

Bridgeline Digital, Inc Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about Bridgeline Digital, 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 Bridgeline Digital, 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 Bridgeline Digital, 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 Bridgeline Digital, 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 Bridgeline Digital, Inc business.

About Bridgeline Digital, Inc

Bridgeline Digital, Inc. develops Web application management software and Web applications.

The company's iAPPS suite of software products offers solutions that unify Web Content Management, Web Analytics, eCommerce, and eMarketing capabilities deep within the Web site or Web applications in which they reside; enabling business users to enhance and optimize the value of their Web properties.

The iAPPS Product Suite is delivered through a SaaS business model, in which the company delivers its software over the Internet while providing maintenance, daily technical operation and support.

Bridgeline Software team developers specialize in Web interactive technology solutions, which include Web design, Web application development, usability engineering, SharePoint development, rich media development, search engine optimization, and Web application hosting management.

Products and Services

Products

iAPPS Product Suite

The iAPPS product suite provides a unified common set of shared software modules that are critical to Web sites, intranets, extranets, and portals. The iAPPS product suite empowers companies and developers to create Web sites and Web applications. The iAPPS product suite unifies Web Content Management, web Analytics, eCommerce, and eMarketing capabilities deep within the website or Web applications in which they reside.

iAPPS Content Manager allows non-technical users to create, edit, and publish content via a browser-based interface. The interface allows businesses to keep content and promotions fresh - whether for a public commercial site or a company intranet. The iAPPS Content Manager handles the presentation of content based on an indexing and security scheme that includes management of front-end access to online applications. The system provides a library functionality to manage permissions, versions and organization of different content types, including multimedia files and images. The system can accommodate the complexity of larger companies with strict regulatory policies.

iAPPS Analytics provides Bridgeline Software customers the ability to manage, measure and optimize their Web presence by recording detailed events and subsequently mine data within a Web application for statistical analysis. The company's customers have access to information regarding where their visitors are coming from, what content and products their viewers are most interested in, and how they navigate through a particular Web application. iAPPS Analytics is integrated and unified with iAPPS Content Manager, iAPPS Commerce, and iAPPS Marketier.

iAPPS Commerce provides an online eCommerce solution to assist in maximizing and managing various commerce initiatives. The customizable dashboard provides customers with an overview of the performance of their online stores, such as sales trends, demographics, profit margins, inventory levels, inventory alerts, fulfillment deficiencies, average check out times, potential production issues, and delivery times. Commerce also provides backend access to payment and shipping gateways. iAPPS Commerce is integrated and unified with iAPPS Analytics, iAPPS Content Manager, and iAPPS Marketier; providing the company's customers with precise information.

Orgitecture

The company's Orgitecture platform provides customers with a suite of on-demand (SaaS) Web-based tools designed to streamline Web site management and reduce Web related development costs. Orgitecture software modules include Web content management, survey tools, calendaring, email newsletters, online registration, and ecommerce functions. Its iAPPS Web application management software would replace Orgitecture. The company intends to migrate Orgitecture customers to the iAPPS Framework.

Base 10

Base10 is a Web based on-demand SaaS platform that the company obtained through the acquisition of Tenthfloor, Inc. in January 2008. Base10 provides customers with a suite of on-demand (SaaS) Web-based tools that provides integrated content management, emarketing management, and ecommerce. The company's newly developed iAPPS Web application management software would replace Base10.

PowerShop

PowerShop is

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.
The complete financial data is available for publicly traded companies.

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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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