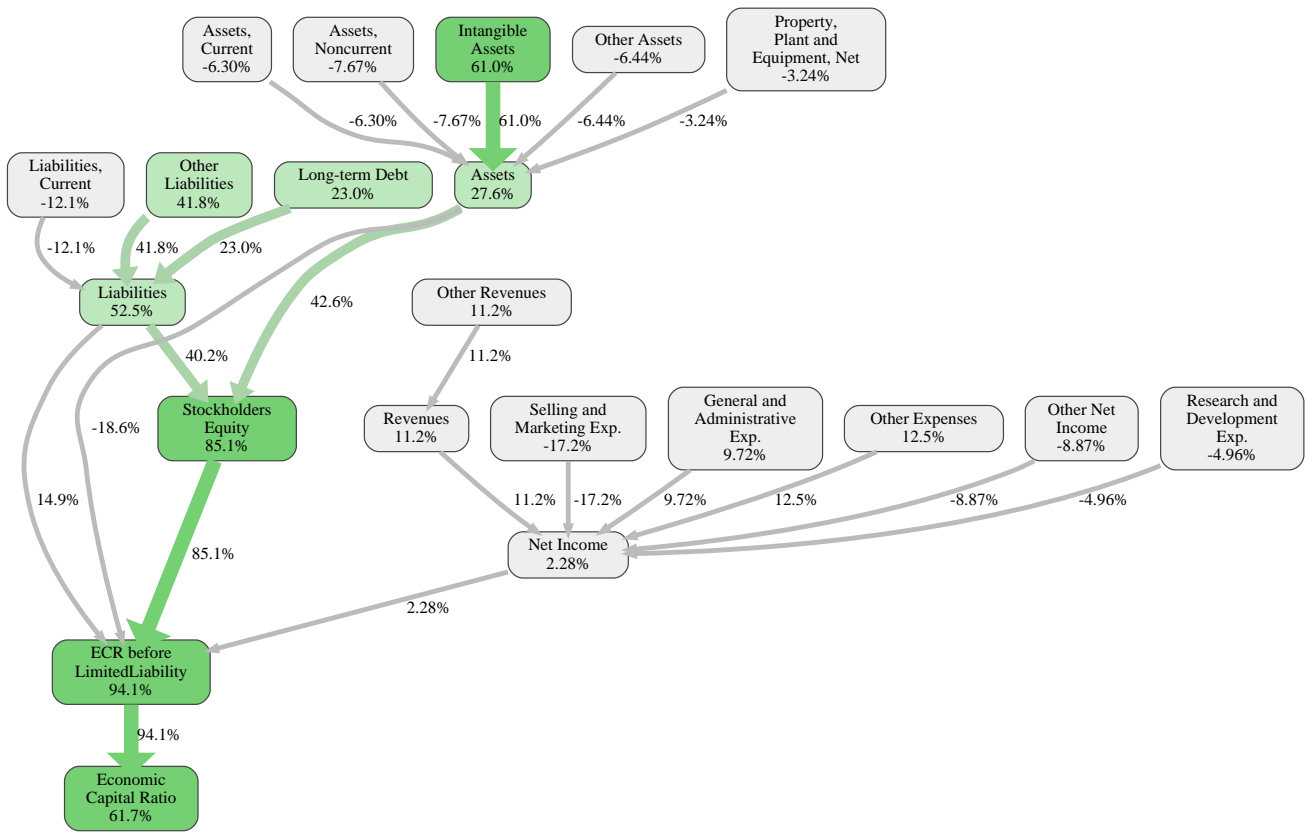




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The relative strengths and weaknesses of Bazaarvoice Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Bazaarvoice Inc compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 85% points. The greatest weakness of Bazaarvoice Inc is the variable Selling and Marketing Exp., reducing the Economic Capital Ratio by 17% points.

The company's Economic Capital Ratio, given in the ranking table, is 409%, being 62% points above the market average of 347%.

Input Variable	Value in 1000 USD
Assets, Current	154,294
Assets, Noncurrent	3,428
General and Administrative Exp.	26,370
Intangible Assets	152,543
Liabilities, Current	115,989
Long-term Debt	1,367
Other Assets	0
Other Compr. Net Income	474
Other Expenses	69,724
Other Liabilities	3,452
Other Net Income	-11,150
Other Revenues	168,145
Property, Plant and Equipment, Net	17,005
Research and Development Exp.	37,585
Selling and Marketing Exp.	86,482

Output Variable	Value in 1000 USD
Liabilities	120,808
Assets	327,270
Expenses	220,161
Revenues	168,145
Stockholders Equity	206,462
Net Income	-63,166
Comprehensive Net Income	-62,692
BaseVar	515,988
ECR before LimitedLiability	294%
Economic Capital Ratio	409%