



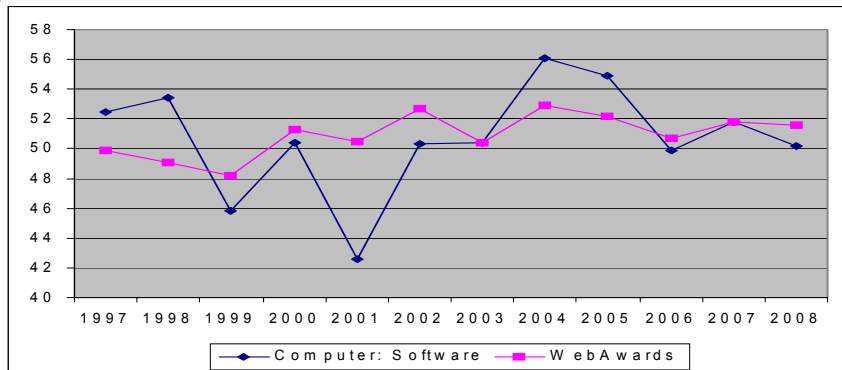
WebAward Internet Standards Assessment Report

2009 Computer Software Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Software	WebAwards
1999	45.8	48.2
2000	50.4	51.3
2001	42.6	50.5
2002	50.3	52.7
2003	50.4	50.4
2004	56.1	52.9
2005	54.9	52.2
2006	49.9	50.7
2007	51.8	51.8
2008	50.2	51.6

Score out of a possible 70 points

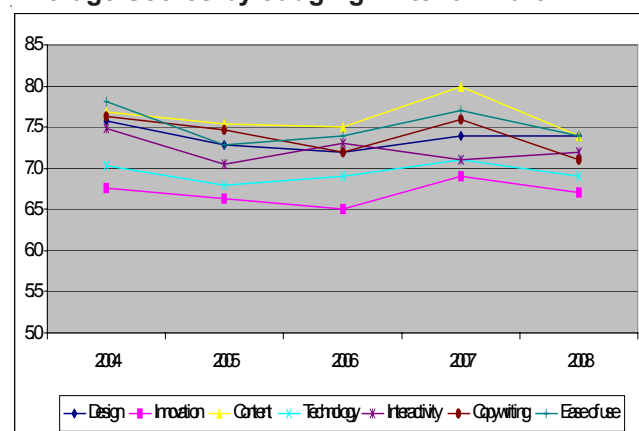


Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.6	7.3	7.2	7.4	7.4
Innovation	6.8	6.6	6.5	6.9	6.7
Content	7.7	7.5	7.5	8.0	7.4
Technology	7.0	6.8	6.9	7.1	6.9
Interactivity	7.5	7.1	7.3	7.1	7.2
Copywriting	7.6	7.5	7.2	7.6	7.1
Ease of use	7.8	7.3	7.4	7.7	7.4

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

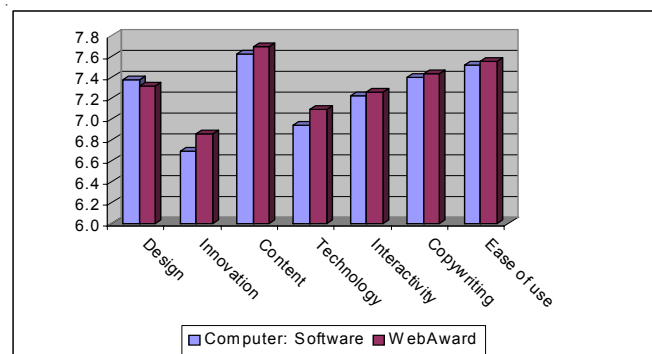


Analysis

Computer Software Web sites, although in line with the ISAR index for the past three years, has shown erratic performance over the last decade. The most notable performance years are the strong performance in 2004 and dismal performance in 2001 relative to the overall ISAR index. Computer Software Web sites have scored slightly below the 5-year criteria benchmark averages in all areas except design where they slightly out performed. As an industry, they are strongest in content, copywriting, and ease of use. Surprisingly, they score low in technology and innovation.

With so much computer software selected and delivered online, many small software companies can reach a critical ROI with an effective Web site. Unfortunately, being a good software engineer does not always result in being a good Web site designer.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2008	FINE Design Group	Norton Today
2007	BLITZ	Adobe
2006	Worktank	See Windows Vista Website
2005	Avid Technology	Avid Technology corporate website
2004	Wind River	Wind River Website
2003	Novell, Inc.	Novell Worldwide Web Site
2002	Leopard	Terraspring Web Site
2001	Commerce One	CommerceOne.Com
2000	Paul Berry	MiniPlan.com
1999	The Hoffman Agency	think3 Web Site
1998	Shandwick Interactive	Ontrack Data International Web site
1997	Oracle Corporation	Oracle Alliance Online

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through its WebAward program. Multiple independent judges review and score each site from 0-10 points on each of seven criteria for a possible 70 points. Best of Industry WebAward is given to the site that scores highest in the industry. The views of this report are based on observations of aggregated industry data and do not reflect the results for any particular Web site unless noted. For complete information, go to www.webaward.org