Softletter Newsletter

Description:
Softletter has led the industry on analyzing the rise of the Software as a Service (SaaS) model after the ASP collapse of the 1999-2001 time frame. Softletter now provides SaaS performance benchmarks and best practices data you can't obtain from any other industry source (and they include organizations such as Forrester and Gartner). They've paid close attention to the impact of Cloud computing on software companies (and have at times been unimpressed by all the hype).

Softletter are keeping a close eye on how recent accounting changes are impacting revenue recognition practices and legal liability. They've collected definitive data on software marketing programs, effective uses of Twitter, LinkedIn, and other social media systems. Softletter track and report on OEM trends and best practices, aligning marketing and sales, and the use of ""Agile"" programming methodologies in your R&D. And they're constantly analyzing the the latest trends in venture finance and company valuations.

Softletter doesn't just write about hypothetical ""big picture"" trends, either. Softletter go behind the scenes to interview key innovators about real costs, tangible results, and pitfalls. So you can make an informed judgment about how new trends will impact your future.

Softletter is widely respected for its insightful trend analysis. Softletter keep an eye on emerging business models. They explore innovative marketing concepts, technology trends, and pricing movements. They look for unexpected market competition.

Performance Benchmarks You Can Trust

As a subscriber, you'll get dozens of benchmarking studies every year on financial ratios, executive compensation, online marketing trends, tech support costs, growth rates, employee productivity, and other key business metrics—the data you need to measure and fine-tune virtually every aspect of your operations.

And this is data you can trust. For 25 years the industry's best-managed companies have relied on Softletter to help them track virtually every aspect of their operations, from the board room to the shipping department. And because of their reputation for reliability, Softletter statistics regularly show up in business plans, in executive presentations, even in courtroom testimony.

In addition to these major surveys, your Softletter subscription will bring you dozens of shorter statistical reports. How do your Web sales compare to the latest trends? Are you charging enough for shipping & handling? Are you collecting receivables as fast as the competition? Softletter have the answers to questions like these—answers that can help you stay profitable when everyone else's margins are collapsing.

An Executive's Toolkit of Invaluable Advice and Insight

Of course, you can't run a company by the numbers alone. So Softletter also bring you expert tips and insights from their network of industry consultants, veteran managers, and strategists. You'll hear about how to improve your lead generation programs. How to market services more effectively. How to forecast new product sales, create powerful communities of customers, tech support hold times, optimize your social marketing campaigns, and measure public relations results.

In fact, you might think of these interviews and tips as part of a ""manager's toolkit""—a collection of practical ideas you can use to get better results or even shake up your organization.

And because a manager's toolkit should be crammed with lots of resources, they've created an online knowledge base for the exclusive use of their subscribers. As soon as you place your subscription order, they'll send you a personal password that unlocks more than a 1500 Softletter interviews, charts, and reports on the Softletter Web site, carefully summarized and retrievable by direct access and via their new archive search engine.

A one-year subscription to Softletter, the leading source of hard data on the software business. Includes 24 issues for one year from subscription date and complete access to the Softletter archives, with issues going back to 1995.
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