

# Anite plc Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Anite plc 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 Anite plc and its competitors. This provides our Clients with a clear understanding of Anite plc position in the [Software and Technology Services](#) Industry.

The report contains detailed information about Anite plc 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 Anite plc. 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 Anite plc 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 Anite plc 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 Anite plc business.

## **About Anite plc**

Anite Group plc provides Information Technology (IT) software, systems integration, consultancy and managed services to the finance, telecommunications, travel industry, and public sector markets. The company provides service to its customers, including implementation, systems integration, maintenance and managed services. It operates in 12 countries across Europe, the Americas and Asia.

### **Public Sector**

Anite Public Sector's business encompasses a range of software applications, systems integration, consultancy and managed services for key parts of local government, central government, law enforcement and the security services. Anite's solutions are used for the collection of local taxes, benefits payment, housing management, transport planning, firearms licensing and managing health and social care.

**Solutions and Products:** The company offers Anite Housing Management System; Anite SWIFT for social services; Anite Pericles for revenues collection, and benefits administration, Anite@Work document management and workflow systems; Anite Mobile systems for mobile workers; Transform and Transcend systems for transport operators; PARIS applications for Internet, phone and cash payment collection; Electronic voting and electoral registration; National Firearms Licensing; Management

System; Automatic Number Plate Recognition System; and Integrated applications for e-government.

**Regional and Local Government:** This business includes Revenues & Benefits, Housing, Cash Receipting, Anite Work Management, Transport and e-government for regional and local authorities.

**Enforcement and Security:** Anite has developed solutions to issues, such as terrorism, people-smuggling and firearms licensing.

**Customers:** The company's customers include UK local authorities, such as tax, benefits, housing, transport, document management, mobile working and social care systems; Independent Police Complaints Commission; Home Office; UK Immigration Service; Avon and Somerset Police; Kent County Council; Defense Office of Housing (Australia); and State of Victoria Office of Housing (Australia).

## Travel

Anite is a supplier of reservation software and managed services to the UK leisure travel market; its systems and services enable organizations to sell and manage holidays, cruises and ferry crossings profitably.

## Solutions and Products

The company offers an integrated set of business applications, which manages product, customer, booking and administration for tour, ferry, cruise and rail operators.

**Customers:** The company's major customers include MyTravel UK, Virgin Holidays, Fred Olsen Cruise Lines, Superbreak Mini Holidays, Great Southern Railway, Alaska Railroad Corporation, BornholmsTrafikken, Condor Ferries, Irish Ferries, Four divisions of TUI's Specialist, Holidays Group, Sea Containers Limited, Olympic Holidays, and Argo Holidays and Tours.

## Telecoms

Anite is a global supplier of specialist systems and software, which enable mobile phone manufacturers to develop and launch designs.

## Solutions and Products

The company offers SAT: tests protocol layers within GSM, GPRS, EDGE, W-CDMA and HSDPA mobile terminals; SAS: tests the performance and interoperability of all 2G and 3G mobile devices in simulated 'real-life' network environments; RAMS: tests the radio frequency performance of GSM and GPRS mobile terminal transmitters and transceivers; Anite Test Cases: used across the world for type approval and industry certification testing; and Calculus: inter-company billing for telecoms network operators.

Customers: The company's major customers include Ericsson, Motorola, NEC, Orange, Panasonic, Vodafone, Samsung, LG, TeliaSonera, NTT DoCoMo, and Sony Ericsson.

## International

Anite's international division delivers software products, systems integration and consultancy services to the financial, public sector, travel, telecoms and space markets across Europe.

Solutions and Products: The company offers IT services, including analysis of IT requirements, design and development of systems, systems implementation and project management; application development for transaction processing, database and e-commerce solutions; management consultancy in redesigning organizations and their processes, design of management and performance reporting/management systems; Systems integration of e-commerce, Intranet, extranet and CRM applications; and IT security solutions controlling access to company networks and Internet-based systems.

Customers: The company's major customers include Telekom Austria, Bank Austria, BNP Paribas, Bundeswehr (German Federal Armed Forces), Deutsche Börse (German Stock Exchange), Deutsche Post, Dresdner Bank, European Space Agency, European Meteorological Satellite Organization, France Telecom, Generali Gruppe (Insurance), Skandia, and Societe Generale.

## History

Anite Group plc was founded in 1973.

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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