

# **Columbus Geographics Systems (GIS) Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis**

<https://marketpublishers.com/r/C84E62C54E1BEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: C84E62C54E1BEN

## **Abstracts**

Columbus Geographics Systems (GIS) Ltd. 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 Columbus Geographics Systems (GIS) Ltd. and its competitors. This provides our Clients with a clear understanding of Columbus Geographics Systems (GIS) Ltd. position in the Industry.

The report contains detailed information about Columbus Geographics Systems (GIS) Ltd. 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 Columbus Geographics Systems (GIS) Ltd.. 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 Columbus Geographics Systems (GIS) Ltd. 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 Columbus Geographics Systems (GIS) Ltd. 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 Columbus Geographics Systems (GIS) Ltd. business.

### **About Columbus Geographics Systems (GIS) Ltd.**

Columbus Geographic Systems (GIS) Ltd. provides Geographic Information System (GIS) and navigation software applications for the civilian arena in Israel. The company's GIS software applications are tools that allow to access, transfer, transform, overlay, process, and display geographic information.

#### Navigation Systems

Ranger is a Pocket PC and Personal Navigation Device navigation system utilizing raster-based maps to meet the fast-growing market for off-road and outdoor enthusiasts. It includes full 1:250,000 and 1:50,000 scale maps, as well as orthophotos<sup>3</sup>. Ranger provides precise GPS positioning and other critical information, such as speed and altitude, and can be used to plan routes, share routes with other users, or download routes from Websites. The software provides detailed mapping and navigation information anywhere in the world on locations for drivers, walkers, bikers, tourists, and other outdoor activity enthusiasts. Ranger works on all major operating

systems, including Win Mobile 2003/2005, WinCE 4.2, and WinCE 5.

## GIS Systems

SmartViewPro, the company's GIS product, is a geographical data management software. SmartViewPro includes a GPS interface with data transfer to and from the software, enabling navigation, orientation on maps, and preparation of aerial photographs to remove distortions from the image photographs. SmartViewPro is compatible with a PC or tablet PC and easily interfaces with common software applications, such as MS Word and Excel.

In addition to SmartViewPro, the company offers a range of industry-specific applications, including: SmartView Security: This product meets the complex needs of homeland security and emergency services to visualize critical areas and resources to analyze, plan, respond, and manage incidents. SmartView Security provides a solution for area security for towns and settlements, and for sensitive installations, such as power stations, airports, and sea ports, as well as for emergency and rescue services.

The software provides three key functions: displays in a clear and visual way the precise geographical positioning of relevant facilities, and resources. These can be buildings, facilities, and hazardous materials, such as fuel storage tanks, chemical plants, or other sensitive materials, as well as resources can be command and control centers, perimeter fences, gates, and guard towers; Location-based display of prior events, such as security breaches, or criminal activities, such as car thefts and break-ins.

SmartView Info-Structure enables the monitoring and controlling of many types of utility infrastructure, such as water and sewage pipes, gas pipes, and power and communication lines. In addition to precise position, the software displays a range of critical information, including date and depth buried, and diameter and capacity of pipes.

In the event of a utility failure, such as a fallen power line, the system provides vital information on the location of the damaged area and other important data.

SmartView Agriculture provides farmers with a tool to map an array of agricultural factors, such as crop type, seed cycle, pest control, and natural hazards. In addition to mapping, this software provides database functions for tracking critical information, such as when crops were planted and fertilizer schedule.

This solution enables farmers to increase production, reduce input costs, and manage their land more efficiently. SmartView Agriculture also facilitates information-sharing between farmers and provides navigation inputs for agricultural vehicles.

SmartView Ownership is a GIS software tool designed to monitor land ownership registration, parcel mapping, and property valuations. It also includes database functions for tracking historical data relating to prior land ownership and other property-related information.

### Aerial Navigation Systems

The company has developed a new application, AirView, designed for in-flight use by a range of aircraft types. AirView is an aerial GIS application for military and civilian aircraft operating in complex or threatening environments. This advanced system provides the airborne operator with 3D graphical terrain data and flight mission information using the GPS technologies. Maps display a range of information, including flight plan, hills and mountains, power lines, no-fly zones, and potential threats, aerial photos, logistic information, and emergency procedures. AirView works on any computer, and does not require expensive, dedicated, airborne equipment. The system fits into the aircrafts' infrastructure, without the need to make physical changes, and can be transferred between different aircraft types.

Using AirView, the aircrew can receive their flight path, navigate, and independently add maps from other sources during flight, quickly select the information needed, and receive real-time warning of potential obstacles or threats. The system allows users to clearly and accurately read and interpret GIS layers of tactical information and improves flight safety by enabling the pilot to focus on mission essentials.

### History

Columbus Geographic Systems (GIS) Ltd. was founded in 2004.

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?

## I would like to order

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