

Artificial Life, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about Artificial Life, 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 Artificial Life, 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 Artificial Life, 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 Artificial Life, 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 Artificial Life, Inc. business.

About Artificial Life, Inc.

Artificial Life, Inc. is a full-service mobile phone application software provider. The company also offers broadband mobile technology, mobile games, interactive mobile TV, mobile business applications, and m-commerce platforms.

The company develops, markets, distributes, and sells mobile applications and technologies for the 3rd and 4th generation (3G and 4G) wireless telecommunications devices and mobile phones.

Products

The company's mobile games are sold primarily through reseller channels or under contract with major mobile carriers and operators worldwide. Certain of its games are sold via retailers to handset manufacturers who pre-install the games on their handsets before they are shipped to end users. In addition, the company sells directly to end users via its own web portal, www.botme.com. In addition to mobile games, the company offers and sells three mobile software packages: OPUS-M (an m-commerce platform developed in 2008 and 2009 and released in 2010); Mobile controlled TV (MoPA-TV); and Mobile business applications (Mobile Diab and Mobile Property).

OPUS-M is a newly released, m-commerce platform and an extension and improvement of MobileBooster product, which is a component of OPUS-M.

The company's interactive TV technology platform MoPA-TV and special interactive TV show formats are sold to TV stations and TV format and content producers.

The company's mobile business applications are sold either directly to clients or through resellers and distributors. It sells two mobile business applications: Mobile Diab, a mobile blood sugar monitoring system for diabetes patients and Mobile Property, a mobile service for property agents.

Strategic Alliances

Relationship with 3M: In October 2009, the company signed an alliance agreement with 3M Company to collaborate on projects related to the research and development of new mobile device products and technology. The company and 3M intends to cooperate in connection with the marketing of certain of the company's existing and new products in the following areas: General mobile and broadband applications and technologies, Digital Watermarking, Virtual reconstruction of 2D and 3D objects, Augmented Reality, 3D Image processing, Object recognition, Mobile Healthcare and Diabetes Solutions, and Mobile Marketing and M-Commerce Platform.

Relationship with Apple Inc.: The company is an accredited and registered developer for the iPhone and iPod Touch platforms from Apple. The company has launched 24 iPhone and iPod Touch games and applications since December 2008. These games and applications are sold directly to consumers through the online Apple shop and iTunes platform.

Relationship with Cartoon Network: The company signed a development agreement with the Cartoon Network, Inc. Cartoon Network (CartoonNetwork.com) is watched by approximately 200 million households in 120 countries around the world.

Relationship with Red Bull: In 2008, the company signed a license and game contract with Red Bull to bring the Red Bull Air Race World Championship series to the iPhone/iPod Touch platform. In 2010, the company launched Red Bull Racing Challenge, the Formula One racing game for Red Bull.

Relationship with BMW: In November 2008, the company entered into an agreement with the German luxury car maker BMW to develop and launch an iPod/iPhone Touch

game that features and promotes the new BMW Z4. Part of the agreement is also a license relating to the development of a racing game featuring the BMW Formula 1 car. In 2009, the company launched BMW Expression of Joy Z4 Lite, BMW Z4 Experience and BMW Sauber F1 Team Racing 09.

Relationship with soccer club FC Bayern Munich: In 2008, the company signed a two-year license agreement with the German soccer club FC Bayern Munich to develop and launch two interactive 3D soccer games based on the players of the club for the 2008/09 and 2009/10 seasons. The company entered into a second agreement to develop and show interactive mobile quizzes based on MoPA-TV featured on the outdoor digital screens in the Allianz soccer arena.

Relationship with Linkin Park and Warner Bros. Records: In April 2009, the c

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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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
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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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