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U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

FORM
SA-5112A

DUE DATE ➧

2004 SERVICE ANNUAL SURVEY

SOFTWARE PUBLISHERS

NOTICE — Your report to the Census Bureau is **confidential** by law (Title 13, U.S. Code). It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that copies retained in your files are **immune from legal process.**

RETURN COMPLETED FORM TO

U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47132-0001

Any questions call 1–800–772–7851 weekdays, 8:30 a.m. to 5:00 p.m. EST

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(Please correct any error in name, address, or ZIP Code)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, U.S. Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau.

Item 1 **SURVEY COVERAGE**

This report covers all domestic locations operated by your company and its subsidiaries primarily engaged in computer software publishing or publishing and reproduction. Locations in this industry carry out operations necessary for producing and distributing computer software, such as designing, providing documentation, assisting in installation, and providing support services to software purchasers. These locations may design, develop, and publish, or publish only.

Does this firm have domestic locations providing one of the business activities described in the survey coverage above?

0001 1 ☐ Yes – *Continue with Item 3*
2 ☐ No – *Specify your business activity and continue with Item 3, and complete as much of the survey form as possible.* ↙

0002

Item 2 **NOT APPLICABLE TO THIS FORM**

Item 3 **REPORT PERIOD**

Mark (X) the one box which best describes the period covered by your report.

If the data reported are for a period other than the "calendar year," please enter the beginning and ending dates.

0006 1 ☐ Calendar year – *Go to Item 4A*
2 ☐ Fiscal year
3 ☐ Less than 12 months

	2004		
	Month	Day	Year
From	0007		
To	0008		

Item 4A REVENUE

Enter "0" in items where applicable.

Report revenue by source in whole dollars. Do not combine data for two or more revenue lines. Include revenue from licensing fees.

Exclude intracompany transfers.

Line 1 – System software publishing – Report revenue from the sale of low-level software required to manage computer resources and support the production or execution of application programs but which is not specific to any particular application.

Line 1a – Operating systems software – Report revenue from the sale of low-level software which handles the interface to peripheral hardware, schedules tasks, allocates storage, and presents a default interface to the user when no application program is running. **Include** all client and network operating systems.

Line 1b – Network software – Report revenue from the sale of software that is used to control, monitor, manage, and communicate with operating systems, networks, network services, databases, storage and networked applications in an integrated and cooperative fashion across a network from a central location. **Include** all network management software, server software, security and encryption software, middleware, etc.

Line 1c – Database management software – Report revenue from the sale of collections/suites of software programs that enable storage, modification and extraction information from a database.

Line 1d – Development tools and programming languages software – Report revenue from the sale of software used to assist in the development and/or authoring of computer programs. **Include** all program development tools and programming languages software.

Line 2 – Application software publishing – Report revenue from the sale of software programs that perform a specific function directly for the end user.

Line 2a – General business productivity and home use applications – Report revenue from the sale of software used for general business purposes to improve productivity, or in the home for entertainment, reference or educational purposes. **Include** office suite applications such as word processors, spreadsheets, simple databases; graphics applications; project management software, computer-based training software, games, reference, home education, etc.

Line 2b – Cross-industry application software – Report revenue from the sale of software that is designed to perform and/or manage a specific business function or process that is not unique to a particular industry. **Include** professional accounting software, human resource management, customer relations management software, Geographic Information System software, web page/site design software, etc.

Line 2c – Vertical market application software – Report revenue from the sale of software that performs a wide range of business functions for a specific industry such as manufacturing, retail, healthcare, engineering, restaurants, etc.

Line 2d – Utilities software – Report revenue from the sale of small computer programs that perform a very specific task. Utilities differ from other applications software in terms of size, cost and complexity. Examples include compression programs, anti-virus software, search engines, font, file viewers, and voice recognition software.

Line 3 – Custom application design and development – Report revenue from the design of the structure and/or the writing of the computer code necessary to create and/or implement a software application.

Line 4 – Customization and integration of packaged software – Report revenue from adapting (modifying, configuring, etc.) and installing an existing application so that it is functional within the clients' information system environment. **Exclude** service contracts where this service is bundled with the hosting and management of the application on an on-going basis.

Line 5 – Information technology (IT) technical consulting services – Report revenue from providing advice or expert opinion on technical matters related to the use of information technology. This includes advice on matters such as hardware and software requirements and procurement, systems integration, and systems security. Also include the provision of expert testimony on IT related issues. **Exclude** advice on issues related to business strategy, such as advice on developing an e-commerce strategy, etc.

Line 6 – Application service provisioning – Report revenue from providing leased software applications from a centralized, hosted, and managed computing environment.

Line 7 – Business process management services – Report revenue from the sale of bundled service packages that combine information technology-intensive services with labor (manual or professional depending on the solution), machinery, and facilities to support, host and manage a business process for a client.

Line 8 – Re-sale of computer hardware and software – Report revenue from retailing of computer hardware and software.

Line 9 – Information technology related training services – Report revenue from providing training for the use of computer hardware, software, networks, or other IT-related topic.

An estimate is acceptable if a book figure is not available.

	Key code	2004 Bil.	Mil.	Thou.	Dol.
1. System software publishing					
a. Operating systems software	1128				
b. Network software	1129				
c. Database management software	1130				
d. Development tools and programming languages software	1131				
e. Other systems software	1132				
2. Application software publishing					
a. General business productivity and home use applications	1248				
b. Cross-industry application software	1249				
c. Vertical market application software	1250				
d. Utilities software	1251				
e. Other application software	1252				
3. Custom application design and development services	1141				
4. Customization and integration of packaged software	736				
5. Information technology (IT) technical consulting services	1168				
6. Application service provisioning	1124				
7. Business process management services	913				
8. Re-sale of computer hardware and software	1237				
9. Information technology related training services	1174				
10. Other services revenue – *Specify* 1163	749				
11. TOTAL REVENUE	002				

Item 4B PERCENTAGE BREAKDOWN OF REVENUE

Exclude intracompany transfers.

An estimate is acceptable if a book figure is not available.

Line 1.a – Personal computer software – Report percent of revenue from systems software developed primarily for non-network, stand-alone personal computers.

Line 1.b – Enterprise Software – Report percent of revenue from systems software developed primarily for network-based computers.

Line 1.c – Mainframe Computer Software – Report percent of revenue from systems software developed primarily for mainframe-based computers. **Include** revenue for software designed to run in a centralized fashion.

1. Report the percentage of total systems software revenue by computer platform. Report whole percents. (Item 4A, sum of lines 1a – 1e)	Key code	Percentage of total systems software revenue for 2004
a. Personal computer software revenue	1219	%
b. Enterprise software revenue	1155	%
c. Mainframe computer software revenue	1179	%
d. Other system software revenue	1294	%
TOTAL		**100 %**

An estimate is acceptable if a book figure is not available.

Line 2.a – Personal computer software – Report percent of revenue from application software developed primarily for non-network, stand-alone personal computers. **Include** game software.

Line 2.b – Enterprise Software – Report percent of revenue from application software developed primarily for network-based computers.

Line 2.c – Mainframe Computer Software – Report percent of revenue from application software developed primarily for mainframe-based computers. **Include** revenue for software designed to run in a centralized fashion.

2. Report the percentage of total application software revenue by computer platform. Report whole percents. (Item 4A, Sum of lines 2a – 2e)	Key code	Percentage of total applications software revenue for 2004
a. Personal computer software revenue	1218	%
b. Enterprise software revenue	1154	%
c. Mainframe computer software revenue	1178	%
d. Other application software revenue	1295	%
TOTAL		**100 %**

Item 4C EXPORTS

An estimate is acceptable if a book figure is not available.

Note – An export is a tangible or intangible product (e.g., good, license agreement, reproduction right, service) that is sold or transferred to a customer or client (individual, government, business establishment, etc.) located outside the United States (i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions). **Include** revenue from the sale of personal computer software, enterprise software, systems and systems management software, electronic business enabling software and technologies, mainframe computer software and software services to customers or clients located outside the United States. Products transferred to, sold to, or services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.) are included. **Exclude** products provided to domestic subsidiaries of foreign firms.

Did the total revenue reported in Item 4A include any amounts received for exported services or products? 0009 1 ☐ Yes → 2 ☐ No

Key code	2004 Bil.	Mil.	Thou.	Dol.
004				

Item 4D E-COMMERCE RECEIPTS/REVENUE

Report sales and receipts from any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system. Transactions are agreements between buyers and sellers to transfer ownership of, or rights to use, goods or services. Payment for these goods and services may or may not be made online. Please see the General Instruction sheet for further clarification before completing this item.

An estimate is acceptable if a book figure is not available.

1. Did your firm have e-commerce receipts/revenue during 2004?

0011 1 ☐ Yes – *Enter the date your firm began e-commerce sales.* → 0010

2 ☐ No – *Continue to Item 4E.*

Month (i.e., June=06)	Year (i.e., 2004=04)

2. What was your firm's e-commerce receipts/revenue for 2004? (**Include** e-commerce receipts/revenue in Item 4A. **Exclude** sales taxes.) →

Key code	2004 Bil.	Mil.	Thou.	Dol.
005				

Item 4E INVENTORIES AT END OF YEAR (DECEMBER 31, 2004)

An estimate is acceptable if a book figure is not available.

Report inventories at cost or market value using generally accepted accounting methods.

	Key code	End of 2004 Bil.	Mil.	Thou.	Dol.
a. Finished goods and work-in-process	621				
b. Materials, supplies, fuel, etc.	622				
c. TOTAL inventories	623				

Item 4F **OPERATING EXPENSES**

1. Cost of Contract Labor

Line 1 – Report payments made to suppliers for leased employees and temporary help such as office workers, provided they are **not on your payroll**, but **are supervised** by your firm. **Exclude** payments for services of persons supervised by the supplying firm, such as legal, accounting, janitorial, security, and building maintenance services.

2. Expensed Materials and Supplies (not for resale)

Line 2a – Report the cost of expensed computer hardware and packaged software. **Include** hardware such as servers, CPUs, monitors, and network devices; computer software purchased under licensing agreements, and computer software license fees; and other expensed business equipment, such as copiers, fax machines, and telephones. **Exclude** leased and/or rented equipment.

Line 2b – Report the cost of expensed materials, parts, and supplies, which are used as part of the services you provide. **Include** office and janitorial supplies, small tools, computer-related supplies (such as cartridges and computer paper), packaging and containers, and medical supplies. **Exclude** fuels for motor vehicles, and leased and/or rented materials, parts, and supplies.

3. Expensed Purchased Services

Line 3a – Report the cost of expensed custom coded software. **Include** computer-related services such as adaptation of off-the-shelf software, system design and support services, web design, and web hosting. **Exclude** computer-related communications costs.

Line 3b – Report the cost of data processing, computer consulting, and other purchased computer services. **Include** computer input preparation, data storage, computer time rental, microfilm imaging, and optical scanning services. **Exclude** payroll processing, credit card transaction fees, and fees for the management and operation of your data processing facilities.

Line 3c – Report the cost of telephone, cellular, pagers, and fax services; and computer-related communications such as Internet, connectivity, on-line, and other communication services.

Line 3d – Report the cost of purchased electricity. If electricity is included in a lease or rental payment, report these costs below.

Line 3e – Report the cost of purchased fuels for heating, power, and generating electricity. **Include** the cost of natural gas. If the cost of fuels are included in a lease or rental payment, report these costs below.

Line 3f – Report the cost of administrative and professional services such as management consulting, legal, accounting, auditing, bookkeeping, actuarial, payroll processing, marketing, advertising, architectural, engineering, and fees for the management and operation of your data processing facilities.

Line 3g – Report lease and rental costs for land, buildings, offices, structures, machinery, and equipment. **Include** lease and rental of transportation equipment without operators; and penalties incurred for broken leases. **Exclude** payments by your firm to your parent company or organization (or any of its subsidiaries) for use of assets owned by them and installment payments for assets obtained through capital lease agreements.

Line 3h – Report the cost of purchased or contracted printing services.

Line 3i – Report the cost of purchased or contracted software reproduction.

Line 3j – Include purchased transportation (with operators); travel and lodging; shipping and warehousing; postage and package delivery; water, sewer, and refuse removal; janitorial, security, parking, and grounds maintenance; purchased repair and maintenance; and all other purchased services. **Exclude** annual payroll, employer's contributions to employee benefits plans, fuels for motor vehicles, insurance, depreciation, taxes and licenses, bank charges associated with maintaining accounts, investment and brokerage fees, and credit card transaction fees.

Line 4 – Include annual payroll on a **cash** basis, employer's contributions to employee benefits plans on a **cash** basis, fuels for motor vehicles, insurance, depreciation, taxes and licenses, bank charges associated with maintaining accounts, investment and brokerage fees, credit card transaction fees, royalties, and all other operating expenses. **Exclude** interest expense.

An estimate is acceptable if a book figure is not available.

Include only purchases from external vendors.

Exclude capitalized costs.

	Key code	2004 Bil.	Mil.	Thou.	Dol.
1. Cost of Contract Labor	**1287**				
2. Expensed Materials and Supplies (not for resale)					
a. Computer and other business equipment and supplies (including packaged software)	**1299**				
b. Other materials, parts, and supplies	**1300**				
3. Expensed Purchased Services					
a. Custom coded software (including adaptation of off-the-shelf software) and system design and support services	**1302**				
b. Data processing and other purchased computer services	**1303**				
c. Purchased communication services	**1282**				
d. Purchased electricity	**1283**				
e. Purchased fuels (except motor fuels)	**1304**				
f. Purchased management consulting, administrative services, and other professional services	**1305**				
g. Lease and rental payments	**807**				
h. Purchased printing services	**620**				
i. Purchased software reproduction	**742**				
j. All other purchased services	**1307**				
4. Other Operating Expenses	**1385**				
5. TOTAL OPERATING EXPENSES *(Sum of lines 1–4)*	**003**				

Item 5 **NUMBER OF LOCATIONS**

	2004 Number
Enter the total number of service locations covered by this report as of December 31, 2004. →	0012

Item 6 **OWNERSHIP OR CONTROL**

a. Does another firm own more than 50 percent of the voting stock or have the power to control the management and policies of this company?

0013 1 ☐ Yes → 2 ☐ No

0014 Name of owning or controlling company

Number and street

City, State, and ZIP Code

EIN → 0015 ___ – ___

b. Did this firm acquire or merge with another company during 2004?

0016 1 ☐ Yes → 2 ☐ No

0017 Name of company acquired or merged with

Number and street

City, State, and ZIP Code

Date of merger or acquisition → 0018 Month ___ Year ___

EIN → 0019 ___ – ___

Item 7 **REMARKS –** ***Please use this space for any explanations that may be helpful in understanding your reported data. For any separate correspondence pertaining to this report, please include the IDENTIFICATION number shown in the address label area or at the top of the page.***

0027

Public reporting burden for this collection of information is estimated to average 3.5 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0422, U.S. Census Bureau, 4700 Silver Hill Road, Stop 1500, Washington, DC 20233-1500. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0422" as the subject. PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner on the front of this form.

Item 8 **CERTIFICATION –** This report is substantially accurate and has been prepared in accordance with instructions.

0020 Name of person completing this report – *Please print*	0024 Title	0025 Date

0021 Address *(Number and street, city, State, ZIP Code)*

0022 Telephone			0023 Fax			0026 E-mail address
Area code	Number	Extension	Area code	Number	Extension	

Please return the completed form in the enclosed envelope.
If you prefer, you may fax the completed form to 1–800–447–4613.

To see the results of previous Service Annual Surveys, go to the following website:
www.census.gov/econ/www/servmenu.html

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

SERVICE ANNUAL SURVEY
INFORMATION SECTOR
GENERAL INSTRUCTIONS

Your report should be completed and returned in the preaddressed envelope provided on or before the due date. **If the report does not appear to apply to your kind of business or activity, describe your business or activity in Item 1 and complete the remainder of the form as accurately as possible.**

If filing within the required time frame will cause an undue burden and you would like an extension, or if you have any questions, please write to the

U.S. Census Bureau
1201 East 10th Street
Jeffersonville, IN 47132-0001

or call our Census Bureau representative in Jeffersonville, Indiana at 1–800–772–7851, weekdays from 8:30 a.m. to 5:00 p.m., eastern time.

Always include your identification number, located in the address label, in any correspondence.

IF BOOK FIGURES ARE NOT AVAILABLE, ESTIMATES ARE ACCEPTABLE.

Please read all instructions before making your entries.

Report data for the calendar year specified. If calendar year records are not available, we will accept fiscal year data. Please note, however, that we prefer estimates for the calendar year to book figures covering a different time period. Report all values in dollars (omit cents). Enter "0" in items where appropriate. Please do not combine data for two or more items.

For location(s) sold or acquired during the year specified, report only for the period that the location(s) were operated by this firm.

SPECIFIC INSTRUCTIONS

Revenue

Report revenue for all services rendered and any sales of merchandise for the calendar year specified, even though payment may have been received at a later date. **Firms operating on a commission basis should report commissions, fees, and other operating income, not gross billings or sales.**

Include –

- Total value of service contracts.
- Amounts received for work subcontracted to others.
- Market value of compensation in lieu of cash.
- Revenue from services performed by domestic locations for FOREIGN parent firms, subsidiaries, branches, etc.
- Dues and assessments from members and affiliates.
- Royalties, license fees, and other payments from the marketing of intangible products (e.g., licensing the use of or granting reproduction rights for software, musical compositions, and other intellectual property).

Exclude –

- Taxes (sales, amusement, occupancy, use, or other) collected directly from customers or clients and paid directly to a local, State, or Federal tax agency.
- Revenue from a domestic parent organization, or from franchise locations owned by others and any franchise or license fees.
- Rents from and revenue of separately operated departments, concessions, etc., which are leased to others.
- Revenue from customers for carrying or other credit charges.
- Commissions from vending machine operators.
- Revenue of foreign subsidiaries (those located outside the U.S., i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. Possessions).
- Revenue from the sale of used equipment.
- Installment payments from leasing under capital, finance, or full-payout leases.
- Proceeds from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale).
- Intracompany transfers.
- Contributions, gift, grants, income from interest, rental of real estate, and dividends.

SERVICE ANNUAL SURVEY
INFORMATION SECTOR
SPECIFIC INSTRUCTIONS – Continued

E-commerce Receipts/Revenue

(In the following instructions, online refers to any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system.)

Include –

- Revenue from online orders for goods or services placed by a buyer.
- Revenue from online services provided where charges are based on the usage of those services (e.g., commissions or fees from use of computerized reservation systems, financial transaction processing systems, etc.)
- Commissions or fees from the trading of securities or the sale of other financial products online (e.g., insurance, loans, etc.).
- Commissions or fees from selling or from facilitating the sale of third party products (e.g., click-through including referral fees) through your company's Web site.
- Revenue from orders or contracts negotiated online with a buyer and seller on the price and terms for transferring ownership or the rights to use goods or services.
- Revenue from telephone transactions using interactive voice response systems.

Exclude – revenue from:

- Online billings where the order or contract was not negotiated online.
- Delivery of services online where the order or contract was not negotiated online.
- Provision of telecommunications and related infrastructure systems (e.g., data transfer, Web hosting, Internet access) where the order or contract for such services was not negotiated online.
- Orders for goods or services placed by facsimile machine or over switched telephone network.