

# 2023 SaaS Funding Framework Survey

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## Financial Profile & Practices

### 1. What are your total annual company revenues?

Please write out the full amount, e.g. \$2,000,000,000 vs. \$2B.

\_\_\_\_\_USD

**Comments:**

### 2. What percentage of total company revenues are represented by the following?

*Hover over the text below to view descriptions for each option.*

Product or License Customer pays for hardware or software installed at the customer site.

Technology Subscription Customer pays a monthly or annual / multi-year contract to lease the technology, such as SaaS.

All Services Include Customer Success Services, Education Services, Managed Services, Professional Services, and Support Services.

\_\_\_\_\_Product or License

\_\_\_\_\_Technology Subscription

\_\_\_\_\_All Services

**Comments:**

### 3. What is your company's Annual Recurring Revenue (ARR) Growth Rate?

The percentage of ARR growth results from the Starting ARR as measured at the conclusion of a fiscal year.  $\text{ARR Growth Rate \%} = (\text{Ending ARR} - \text{Starting ARR}) / \text{Starting ARR} * 100$

\_\_\_\_\_ Support Services, Maintenance, Warranty, and Spare Parts

\_\_\_\_\_ Education Services

\_\_\_\_\_ Professional Services

\_\_\_\_\_ Managed Services

\_\_\_\_\_ Other

\_\_\_\_\_ Annual Recurring Revenue Growth Rate

**Comments:**

### 4. What is your company's Annual Contract Value (ACV)?

ACV (Annualized Contract Value = Annualized value of a contract or subscription.  $\text{ACV} = \text{total contract value} / \text{contract term length}$ . (i.e., Three-year example:  $36 / 3 = 12$ )

\_\_\_\_\_ Annual Contract Value

**Comments:**

### 5. What is your company's Gross Margin on your SaaS subscription?

The amount of revenue generated after subtracting the direct expenses associated with delivering the services.

\_\_\_\_\_ Gross Margin on SaaS Subscription

**Comments:**

### 6. What percent of technology subscription COGs is spent on Support Services?

Cost of Service Delivery associated with support services revenue as a percent of total company revenue, including Labor Costs (salary + benefits + employment taxes only) plus the cost of facilities, IT software & infrastructure, and the direct support management salary costs related to all assisted and self-service channels incidents (cases, tickets, requests, etc.).

\_\_\_\_\_ Percent of technology subscription COGs spent on Support Services

**Comments:**

**7. What percent of technology subscription COGs is spent on Customer Success expenses?**

Cost of Customer Success delivery associated with customer success revenue as a percent of total company revenue, including Labor Costs (salary + benefits + employment taxes only) plus the cost of facilities, CS software & infrastructure, training, and the direct support management salary costs related to all assisted and self-service customer segmentations.

\_\_\_\_\_Percent of technology subscription COGs spent on Customer Success expenses

**Comments:**

**8. What percent of revenue is spent on Sales and Marketing?**

Selling, general and administrative expense (SG&A) is the sum of all direct and indirect selling expenses and all general and administrative expenses (G&A) of a company, includes all the costs not directly tied to making a product or performing a service.

\_\_\_\_\_Percent of revenue spent on Sales and Marketing

**Comments:**

**9. What percent of Sales and Marketing is spent on Customer Success expenses?**

Cost of Customer Success delivery associated with customer success revenue as a percent of total company revenue, including Labor Costs (salary + benefits + employment taxes only) plus the cost of facilities, CS software & infrastructure, training, and the direct support management salary costs related to all assisted and self-service customer segmentations.

\_\_\_\_\_Percent of Sales and Marketing spent on Customer Success expenses

**Comments:**

**10. What percent of revenue is from monetized Customer Success offers?**

Percent of revenue associated with monetized customer success offerings including customer success as a single offer and bundled offers including customer success, support services, training, professional services, and managed services.

\_\_\_\_\_Percent of revenue from monetized Customer Success offers

**Comments:**

**11. What percent of revenue is from monetized Support Offers?**

Percent of total company revenue attributed to support, maintenance, repair, and warranty contracts that a customer pays for annual / multi-year contract for services.

\_\_\_\_\_Percent of revenue from monetized Support Offers

**Comments:**

**12. What is your company's Gross Margin on monetized Customer Success offers?**

The amount of revenue generated after subtracting the direct expenses associated with delivering the monetized offer and services.

\_\_\_\_\_Gross Margin on monetized CS offers

**Comments:**

**13. What is your company's Gross Margin on monetized Support Offers?**

$$[\text{Support Services Revenues} - \text{Cost of Support Service Delivery}] \div \text{Total Support Services Revenues}$$

\_\_\_\_\_Gross Margin on monetized support offers

**Comments:**

**14. Does Customer Success have primary responsibility for renewals?**

☐ Yes

☐ No

**Comments:**

**15. Does Customer Success have responsibilities related to expanding existing customers?**

☐ Yes

☐ No

**Comments:**

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**Thank you for your participation!**