

# Data Fortress Systems Group Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

https://marketpublishers.com/r/D78A73F8FCFBEN.html

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: D78A73F8FCFBEN

# **Abstracts**

Data Fortress Systems Group 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 Data Fortress Systems Group Ltd. and its competitors. This provides our Clients with a clear understanding of Data Fortress Systems Group Ltd. position in the Industry.

The report contains detailed information about Data Fortress Systems Group 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 Data Fortress Systems Group 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 Data Fortress Systems Group 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 Data Fortress Systems Group 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 Data Fortress Systems Group Ltd. business.

# About Data Fortress Systems Group Ltd.

Data Fortress Systems Group, Ltd. provides wholesale manufacturing of equipment, such as personal computers, high-end servers, and data center equipment. It also offers high-speed networking, data warehousing, data security, metropolitan area networks, Internet connectivity, data storage, co-location, and managed services.

The Company provides co-location, managed server hosting, and networking services and operates a redundant 3.2- kilometer fibre optic ring in downtown Vancouver.

The Company provides network services to its customers in Canada. The Company operates principally in Canada. The company is also looking to put a point of presence (POP) in London for the European activity.

The Company provides Information Technology services in a service capacity, from the use of a proprietary fiber ring, to building the required equipment it provides an end to end solution for its customers. These services allow customers to connect their computer systems, or plug in, to the company network to store and access their data in much the same way they obtain and use electricity or a telephone service. The Company has multiple upstream providers for Internet traffic as well as built in multiple redundancy built right in to its own fibre optic network.



The Company's managed services include storage and management of customers' primary data, tape back-up of data for archival and restoration purposes, and real time copies of customer data at remote sites. The Company also assesses, designs and implements customers' data storage environments, addressing customers' primary data needs as well as disaster recovery and business continuity plans.

The Company is introducing a suite of video services for the corporate and educational sectors. These new video services cover the gamut from video conferencing to video streaming.

The Company launched a new line of servers at discountservers.ca. The Company through its network operations has completed engineering of a section of its data center to provide for accommodation and control through its new discountservers.ca line of servers.

The Company launched a Carrier Neutral Co-location service. This new service provides companies with easy access to other Tier-1 bandwidth providers. The Company offers transport from Vancouver through fibre to multiple transit providers in the U.S.

The Company launched Videotel Conferencing Services Inc., a joint venture video conferencing company where the company is a 60% shareholder. The newly formed company would be distributing video conferencing software and services to Canadian corporate users.

#### Subsidiaries

Data Fortress Technologies, Ltd. (Data Fortress) was founded in January of 2001 to provide customers with a secure environment and access to a fibre optic network. Data Fortress is the companies of its kind in the Vancouver market to operate a co-location and managed server data centre and storage facility.

Data Fortress completed the installation of a redundant 3.2-kilometer fiber optic cable ring within the downtown core of Vancouver. This fiber optic ring connects the Data Fortress data centre to the Internet at Harbour Centre. Data Fortress operates 7 Points of Presence in major downtown buildings, all operating at multiple Gigabit Ethernet speeds providing redundancy, ultimate in speeds and security.



The Company's wholly owned subsidiary is IPFlix, Inc. IPFlix is an IP media company specializing in Internet television. IPFlix provides professional automated encoding, decoding, encrypting, edge video servers and a host of features enabling quality video through the internet. IPFlix would provide targeted live television content from Korea, China, Philippines and South Africa. In addition, IPFlix has signed an agreement with suppliers to provide approximately 80 mainstream and specialty channels through IP.

Connect West Networks, Inc. (Connect West), through its contract with Simon Fraser University (SFU) in Burnaby, BC., provides a managed, high speed, wired and wireless network solution for 1600 SFU's residences. Connect West have designed, implemented and supported a network for the University's housing and residence. This network would be the first of its kind in Canada and requires Connect West to strategically partner with Extreme Networks Inc. and Big Pipe Inc to deliver a complete solution.

#### Customers

The Company's customers include organizations that require major volumes of data storage capacity and include established enterprises and Internet-based businesses in various industries, such as application service providers (ASP), communications, media, retail, wholesale distribution, health and education. The Company's major customers include Speedera Networks, and Napster.

# History

Data Fortress Systems Group, Ltd. was formed in 1985.

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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# **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 3×3 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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