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2009 Annual Services Report
Service Annual Survey
Software Publishers

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

FORM
SA-5112

138 SAS_I
511210

REPORT DUE

Please correct any error in the name, address, or ZIP Code.

Any questions call **1–800–772–7851**
M–F, 8:30 a.m. to 5:00 p.m. EST.
or
Visit our web site:
www.census.gov/econhelp/sas

Internet Reporting
To complete this report online go to: *www.census.gov/econhelp/sas*
Click on "Census Taker" and use your username and password to login.

Username:
Password:

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.

YOUR RESPONSE IS CONFIDENTIAL BY LAW

Title 13, U.S. Code, requires that your response 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.**

YOUR RESPONSE IS IMPORTANT

The services industries account for nearly 70 percent of all economic activity. We conduct this survey to obtain timely, comprehensive and consistent measures needed by policy-makers, businesses, and the public to accurately assess domestic economic performance.

Annual Services Report

- This report should be completed and returned on or before the due date in the preaddressed envelope provided.
- 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:

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

or call a Census Bureau Representative at 1–800–772–7851, weekdays from 8:30 a.m. to 5:00 p.m., Eastern Standard Time.

1 Report Coverage

This report covers all domestic locations that report payroll for the Federal Employer Identification Number (EIN) shown above the address label primarily engaged in producing and distributing computer software, such as designing, providing documentation, assisting in installation, and providing support services to software purchasers. These establishments may design, develop, and publish or publish only.

Does the above coverage describe this firm's business activity?

0001
1 ☐ Yes – **Go to** 2
2 ☐ No – **Specify the firm's business activity and complete the report where applicable beginning with** 2 **.**

0002

2 Report Periods

What periods of time will this data represent?

- Report data for the 2009 calendar year if possible.
- For locations that were sold or acquired during the year, only report for the periods that this firm operated the locations.

0006
1 ☐ 2009 calendar year – Go to 3
2 ☐ Other than calendar year – **Enter the periods this report will cover.** . . . . . .
(e.g., fiscal years, periods with less than a full calendar year).

	2009		
	Month	Day	Year
0007 **From**			
0008 **To**			

3 Operating Revenue

Report the total operating revenue for this firm's locations defined in 1 for the following categories.

- Enter "0" where applicable.
- Estimates are acceptable.

Exclude:

- Transfers made within the company.

System Software Publishing

		Mark "X" if None	2009 Operating Revenue Bil.	Mil.	Thou.	Dol.
1. **Operating systems software –** Low-level software which handles the interface to peripheral hardware, schedules tasks, allocate storage, or presents a default interface to the user when no application program is running. **Include** all client and network operating systems.	6161	☐	$			
2. **Network software –** Software that is used to control, monitor, manage, or communicate with operating systems, networks, network services, databases, storage and networked applications in an integrated and cooperative fashion across a network server software, security and encryption software, middleware.	6162	☐	$			
3. **Database management software –** Collection or suites of software programs that enable storage, modification and extraction of information from a database.	6163	☐	$			
4. **Development tools and programming languages software –** Software used to assist in the development or authoring of computer programs. **Include** all program development tools and programming languages.	6164	☐	$			
5. **Other systems software –** All other systems software publishing not reported in lines **1–4.**	6165	☐	$			

Application Software Publishing

		Mark "X" if None				
6. **General business productivity and home use applications –** Software used for general business purposes to improve productivity, or in the home for entertainment, reference or educational purposes (e.g., office suite applications such as word processors, spreadsheets, simple databases, graphics applications; project management software, computer-based training software, games, reference, home education).	6166	☐	$			
7. **Cross-industry application software –** Software that is designed to perform or manage a specific business function or process that is not unique to a particular industry (e.g., professional accounting software, human resource management, customer relations management software, Geographic Information System software, webpage design software).	6167	☐	$			
8. **Vertical market application software –** Software that performs a wide range of business functions for a specific industry (e.g., manufacturing, retail, healthcare, engineering, restaurants).	6168	☐	$			
9. **Utilities application software –** Small computer programs that perform a very specific task (e.g., compression programs, anti-virus software, search engines, font, file viewers, voice recognition software). Utilities differ from other application software in terms of size, cost, and complexity.	6169	☐	$			
10. **Other application software –** All other application software publishing not reported in lines **6–9.**	6170	☐	$			

3 Operating Revenue – (Continued)

Report the total operating revenue for this firm's locations defined in 1 for the following categories.

- Enter "0" where applicable.
- Estimates are acceptable.

Exclude:
- Transfers made within the company.

Other Services

		Mark "X" if None	2009 Operating Revenue Bil.	Mil.	Thou.	Dol.
11. Custom application design and development – Design of the structure and the writing of the computer code necessary to create and implement a software application. **Include** the customization and integration of packaged software.	6171	☐	$			
12. Information technology (IT) technical consulting services – Providing advice or expert opinion on technical matters related to the use of information technology (e.g., advice on matters such as hardware and software requirements and procurement, systems integration, and systems security; the provision of expert testimony on IT related issues). **Exclude** advice on issues related to business strategy.	6004	☐	$			
13. Application service provisioning – Providing leased software applications from a centralized, hosted, and managed computing environment.	6005	☐	$			
14. Re-sale of computer hardware and software – Retailing of computer hardware and software.	6006	☐	$			
15. IT related training services – Providing training for the use of computer hardware, software, networks, or other IT related topics.	6007	☐	$			
16. All other operating revenue – Revenue not reported in lines **1–15. If this item is greater than 20% of the total operating revenue, specify the primary source of the revenue here** 1560	1799	☐	$			
17. TOTAL OPERATING REVENUE – Sum of lines **1–16**.	1800		$			

4 Source of Revenue by Type of Software Sales

Report the percentage of total system software revenue (sum of 3 lines 1–5) and application software revenue (sum of 3 lines 6–10) by computer platform.

- Enter "0" where applicable.
- Estimates are acceptable.

		Personal Computer Software		Enterprise or Network Software		Mainframe Computer Software		Other Software		TOTAL
1. System software – sum of 3 lines 1–5	2009	6172 %	+	6173 %	+	6174 %	+	6175 %	=	100%
2. Application software – sum of 3 lines 6–10	2009	6176 %	+	6177 %	+	6178 %	+	6179 %	=	100%

5 Operating Expenses

Report operating expenses for this firm's locations as defined in 1 for the following categories.

- Enter "0" where applicable.
- Estimates are acceptable.

Exclude:

- Transfers made within the company
- Capitalized expenses
- Interest
- Bad debt
- Impairment
- Income tax

Personnel Costs

2009 Operating Expenses

1. **Gross annual payroll –** Total annual Medicare salaries and wages for all employees as reported on your firm's IRS Form 941, Employer's Quarterly Federal Tax Return, line 5(c) for the four quarters that correspond to the survey period or IRS Form 944 Employer's Annual Federal Tax Return line 4(c). . . . . 1821 — *Mark "X" if None* ☐ — Bil. Mil. Thou. Dol. — $

2. **Employer's cost for fringe benefits –** Employer's cost for legally required programs and programs not required by law. **Include** insurance premiums for hospital plans, medical plans, and single service plans (e.g., dental, vision, prescription drugs); premium equivalents for self-insured plans and fees paid to third-party administrators (TPAs); defined benefit pension plans; defined contribution plans (e.g., profit sharing, 401K and stock option plans); and other fringe benefits (e.g., Social Security, workers' compensation insurance, unemployment tax, state disability insurance programs, life insurance benefits, Medicare). **Exclude** employee contributions. . . . . 1822 — *Mark "X" if None* ☐ — $

3. **Temporary staff and leased employee expense –** Total costs paid to Professional Employer Organizations (PEOs) and staffing agencies for personnel. **Include** all charges for payroll, benefits, and services. . . . . 1823 — *Mark "X" if None* ☐ — $

Expensed Materials, Parts and Supplies (not for resale)

4. **Expensed equipment –** Expensed computer hardware and other equipment (e.g., copiers, fax machines, telephones, shop and lab equipment, CPUs and monitors). Report packaged software in line **6.** Report leased and rented equipment in line **8**. . . . . 1824 — *Mark "X" if None* ☐ — $

5. **Expensed purchases of other materials, parts, and supplies –** Materials and supplies used in providing services to others; materials and parts used in repairs; office and janitorial supplies; small tools; containers and other packaging materials; and motor fuels. . . . . 1825 — *Mark "X" if None* ☐ — $

Expensed Purchased Services

6. **Expensed purchases of software –** Purchases of prepackaged, custom coded, or vendor customized software. **Include** software developed or customized by others, web-design services and purchases, licensing agreements, upgrades of software, and maintenance fees related to software upgrades and alterations. . . . . 1826 — *Mark "X" if None* ☐ — $

7. **Purchased electricity and fuels (except motor fuels) –** If the cost of electricity and heating fuels (e.g., natural gas, propane, oil, coal) are included in lease or rental payments, report in line **8**. . . . . 1827 — *Mark "X" if None* ☐ — $

8. **Lease and rental payments –** For land, buildings, offices, structures, machinery, equipment, and other tangible items. **Include** lease and rental of transportation equipment without operators; and penalties incurred for broken leases. **Exclude** capital and financing lease agreements and licensing/leasing of software. . . . . 1828 — *Mark "X" if None* ☐ — $

5 Operating Expenses – (Continued)

Report operating expenses for this firm's locations as defined in 1 for the following categories.

- Enter "0" where applicable.
- Estimates are acceptable.

Exclude:

- Transfers made within the company
- Capitalized expenses
- Interest
- Bad debt
- Impairment
- Income tax

Expensed Purchased Services – (Continued)

2009 Operating Expenses

9. Purchased repair and maintenance – Include expensed repair and maintenance to buildings and integral building components (e.g., elevators, heating and cooling systems), structures, offices, machinery, vehicles, equipment, and computer hardware. **Exclude** materials, parts, and supplies used for repair and maintenance performed by this firm's employees. Report janitorial and grounds maintenance services in line **14**.

Mark "X" if None 1829 ☐ $ | Bil. | Mil. | Thou. | Dol.

10. Purchased advertising and promotional services – Include marketing and public relations services. . . . . 1830 ☐ $

11. Purchased software reproduction – Purchased or contracted software reproduction services. . . . . 6180 ☐ $

Other Operating Expenses

12. Depreciation and amortization charges – Include depreciation charges taken against tangible assets owned and used by your firm, tangible assets and improvements owned by your firm within leaseholds, tangible assets obtained through capital lease agreements, and amortization charges against intangible assets (e.g., patents, copyrights). **Exclude** impairment. . . . . 1831 ☐ $

13. Governmental taxes and license fees – Payments to government agencies for taxes and licenses. **Include** business and property taxes. **Exclude** income taxes, and sales and excise taxes collected from customers. . . . . 1832 ☐ $

14. All other operating expenses – All other operating expenses not reported above, unless specifically excluded in the general instructions at the top of the page. **Include** office postage and package delivery. **Exclude** purchases of merchandise for resale and non-operating expenses. . . . . 1899 ☐ $

15. TOTAL OPERATING EXPENSES – Sum of lines **1–14**. . . . . 1900 $

6 Not Applicable

7 Not Applicable

8 E-Commerce Revenue

E-commerce includes sales, receipts, and contributions 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.

Did the revenue reported in 3 include any e-commerce revenue?

2009 E-Commerce Revenue

	Bil.	Mil.	Thou.	Dol.
0011 1 ☐ Yes – **What was this firm's e-commerce revenue?** 2000	$			

0011 2 ☐ No – Go to 9

9 Export Revenue

An exported service is a service performed for 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, business, or mainframe computer software to clients and customers located outside the United States.
- Services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.).

Exclude:

- Services provided to domestic subsidiaries of foreign firms.

Did the revenue reported in 3 include any revenue from exports?

2009 Export Revenue

	Bil.	Mil.	Thou.	Dol.
0009 1 ☐ Yes – **What was this firm's revenue from exports?** 2100	$			

0009 2 ☐ No – Go to 10

10 Inventories at End of Year

Report inventories at end of year at cost or market value using generally accepted accounting principles.

2009 Inventories

	Mark "X" if None	Bil.	Mil.	Thou.	Dol.
1. Finished goods. 1751	☐	$			
2. Work-in-process. 1752	*Mark "X" if None* ☐	$			
3. Materials, supplies, fuel, etc. 1753	*Mark "X" if None* ☐	$			
4. TOTAL BOOK VALUE – Sum of lines **1–3**. 1754		$			

Of the total inventories reported in line 4, were any stored or in route OUTSIDE the 50 U.S. States and the District of Columbia?

	Bil.	Mil.	Thou.	Dol.
6041 1 ☐ Yes – **What was the total value of those inventories?** (Do not report inventory held in Foreign Trade Zones or in bond warehouses in the U.S.) . . . 6042	$			

6041 2 ☐ No – Go to 11

11 Change in Structure

Did you have an Employer Identification Number (EIN) change in 2009?

0013 1 ☐ Yes – **Enter the new EIN.** . . . . . 0015 EIN ☐☐ – ☐☐☐☐☐☐☐

2 ☐ No – **Continue**

Was there a change in ownership or control?

0018 Month ☐☐ Year ☐☐

0016 1 ☐ Yes – **Provide the date of the change and the firm's information.** . . . . . (for multiple mergers, provide each firm's information as an attachment to this report)

2 ☐ No – **Go to** 12

0017 Name of company acquired or merged with

Street address

City, State, ZIP Code

0019 EIN ☐☐ – ☐☐☐☐☐☐☐

Specify the nature of this change here →

0035

12 Remarks – Please provide an explanation for any inconsistent or incomplete data that would aid in understanding this report. For any separate correspondence pertaining to this report, please include the identification number shown in the address label area at the top of the first page.

0027

13 Certification – This report is substantially accurate and has been prepared in accordance with the instructions.

0020 Name of person completing this report – *Please print*

0024 Title

0025 Date

0021 Address (Street address, City, State, ZIP Code)

0022 Telephone number: Area code | Number | Extension

0023 Fax number: Area code | Number

0026 E-mail address

Return Completed form to:
U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47132-0001

or fax to: 1–800–447–4613

Public reporting burden for this collection of information is estimated to average 5.0 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, 4600 Silver Hill Road, AMSD-3K138, Washington, DC 20233. 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.

To see aggregate industry results of previous Service Annual Surveys, go to the following website: www.census.gov/services/index.html

2009 Annual Services Report

U.S. DEPARTMENT OF COMMERCE
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U.S. CENSUS BUREAU

General Instructions

- Report data on an accrual basis, except for payroll.
- Dollars should be rounded to the nearest dollar.
- If a figure is $1,030,280,456 it should be reported as →

Bil.	Mil.	Thou.	Dol.
1	030	280	456

Item Specific Instructions – All Firms

Item 3 – Revenue

Include:

- Report gross billings, **except** where noted elsewhere on the form.
- Dues and assessments from members and affiliates.

Exclude:

- Taxes collected directly from customers or clients and paid directly to a local, state, or federal tax agency.

Instructions for Taxable Firms

Item 3 – Revenue

Include:

- Amounts received for work subcontracted to others.
- For locations that were sold or acquired during a year, only report for the periods that this firm operated the locations.
- Revenue from services performed by domestic locations of foreign parent firms, subsidiaries, branches, etc.

Exclude:

- Rents from and revenue of separately operated departments, concessions, etc., which are leased to others.
- 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).

Instructions for Tax-Exempt Firms

Item 3 – Revenue

Include:

- Program service revenue for services provided in the applicable period, whether or not payment was received in the applicable period.
- Gross sales of merchandise minus returns and allowances.
- Income from interest, dividends, gross rents (including display space rentals and share of receipts from departments operated by other companies), royalties, and other investments.
- Gross contributions, gifts, and grants (whether or not restricted for use in operations).
- Commissions earned from the sale of merchandise owned by others (including commissions from vending machine operators).
- Gross receipts from fundraising activities.

Exclude:

- Gross receipts of departments or concessions operated by other companies.
- Amounts transferred to operating funds from capital or reserve funds.

Item Specific Instructions – All Firms

Item 5 – Operating Expenses

Line 1 – Gross annual payroll

Include salaries and wages, commissions, dismissal pay, bonuses, employee contributions to Social Security, income tax withholding, union dues, group insurance premiums, savings bonds, cash equivalent in-kind, allowances, holiday pay, vacation pay, sick leave, stock purchase plans, and employee contributions to pension plans. **Exclude** the cost of leased employees, employer's cost for fringe benefits, temporary staff obtained from temporary help services. For unincorporated businesses, **exclude** profit or other compensation of proprietors or partners.

All other operating expenses

Include travel and entertainment; postage, shipping or delivery services, warehousing, and storage services; royalties; security services; janitorial and grounds maintenance services; purchased transportation with operators; and other expenses not reported elsewhere.