





# SERVICES-PREPACKAGED SOFTWARE 2013

Serena Software INC  
Rank 104 of 158

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 87% points. The greatest weakness of Serena Software INC is the variable Long-term Debt, reducing the Economic Capital Ratio by 249% points.

The company's Economic Capital Ratio, given in the ranking table, is 272%, being 65% points below the market average of 337%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	146,229	Liabilities	575,471
Assets, Noncurrent	3,600	Assets	694,372
General and Administrative Exp.	14,033	Expenses	182,292
Intangible Assets	539,664	Revenues	219,541
Liabilities, Current	97,005	Stockholders Equity	118,901
Long-term Debt	442,765	Net Income	8,944
Other Assets	0	Comprehensive Net Income	8,271
Other Compr. Net Income	-673	Economic Capital Ratio before Limited Liability	63%
Other Expenses	80,087	Economic Capital Ratio	272%
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		