

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

<https://marketpublishers.com/r/A0F674393FABEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: A0F674393FABEN

Abstracts

AtriCure, 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 AtriCure, Inc. and its competitors. This provides our Clients with a clear understanding of AtriCure, Inc. position in the [Healthcare Equipment and Supplies](#) Industry.

The report contains detailed information about AtriCure, 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 AtriCure, 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 AtriCure, 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 AtriCure, 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 AtriCure, Inc. business.

About AtriCure, Inc.

AtriCure, Inc., a medical device company, engages in developing, manufacturing, and selling cardiac surgical ablation systems designed to create precise lesions, or scars, in cardiac, or heart, tissue.

AtriCure Europe, B.V., the company's wholly-owned subsidiary incorporated and based in the Netherlands, markets and sells its products throughout Europe, the Middle East and Africa, or EMEA, primarily through distributors, while in Germany, Switzerland and Austria the company sells directly to medical centers. Additionally, the company sells its products to other international distributors, primarily in Asia, South America and Canada.

AtriCure Solution and Products

Isolator System and Related Radio-Frequency Ablation Devices: The company's Isolator system and related radio-frequency, or RF, devices, such as its multifunctional pen and Coolrail device, represent its primary product line. The company's Isolator system and related RF devices are used in both open and minimally invasive procedures and primarily consist of the following products:

Isolator Synergy Bipolar Radio-Frequency Ablation Clamps: The company sells multiple

configurations of its Isolator Synergy clamps. One design is for ablation during open-heart procedures and one design is for ablation during minimally invasive procedures. The company's Isolator Synergy clamps are single-use disposables and have jaws that close in a parallel fashion. The parallel closure compresses the tissues and evacuates the blood and fluids from the energy pathway in order to make the ablation more effective. During the year 2009, the company introduced and commercially released in Europe a new open-heart configuration of its Isolator Synergy clamps, known as the Isolator Synergy Access clamp. The Isolator Synergy Access clamp features a pivoting clamp head which promotes easier access to challenging anatomy.

Ablation and Sensing Unit, or ASU: The company's ASU is a compact power generator that uses its proprietary software and delivers bipolar radio-frequency, or RF, energy. The ASU provides the RF energy necessary for its clamps, multifunctional pens and Coolrail linear ablation device. The company lends its ASU to its direct customers and sells it to its distributors.

AtriCure Switch Box, or ASB: The company's ASB is a compact switch box which provides the technology needed for the dual pulsing electrodes in its Isolator Synergy clamps, as well as the ability to connect and toggle between its multiple RF devices.

Isolator Multifunctional Pen: The company's Isolator multifunctional pen is a disposable RF device that enables surgeons to evaluate cardiac arrhythmias, perform temporary pacing, stimulation, sensing and ablate cardiac tissue with the same device.

Coolrail Linear Ablation Device: During the year 2008, the company released its Coolrail linear ablation device, which is a disposable linear RF ablation device designed to allow physicians to create an expanded cardiac ablation lesion set during minimally invasive procedures.

Cryoablation System: The company's cryoablation offering consists of various reusable and disposable devices which use cryotherapy, or extreme cold, to ablate cardiac tissue. In August 2007, the company acquired the Frigitrionics CCS-200 product line for cardiac ablation, which included a console and various reusable cardiac ablation probes. During 2009, the company launched its Cryo1 cryoablation device, a disposable device which is used with the CCS-200 console and is being adopted by physicians for AF ablation treatment during certain open-heart procedures, for which physicians prefer cryoablation over RF ablation.

AtriClip System: The company's AtriClip system is designed to exclude the left atrial

appendage by implanting the device during open or minimally invasive surgical procedures from the outside of the heart, avoiding contact with the circulating blood pool while eliminating blood flow between the left atrial appendage and the atria.

The company also sells enabling technologies, including its Lumitip dissector and MicroPace ORLab system. The Lumitip dissector is used by surgeons to gently separate tissues to provide access to key anatomical structures that are targeted for ablation. The Lumitip dissector consists of a shaft with an articulating index finger-shaped tip that illuminates, allowing surgeons to determine the movement, direction and position of the device during procedures.

Competition

The company's primary competitors include Medtronic, Inc., St. Jude Medical, Inc., ATS Medical, Inc., nContact Surgical, Inc. and Endoscopic Technologies, Inc. Its competitors offer catheter-based treatments, including Biosense Webster, Inc. (a subsidiary of Johnson & Johnson), St. Jude Medical, Inc., and Medtronic, Inc.

History

AtriCure, Inc. was founded in 2000.

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.

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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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