

# Ancestry.com Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Ancestry.com Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Ancestry.com Inc. and its competitors. This provides our Clients with a clear understanding of Ancestry.com Inc. position in the [Software and Technology Services](#) Industry.

The report contains detailed information about Ancestry.com Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Ancestry.com Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Ancestry.com Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Ancestry.com Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Ancestry.com Inc. business.

### **About Ancestry.com Inc.**

Ancestry.Com Inc. operates as an online resource for family history for subscribers worldwide. The company's subscribers use the proprietary online platform, digital historical record collection, and technology to research their family histories, build their family trees, collaborate with other subscribers, upload their own records, and publish and share their stories with their families.

#### **Ancestry.com Web sites**

Ancestry.com: On Ancestry.com, subscribers can search through birth, marriage and death records, census records, immigration documents, photographs, maps, military records, personal narratives, and newspapers. The company's collection includes the digitized United States Federal Census available from 1790 to 1930 and approximately 180 million immigration records, including passenger lists from ships arriving at the United States ports from 1820 to 1960, including Ellis Island. The company's subscribers can also access records from specialized databases, such as the 100 million names contained in military records dating from the seventeenth century to the end of the Vietnam War, its African-American records collection, including slave narratives, its Jewish history collection, including Holocaust survivor lists, and its Native American collection, including applications for enrollment in the Five Civilized Tribes. In

In addition, subscribers to Ancestry.com have access to a global collection of records from the United Kingdom, Australia, and Canada, including United Kingdom and Canadian census collections and baptism, marriage, death, and burial records from the London Metropolitan Archives, as well as records from Germany, France, Italy, Sweden, and China.

The company offers Member Connect service, which is a family history collaboration network that connects subscribers who share common ancestors. This collaboration network facilitates the sharing of insights and discoveries among distant and close relatives and creates a social component to the Ancestry.com subscriber experience. It offers two subscription packages on Ancestry.com, U.S. Deluxe and World Deluxe, and subscribers primarily choose annual or monthly subscription periods. Its World Deluxe plan includes the content from its U.S. Deluxe plan plus unlimited access to its global collection of records. The company offers registered users a 14-day free trial. It charges a subscriber the full period subscription amount at the beginning of each subscription period.

**International Ancestry.com Web sites:** The company's international Ancestry.com Web sites are modeled on its United States Ancestry.com Web site and offer similar products in the local market language, including family tree creation, collections of digitized historical records obtained from local market archival sources, as well as user-generated content. It operates country-specific Ancestry.com Web sites for seven countries, in addition to the United States — the United Kingdom, Australia, Canada, Germany, France, Italy, and Sweden. It offers country-specific subscriptions, tailored to the local market, and World Deluxe subscriptions on each of its international Ancestry.com Web sites.

#### Other Products and Web sites

**Family Tree Maker:** Family Tree Maker is a family history desktop software. Most Family Tree Maker versions include a limited subscription to the Ancestry.com Web site.

**Ancestry.com | DNA:** The company sells DNA testing kits that help people learn more about their family history and ancient ancestry.

**Ancestry.com | Expert Connect:** The company's Expert Connect product is a genealogist marketplace that connects people with professional genealogists.

**Mundia.com:** Mundia.com is the company's global, multi-language family history

networking product intended for markets in which it do not have a local presence.

jiapu.com: The company is investing in the development of Jiapu.com, its China Web site focused on family networking and ancestral family history.

MyCanvas.com: MyCanvas.com is a digital publishing platform that allows people to design and order customized photo books, calendars, and posters using discoveries made on Ancestry.com.

myfamily.com: myfamily.com is a family networking product that provides families with a safe and secure 'home on the Web' where they can share photos, videos, stories, news, calendars, and family history insights.

Other sites: RootsWeb.com is a free genealogy community on the Internet that generates revenue through advertising.

### Significant Events

In November 2010, Ancestry.com Inc. had a strategic alliance with NGHT, Inc. to help individuals make discoveries in their family history. As part of the relationship, NationalGeographic.com would host a family history experience online, developed by Ancestry.com, which enables visitors to learn more about researching their genealogy and provides specific tools for them to search their ancestral roots located on the Genographic Project Website.

### Competition

The company competes with FamilySearch, and its Web site FamilySearch.org, a genealogy organization that is part of The Church of Jesus Christ of Latter-day Saints.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

### **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

### **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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