

# Ceyoniq AG Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Ceyoniq AG 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 Ceyoniq AG and its competitors. This provides our Clients with a clear understanding of Ceyoniq AG position in the Industry.

The report contains detailed information about Ceyoniq AG 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 Ceyoniq AG. 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 Ceyoniq AG 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 Ceyoniq AG 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 Ceyoniq AG business.

## **About Ceyoniq AG**

Ceyoniq AG is one of the software manufacturers for innovative content document and archive management. With intelligent, knowledge-based solutions, CEYONIQ addresses global companies with a heavy emphasis on administration, to be found among others in the growth branches telecommunications, transport, utilities and health care. CEYONIQ offers a product line with corresponding license model specially developed for these sectors.

Electronic business-process oriented procedures in the company are facilitated by workflow tools. Workflow management systems are used to control processes according to a previously defined model and are therefore ideal particularly for heavily structured organizations with a pronounced division of labor, for example the insurance industry.

Document imaging & archiving refers to the revisionproof storage of documents and information on optoelectronic data carriers (CDR, WORM). Integration of the document imaging and archiving functions in the corresponding company application safeguards uninterrupted access to all company information. User access rights are managed in the system according to the company structure, to prevent unauthorized use of the data, as an example.

Content document and archive management technologies cover the lifecycle of documents and support the compilation and distribution of business documents within the company. Search and display functions guarantee rapid intuitive access to business documents. Library features support the compilation of files and profiles and are responsible for management of the different versions of the documents. Content management uses a large number of knowledge sources, such as databases, websites, staff and partners. Contents are registered, classified, qualified and set in relation to other information. Updates and on-going maintenance of know-how guarantees the efficiency of complex systems.

CEYONIQ Solutions fulfill the tasks involved in success oriented in-house storage, processing and provision of information. CEYONIQ Solutions combine intelligent, knowledge-based content, document and archive management in the company's solution, fully integrated in groupware, ERP, CRM and e-business applications. CEYONIQ Solutions support the document process with functions for the entire lifecycle: compiling, qualifying and approving, distributing, archiving and deleting. In addition, CEYONIQ Solutions combine these functions with intelligent mechanisms for document classification and information extraction, providing these in all conventional work environments (MS Explorer, MS Outlook, Lotus Notes, Web.).

CEYONIQ AG's product line is developed under one common source: all functions are identical on the operating system platforms AIX, HP-UX, OS/390, Windows NT, TRU 64, Sun Solaris and Linux on the CEYONIQ server.

Insiders technology, MindAccess, is an intelligent adaptive software which automatically compiles request profiles and distributes relevant information into the electronic mailboxes. This product is independent of any one branch, capable of learning and can be freely configured. The system requires just one initial training volume of documents which have already been classified. The software system searches through the text and document structure looking for striking features and classifies these documents automatically for further processing. After specifying the possible document types, MindAccess uses the features to compile possible rules for the classification of a document type or text message. In the optimization phase, the system reduces the quantity of rules to minimize the workload for manual re-distribution. The learnt rules are used for automatic distribution of the entire incoming mail.

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?

## I would like to order

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