

Digital Realty Trust Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Digital Realty Trust 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 Digital Realty Trust Inc. and its competitors. This provides our Clients with a clear understanding of Digital Realty Trust Inc. position in the [Real Estate](#) Industry.

The report contains detailed information about Digital Realty Trust 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 Digital Realty Trust 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 Digital Realty Trust 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 Digital Realty Trust 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 Digital Realty Trust Inc. business.

About Digital Realty Trust Inc.

Digital Realty Trust, Inc. operates as a real estate investment trust (REIT). The company's wholly owned subsidiary, Digital Realty Trust, L.P., engages in the ownership, acquisition, repositioning and management of technology-related real estate.

As of December 31, 2008, the company owned 75 properties, excluding one property held as an investment in an unconsolidated joint venture. These properties are primarily located throughout North America with 13 properties located in Europe, and contain a total of approximately 13.0 million net rentable square feet including 1.6 million square feet held for redevelopment.

The company's properties are diversified in major markets where corporate datacenter and technology tenants are concentrated, including the Chicago, Dallas, Los Angeles, New York/New Jersey, Northern Virginia, Phoenix, San Francisco and Silicon Valley metropolitan areas in the U.S. and the London, Dublin, Paris and Amsterdam markets in Europe. The types of properties within the company's focus include: Internet gateway datacenters, which serve as hubs for Internet and data communications within and between major metropolitan areas; corporate datacenters, which provide secure, continuously available environments for the storage and processing of critical electronic information; technology manufacturing properties, which contain manufacturing

environments for such purposes as disk drive manufacturing, semiconductor manufacturing and specialty pharmaceutical manufacturing; and regional or national offices of technology companies that are located in its target markets.

Acquisitions

In 2008, the company acquired the remaining 50% interest in a joint venture that owns 1500 Space Park Drive and 1201 Comstock Street. The two properties are located in Santa Clara, California.

In 2008, the company acquired 7505 Mason King Court, a property located in Manassas, Virginia.

Tenants

The company's tenants include Savvis Communications; Qwest Communications International, Inc.; Equinix Operating Company, Inc.; TelX Group, Inc.; NTT Communications Company; AT & T; Facebook, Inc.; Morgan Stanley; eircom Limited; T-Systems North America, Inc.; JPMorgan Chase & Co.; Microsoft Corporation; Converse Technology, Inc.; AboveNet, Inc.; Yahoo! Inc.; Level 3 Communications, LLC; Amgen, Inc.; BT Americas, Inc.; Carpathia Hosting; and Amazon.

Significant Events

On September 17, 2009, Digital Realty Trust Inc. announced that it has acquired a 60% joint venture interest in a redevelopment project located in Richardson, Texas. The new Digital Realty Trust Datacenter Park-Dallas consists of 7 buildings totaling approximately 797,000 square feet, ranging in size from 15,000 square feet to 250,000 square feet.

Competition

The company compete with various developers, owners and operators of real estate and datacenters, various of which own properties similar to its in the same markets in which its properties are located, including DuPont Fabros Technology, Inc., 365 Main, Inc., CRG West and various local developers in the U.S., and Global Switch and various regional operators in Europe.

Tax Status

The company has elected to be taxed as a REIT under Sections 856 through 860 of the Internal Revenue Code of 1986, as amended. As a REIT, the company generally distributes approximately 90% of its net taxable income and would not be subject to federal income tax on income that it distributes to its stockholders.

History

Digital Realty Trust, Inc. 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?

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