

## Software Magazine Ranks Sitecore as One of the World's Largest Software Companies

Leading Web Content Management and Customer Experience Management Provider Recognised for Explosive Growth

**San Francisco, CA – October 9, 2012** – [Sitecore](#), a leading web content management and customer experience management software company, today announced its inclusion in [Software Magazine's](#) Software 500 ranking of the [world's largest software and service providers](#). Sitecore attained the rank of #358 on the 2012 list. In its first year on the list, Sitecore has also earned two distinctions, among the top 10 companies in the \$30-\$50 million in revenue category and in the top ten overall in revenue growth rate.

“Customers interact with companies in so many different ways today – over the web, via mobile and social apps, and offline,” said Michael Seifert, CEO, Sitecore. “Those customers expect relevant, personalised and meaningful interactions. With Sitecore’s customer experience management software, every interaction becomes unique, more relevant, more engaging and more compelling to the customer. That’s what delivers measurable results – and what drives people to keep coming back. The result is happy customers, who engage, buy more and ultimately become lifetime customers. Our inclusion in the Software 500 validates the strong growth our company has sustained over the years, and the value of the software that we deliver to our customers and partners.”

The Software 500 is a revenue-based ranking of the world’s largest software and services suppliers targeting medium to large enterprises, their IT professionals, software developers and business managers involved in software and services purchasing.

“The 2012 Software 500 results show that revenue growth in the software and services industry was again healthy, with total Software 500 revenue of \$643.6 billion worldwide for 2011, representing approximately 17 percent growth from the previous year’s list,” says John P. Desmond, editor, *Software Magazine*. “The Software 500 helps CIOs, senior IT managers, and IT staff research and create the short list of business partners. It is a quick reference of vendor viability.”

The ranking is based on total worldwide software and services revenue for 2011. This includes revenue from software licenses, maintenance and support, training, and software-related services and consulting. Suppliers are not ranked on total corporate revenue, since many have other lines of business, such as hardware. The financial information was gathered by a survey prepared by Rockport Custom Publishing, LLC and posted at [www.softwaremag.com](http://www.softwaremag.com), as well as from public documents.

### **About Software Magazine and Rockport Custom Publishing**

*Software Magazine* has been a brand name in the high-tech industry for more than 36 years. [Softwaremag.com](http://Softwaremag.com), its Web counterpart, is the online guide to enterprise software and the home



of the Software 500 ranking of the world's largest software and services companies. *Software Magazine* and [Softwaremag.com](http://Softwaremag.com) are owned and operated by Rockport Custom Publishing.

Rockport Custom Publishing is a leading integrated media company focusing on technology. For more information, visit: [www.rockportpubs.com](http://www.rockportpubs.com).

### **About Sitecore**

Sitecore is a global software company that creates products to deliver the most relevant experience and content to customers at any moment of interaction and via any communications channel – the web, email, mobile, social and offline. Our customer experience management platform combines proven web content management with customer intelligence to create a single view of a customer that drives meaningful interactions, increases conversions and builds lifetime customers. Brands, including ASOS, British Red Cross, Brother, Cadbury, DVLA, Dyson, easyJet, E.ON, The FA, Heineken, Kia Motors, Lloyds of London, Manchester United FC, Oxfam, Play.com, Virgin Active and Visa Europe rely on Sitecore to get and keep loyal customers who engage more and drive revenue growth.

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