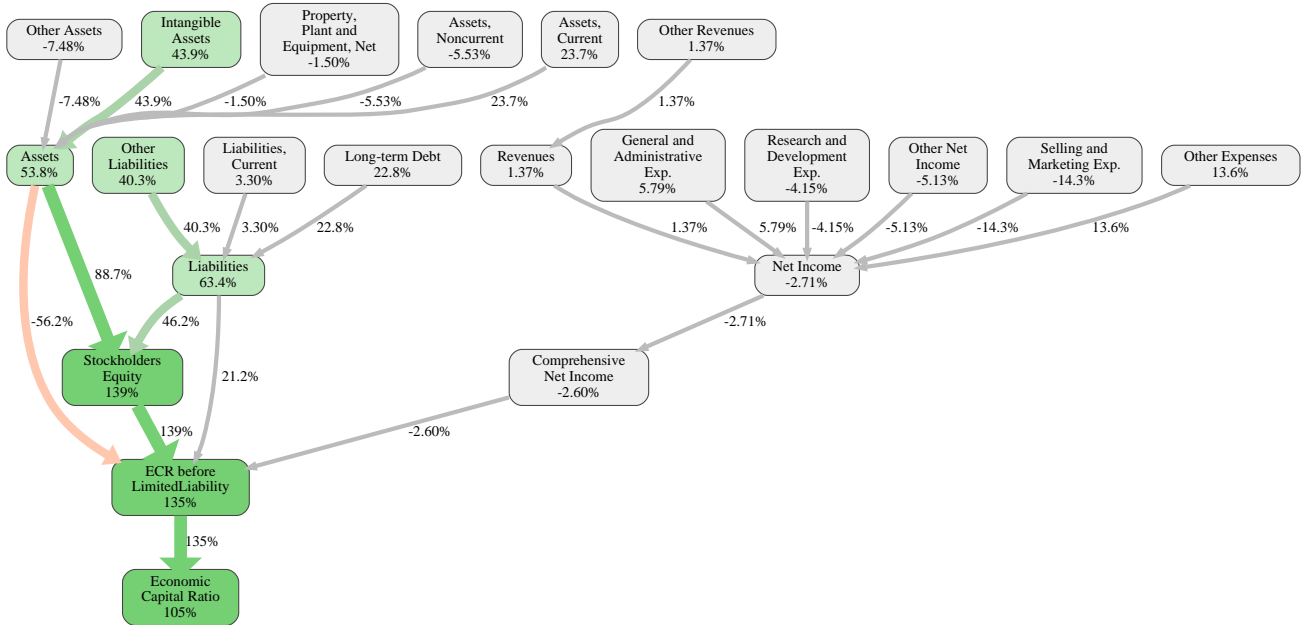




# SERVICES-PREPACKAGED SOFTWARE 2014

Bazaarvoice Inc  
Rank 42 of 147





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The relative strengths and weaknesses of Bazaarvoice 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 Bazaarvoice Inc compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 139% points. The greatest weakness of Bazaarvoice Inc is the variable Selling and Marketing Exp., reducing the Economic Capital Ratio by 14% points.

The company's Economic Capital Ratio, given in the ranking table, is 455%, being 105% points above the market average of 351%.

Input Variable	Value in 1000 USD
Assets, Current	182,139
Assets, Noncurrent	1,761
General and Administrative Exp.	30,990
Intangible Assets	143,582
Liabilities, Current	94,010
Long-term Debt	2,632
Other Assets	0
Other Compr. Net Income	-126
Other Expenses	57,214
Other Liabilities	3,952
Other Net Income	-828
Other Revenues	146,812
Property, Plant and Equipment, Net	14,461
Research and Development Exp.	32,169
Selling and Marketing Exp.	73,114

Output Variable	Value in 1000 USD
Liabilities	100,594
Assets	341,943
Expenses	193,487
Revenues	146,812
Stockholders Equity	241,349
Net Income	-47,503
Comprehensive Net Income	-47,629
BaseVar	470,383
ECR before LimitedLiability	365%
Economic Capital Ratio	455%