
Description:
The Softletter Financial Handbook, 2011 Edition is a 540+ page treasure chest of statistical reports and benchmark studies on software finance and operations. Here in one easy-to-navigate book you'll find dozens of separate surveys and reports on all kinds of software companies, public and private, with data that companies usually share only with the most trusted industry analysts.

And you'll find more than just raw numbers. We've drawn on our network of company managers and experts for a wealth of analysis, tips and metrics that will also help you develop smarter management strategies. You could spend years collecting this kind of savvy advice (just as we've done). Or you can browse the pages of The Softletter Financial Handbook—and get instant access to an invaluable knowledge base.

SCOPE

- Comprehensive study of all matters relating to finances within software companies.
- Up-to-date metrics and benchmarks with analysis and tips and techniques to improve the bottom line.
- Detailed data and information on: Mergers, IPO's and Venture Finance, Compensation, Operations, Pricing, Sales & Marketing, much more.

REASONS TO BUY

- CEO, CFO and COO's - An invaluable resource for metrics and benchmarks for running a software business.
- A must have for preparation and updates to business plans, budgets, forecasts and any business financial analysis.

Contents:

Metrics & Benchmarks

- Benchmarks: Product Management Best Practices
- Benchmarks: OEM Contracts
- Benchmarks: Sales & Marketing Staffing
- Benchmarks: Sales and Marketing, 2009
- The Benchmark 50: Sales and Marketing, 2007-2009
- Benchmarks: Sales and Marketing, 2008
- The Benchmark 50: Sales and Marketing, 2006-2008
- The Benchmark 50: Sales & Marketing 2002-2004
- Benchmarks: Marketing Expenditures and Effectiveness
- Benchmarks: Sales & Marketing Cost Ratios
- Benchmarks: Telesales Metrics
- Benchmarks: Days Sales Outstanding, 2009
- Benchmarks: Days Sales Outstanding, 2008
- The Benchmark 50: Days Sales Outstanding, 2006-2008
- The Benchmark 50: Days Sales Outstanding, 2004-2006
- Marketing Ratios
- Key Metrics: The Sales Pipeline
- On Measuring the Cost of Customer Acquisition
- Benchmarks: Upgrade Pricing
- Benchmarks: Web Lead Generation
- Marketing Calculators Cardfile
- Sales Forecasting Tools Cardfile
- The Softletter/Prolexic Website Security Surveys
- Benchmarks: Electronic Software Distribution
- The Softletter SaaS Free (Freemium) and Trial Access Survey, Summary Results
- Trialware Conversion Rates
- Eight Ways to Measure Web Support ROI
- E-mail and Telephone Support Costs
- Profit Metrics for Professional Services
- Benchmarks: Tech Support Cost Ratios
- Benchmarks: Revenue Per Employee, 2009
- The Benchmark 50: Revenue Per Employee, 2009
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- Google Survey Part I: Google for Promotion
- Google Survey Part II: Google as a Platform
- Google AdWords Survey Results
- Benchmarks: Research and Development, 2009
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- The Benchmark 50: Research & Development 2004-2006
- The Benchmark 50: Research & Development 2002-2004

Mergers, IPOs, and Venture Finance

- SaaS In The M&A Arena
- Negotiating Your Non-Compete Agreement
- Are You the Big Dog in Your Vertical Market Niche?
- Outsourcing to India
- The Top 10 European Buyers
- The Top 10 US M&A Buyers
- When Your Sector Starts to Consolidate
- Not All Revenue Is Created Equal
- Impact of the Sub-Prime Meltdown on Software M&A
- Yes, There Are Bad Deals
- Keeping Negotiations Secret
- The Top Five Problems in Software Company Financials
- Protecting Your Excess Cash
- Third Quarter 2008 M&A Review
- Q1 2007 Analysis: M&A Hits New Record
- Working Capital—Its Role in Deal Negotiation
- Capitalization of Software R&D Choices
- The 10 Second “What is My Company Worth?” Valuation
- The Softletter 2010 Software Company Valuation Worksheet
- Due Diligence: Get Ready to Meet the Buyer’s Every Request
- Preparing for the Sale: The Documents
- The Top Five M&A Deals of the Past Five Years (2005-2010)
- Developing Solid Financial Projections
- Seller Beware—Outside Deal Funding Required
Operations and Accounting

- Endangered Environments
- Valuing Options While Running the Compliance Guantlet
- Pricing and Value Approaches for Embedded Software
- Non-Recurring Engineering
- Minimizing Online Sales Fraud
- Increasing Q&A Costs Squeeze Bottom Lines
- The Micro-ISV Father Discusses the Kids
- RIM vs NTP: The Fallout
- Disadvantage: Microsoft
- Automating Your Product Management Processes
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- Business Process Patents: What Remains After Bilski, Part II of II
- What's Your Business Innovation IQ?
- On Reinventing the Company
- How to Survive Financial 'Peaks and Valleys'
- A Growth Strategy Roadmap
- The Growth Imperative
- The Science of "Meaningful Marketing"
- "A Fundamental Change in Economics"
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- How to Get Paid Faster
- Cash Management: Who Gets Paid First?
- Travel Cost Ratios
- Cost-Saving Tips From the Experts
- Office Rentals
- How to Break (or Bend) a Lease
- The Soft-letter Occupancy Cost Survey
- On Trimming the SKU Count
- Telecom Cost-Savings Tips
- How Microsoft Tamed the SKU Explosion
- The Art of Small-Scale Manufacturing
- Shopping Cart Abandon Rates
- Why Web Stores Lose Money
- Why Upgrade Campaigns Bog Down
- On Two-Dimensional Pricing
- The Psychology of Pricing
- The Rebate Recoil
- Pricing Strategies for Software Bundles
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- Eight Ways to Raise Prices
- Five Pricing Pitfalls
- Channel Optimization: Are You Giving the Channel Too Much? Part I of II
- Channel Optimization: Are You Giving the Channel Too Much? Part II of II
- Keep Microsoft's Pricing Changes in Perspective
- The Economics of Subscription Software
- How to Account for Services Revenues
- Summary Results from the Softletter, Pricing, Discounting, and Billing Services Survey for SaaS Companies, Part I of II
- Summary Results from the Softletter, Pricing, Discounting, and Billing Services Survey, Part II of II
- ASP/SaaS Pricing Models, Part I of II
- ASP/SaaS Pricing Models, Part II of II
- Summary Results from the Softletter SaaS Escrow Surveys
- New Rules on the Road to Revenue Recognition
- Comeback Kid: SaaS Comes off the Canvas
- The Hidden Cost of Capital
- What's Your Financial IQ?
- The Moving Target of Software Sales Taxes, Part I of II
- The Moving Target of Software Sales Taxes, Part II of II
- Cardfile: Software Sales Tax Resources


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