

The logo is a light blue hexagon with a white border. Inside, the word "MAIN" is in a small, white, sans-serif font above the number "50" in a large, bold, white, sans-serif font. Below "50", the year "2024" is in a small, white, sans-serif font. The hexagon is set against a background of dark blue hexagons.

MAIN
50
2024

Key trends in Northwestern Europe's software industry

MAIN SOFTWARE 50 – BENCHMARK REPORT

Main Software 50 – Benchmark Report

About the Main Software 50

The Main Software 50 is the leading ranking and benchmark for software companies in Northwestern Europe. At Main Capital we believe that software companies are the engines of the digital economy, and the Main Software 50 Awards give **deserved recognition** to outstanding companies in the software industry.

We host the Main Software 50 award show in the Benelux, DACH, and Nordics regions. The Benelux edition began in 2012, followed by DACH in 2022, and the Nordics in 2024. **With insights gathered over many years**, we are well-equipped to monitor and analyze industry trends.

Composition of the ranking

The ranking is based on various financial metrics and is verified by an **independent research organization**. No jury is involved in creating the final top 50 ranking.

Main Software 50 Benchmark Report

This is the first release of the Benchmark Report, provided to all participants of the Main Software 50. This report allows you to **benchmark yourself** against hundreds of peers active in the Benelux, DACH, and Nordics regions. It offers valuable insights into the key opportunities and challenges that software companies face in Europe.



Table of Contents

In this report, we discuss three main findings from the Main Software 50 survey. These findings are based on responses from participants across the Benelux, DACH, and Nordics regions.

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Comparing opportunities and challenges for smaller and larger companies



Smaller companies...

- identify more opportunities for **collaboration and partnerships** compared to larger companies.
- encounter greater **commercial challenges** than their larger counterparts.



Larger companies...

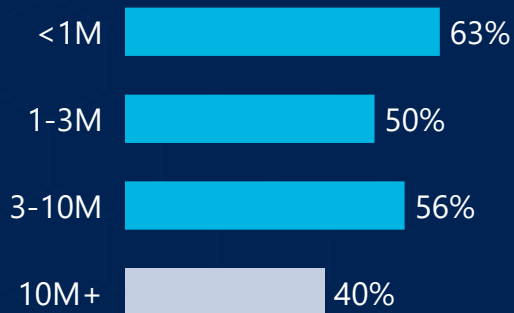
- view **M&A** as the primary opportunity for growth.
- encounter more **technical challenges** compared to smaller companies.
- struggle more with **attracting and retaining talent** than their smaller counterparts.





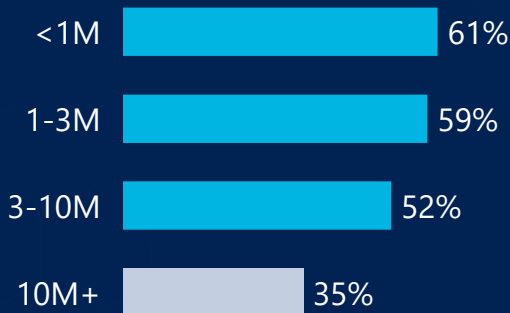
Smaller companies find more collaboration/partnership opportunities but face greater commercial challenges

Collaboration/partnership



On average, **62% of companies with less than 10M EUR in revenue** identify growth opportunities through collaboration, compared to **40% of larger companies**. Smaller companies, with their limited sales resources, can access a broader market by partnering with others.

Commercial challenges



Additionally, **57% of smaller companies** face commercial challenges, such as winning new clients, optimizing cross-sell opportunities, and reducing churn. In contrast, **only 35% of companies with at least 10M EUR in revenue** encounter these issues.

Interested in learning more?

Join the **Main Insight DACH** on May 8th in Düsseldorf to learn more about how to tackle commercial challenges and improve your go-to-market strategy.



Scan the QR code to register or click this [link](#)

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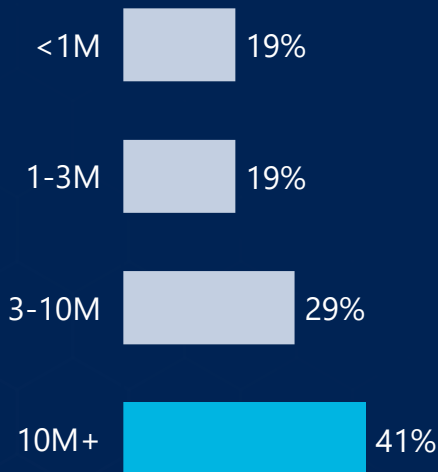


Larger companies face more technical challenges and have greater difficulty attracting and retaining talent compared to smaller companies

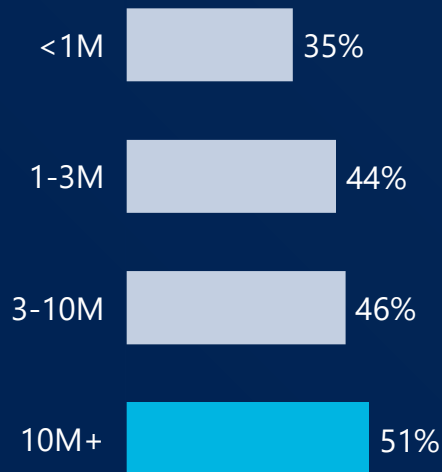
41% of companies with at least 10M EUR in revenue face technical challenges, compared to only **19% of companies with less than 3M EUR in revenue**. Larger companies often have more complex systems and must manage legacy systems, whereas newer, smaller companies typically don't face these complexities and challenges.

Attracting and retaining talent is challenging for most companies, but it is significantly harder for larger ones. **More than half of companies with over 10M EUR in revenue** struggle with this issue, limiting their ability to scale further. One reason for this could be that developers prefer working on exciting new technologies and solutions rather than managing and maintaining existing systems.

Technical challenges

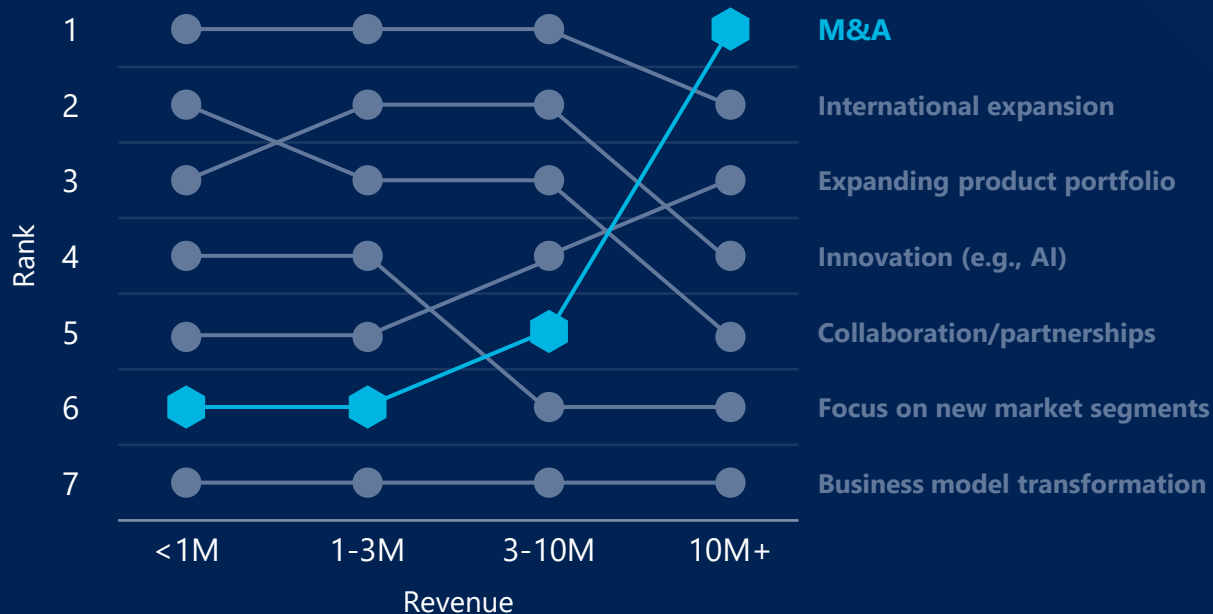


Attracting & retaining talent





M&A is viewed as the biggest growth opportunity for companies with over 10M EUR in revenue



Interested in learning more?

Join the **Main Insight Benelux** on April 10th in The Hague to learn more about how M&A can help your business get to the next level and why Main believes a buy-and-build is the best strategy to grow.



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Comparing SaaS Leaders with companies that have a lower SaaS revenue percentage



SaaS Leaders: Companies with >90% SaaS revenue...

- face fewer **technical challenges** compared to others.
- are more likely to emerge from companies that invest heavily in **R&D**.
- are able to **innovate** more than others.



SaaS Adopters...

- experience **lower revenue growth** compared to SaaS Leaders.
- identify fewer opportunities for **international expansion** than SaaS Leaders.





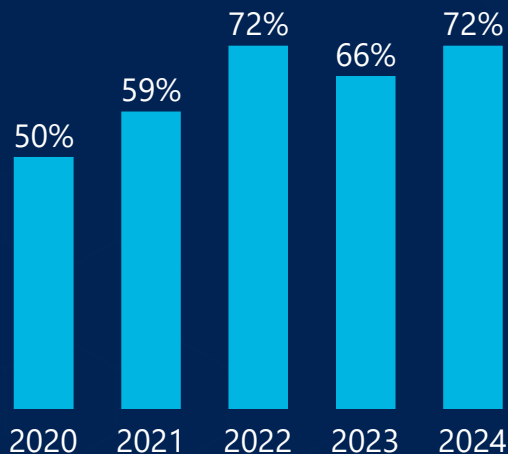
SaaS adoption is rapidly increasing among the Main Software 50 respondents, leading to higher SaaS revenues

SaaS is becoming an increasingly popular business model for software companies. In the Main Software 50 Benelux, the average SaaS revenue percentage rose from **50% in 2020 to 72% in 2024**.

However, looking at the 2024 editions across the Benelux, DACH, and Nordics, we see that the average SaaS revenue in the Benelux and Nordics is quite comparable (72% and 66%, respectively), **while the DACH region scores significantly lower at 38%**.

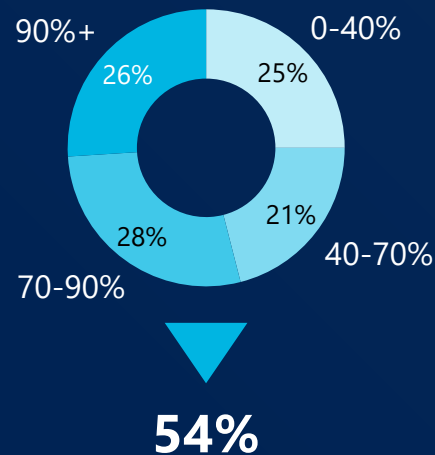
A higher SaaS revenue percentage enhances financial predictability and scalability compared to non-recurring revenues. Currently, **over 54% of participants generate more than 70% of their revenue from SaaS**. This ongoing adoption trend suggests that the percentage will continue to rise in future editions.

Average SaaS revenue
(Benelux top 50 only)



Main Software 50 edition

SaaS category



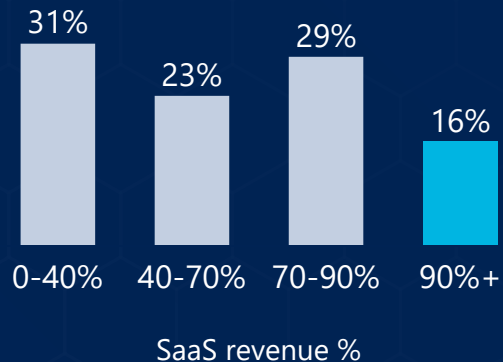
of participating companies generate more than 70% of their revenue from SaaS.



SaaS Leaders experience fewer technical challenges and can focus more on innovations like AI, thanks to their substantial investments in their products

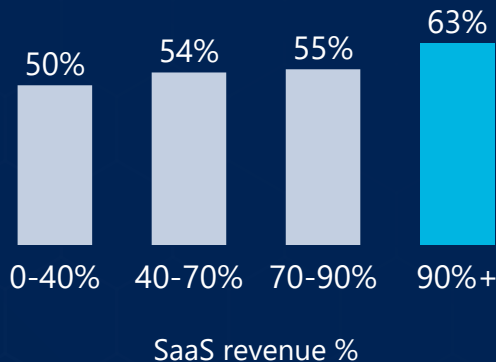
Technical Challenges

SaaS Leaders experience significantly **fewer technical challenges**, likely due to their substantial investments in technology systems to achieve their status.



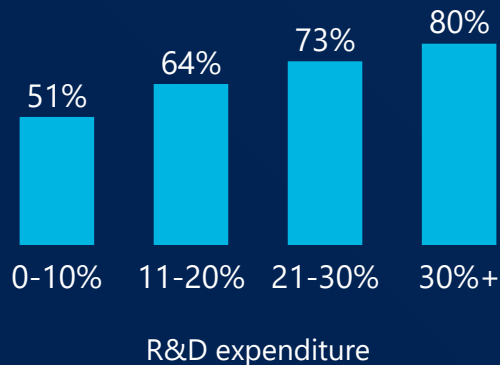
Innovation

SaaS Leaders can **focus more on innovations**, such as AI, because they have a more scalable business model from the start.



SaaS (% of revenue)

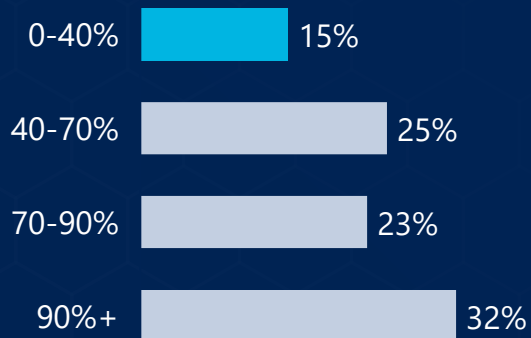
Companies that invest more in R&D tend to have a **higher SaaS revenue percentage**. To reap the benefits of being a SaaS Leader, it's essential to invest in your business.





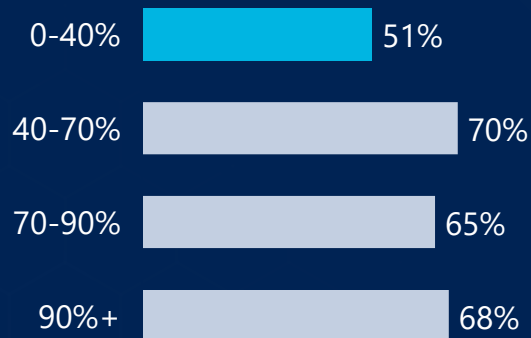
Companies with lower SaaS revenue grow more slowly and struggle with international expansion

Revenue growth



Companies with less than 40% SaaS revenue grow at an **average rate of only 15%**, whereas SaaS Leaders grow at an average rate of 32%.

International expansion



Additionally, companies with less than 40% SaaS revenue experience significantly **fewer international opportunities** compared to other companies.

Interested in learning more?

Join the **Main Insight Nordics** on March 6th in Stockholm to learn more about how to improve your sales approach and increase revenue growth.



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Innovation is a key focus for software companies, driving competitiveness and market responsiveness



Investing in innovations like AI...

- is crucial for all companies, regardless of size or SaaS maturity.



Companies that invest more in R&D...

- **Attract and retain talent** more easily.
- Experience higher **revenue growth**.





Regardless of company size or SaaS maturity, all companies recognize growth opportunities in innovations

While most companies view international expansion as their top growth opportunity, innovation ranks as the second biggest. Innovations like (Generative) AI are not only unlocking new technical possibilities but also **enhancing efficiency and driving productivity**.



Biggest growth opportunities

Read our whitepaper

Our Market Intelligence team has published a whitepaper on how investing in digital transformation **leads to productivity growth** across various industries.



Scan the QR code
or click this [link](#)

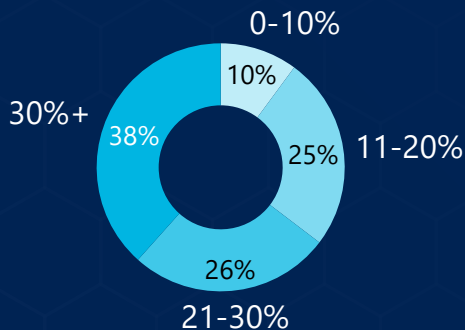
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Companies that invest more in R&D reap significant benefits, including easier talent attraction and retention, as well as higher revenue growth

R&D investments

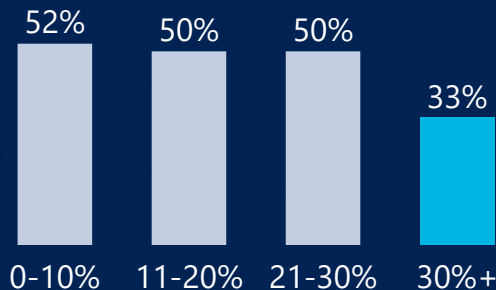
R&D investments are important, as 64% of companies allocate **more than 20% of their revenue to R&D**, while only 10% spend less than 10%.



R&D expenditure

Attracting and retaining talent

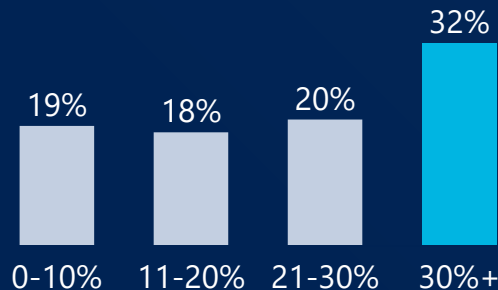
Companies that invest heavily in R&D face **fewer challenges in attracting and retaining talent** compared to the rest of the companies.



R&D expenditure

Revenue growth

Companies also scale faster, as those that spend more than 30% on R&D achieve an **average revenue growth of 32%**, compared to around 20% for others.



R&D expenditure

4

General statistics about the Main Software 50

The Main Software 50 is the leading ranking for software companies in Western Europe. This ranking evaluates multiple financial metrics crucial for assessing a software company's success. By considering more than just revenue growth, we have developed a comprehensive ranking method to ensure a well-rounded assessment of each company's performance. The following metrics are used for the final ranking:

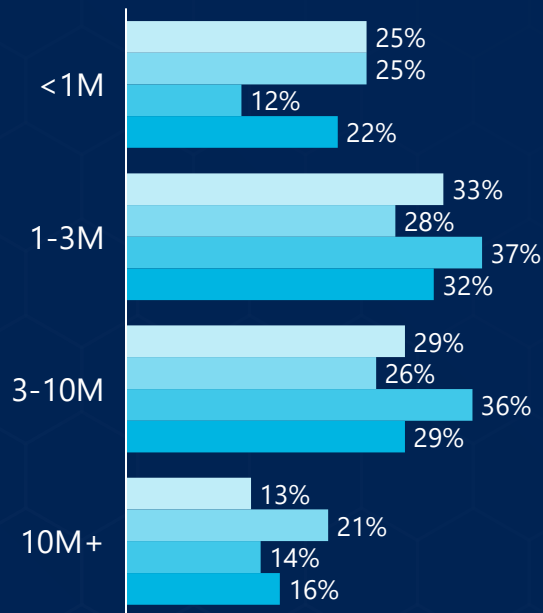
- 1 Revenue
- 2 Revenue growth
- 3 Recurring revenue %
- 4 SaaS revenue %
- 5 EBITDA margin
- 6 International revenue %
- 7 Partner revenue %



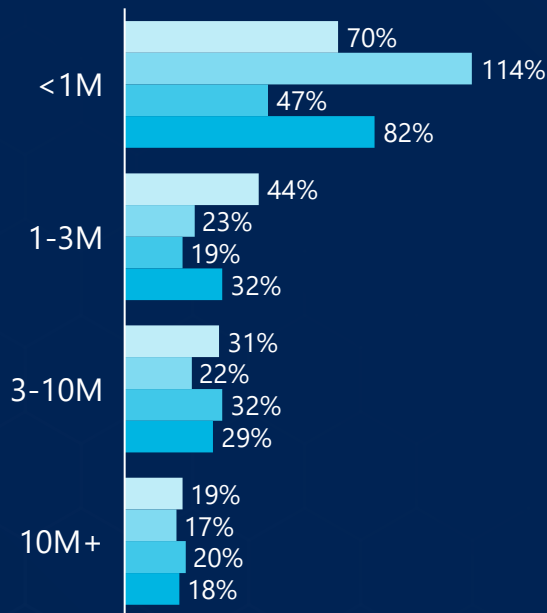


General statistics about the Main Software 50

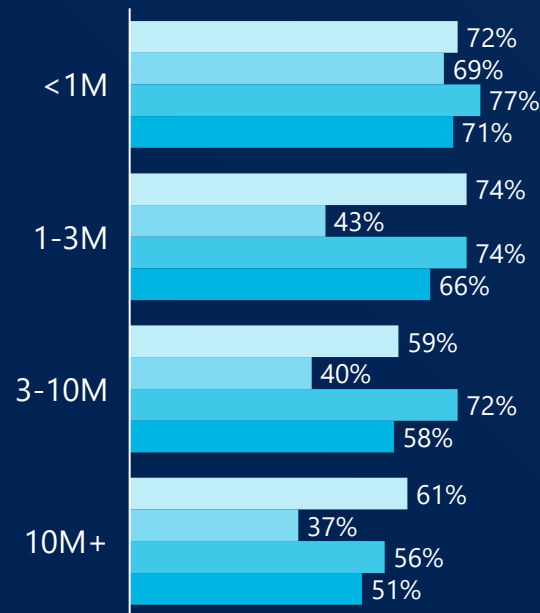
of companies per revenue size



Average revenue growth



Average SaaS revenue %



Benelux DACH Nordics All



General statistics about the Main Software 50

Average EBITDA margin

Region	<1M	1-3M	3-10M	10M+
Benelux	6-10%	11-20%	11-20%	11-20%
DACH	6-10%	6-10%	6-10%	11-20%
Nordics	0-5%	6-10%	6-10%	6-10%
All	6-10%	6-10%	6-10%	11-20%

Average Partner revenue

Region	<1M	1-3M	3-10M	10M+
Benelux	6-10%	6-10%	6-10%	6-10%
DACH	6-10%	6-10%	6-10%	11-20%
Nordics	6-10%	6-10%	6-10%	6-10%
All	6-10%	6-10%	6-10%	6-10%

About Main Capital

Main Capital is a **leading software investment firm** active in Western Europe and the United States. As a strategic partner, we provide enterprise software companies with the knowledge and guidance needed for **profitable growth**. Together, we build international, market-leading software groups, driving innovation, increasing value, and contributing to the entire software ecosystem. We believe that by doing so, we are laying the foundation for a **better future for the software industry** and its societal impact.

Our 2024 awards:



Main Capital at a glance



Portfolio figures

49
Active portfolio companies

>25%
Yearly revenue growth portfolio companies

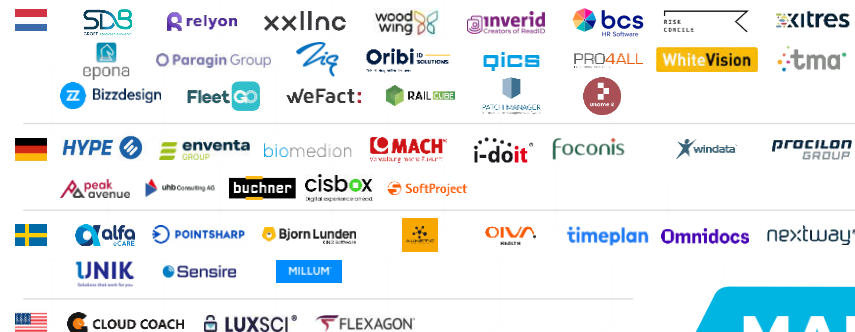
>100
Active add-ons

>80%
Recurring revenues portfolio companies

>6,000
Employees portfolio companies

~€1bn
Total revenues portfolio

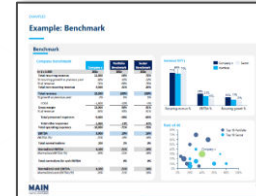
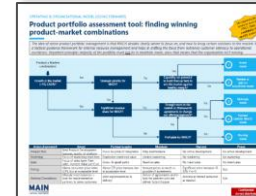
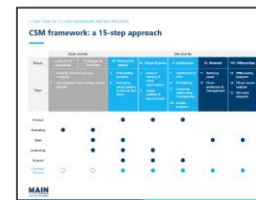
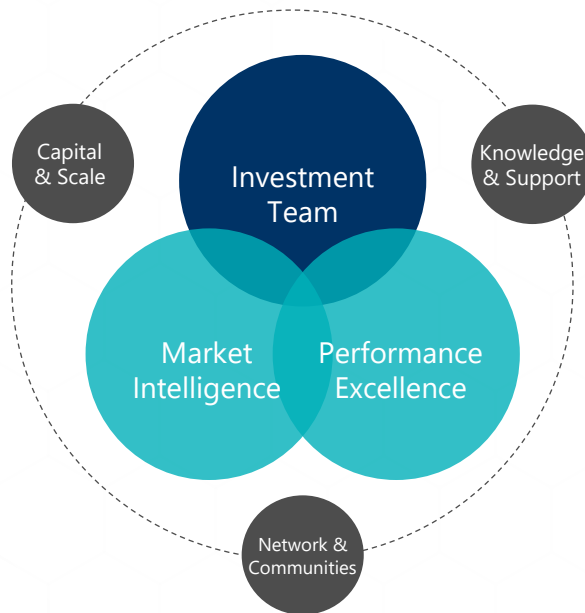
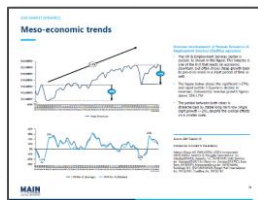
Current portfolio



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Our investment approach

Through its three core teams, Main Capital empowers management teams to build sizeable, highly differentiated, internationally scalable software groups with profitable growth profiles and excellent exit potential



Core growth strategies deployed across the MCP portfolio:

Accelerated organic growth

Internationalization

Buy-&-Build

MAIN

Let's keep in touch!

Would you like to receive the Main Software 50 Benchmark Report next year? Register for the upcoming Main Software 50 event! [Follow us on LinkedIn](#) to get notified when registration opens.

Stay updated with all Main Capital news by [subscribing to our newsletter](#).

Interested in learning more about how we can support your business? Contact one of our colleagues to arrange a coffee meeting.



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