

EasyLink Services International Corporation Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/E96DE7F4F3FBEN.html>

Date: May 2025

Pages: 101

Price: US\$ 499.00 (Single User License)

ID: E96DE7F4F3FBEN

Abstracts

EasyLink Services International Corporation 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 EasyLink Services International Corporation and its competitors. This provides our Clients with a clear understanding of EasyLink Services International Corporation position in the [Software and Technology Services](#) Industry.

The report contains detailed information about EasyLink Services International Corporation 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 EasyLink Services International Corporation. 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 EasyLink Services International Corporation 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 EasyLink Services International Corporation 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 EasyLink Services International Corporation business.

About EasyLink Services International Corporation

EasyLink Services International Corporation provides value added services that facilitate the electronic exchange of documents and information between enterprises, their trading communities, and their customers. The company delivers services through global Internet Protocol (IP) networks, which host its applications on enterprise-class platforms that are comprised of server and network operations centers located worldwide.

Products and Services

Supply Chain Messaging segment

EasyLink EDI Solutions: EasyLink provides a set of fully outsourced EDI solutions. EasyLink provides multiple cornerstone EDI Services, including

EDI Value Added Network (VAN) - enables communications with trading partners around the globe. It includes services such as InLine Translation, hosted solution, that

allows to convert data into any format, EDI over the Internet Services for processing Action Script 2 data, and the ability to process any type of data format with any trading partner regardless of their technology.

Web EDI - allows EDI enabled companies to trade with non-EDI enabled companies who have access to a web browser. This allows for the processing of transactions bi-directionally so that all parties can process data in their preferred format.

EDI Managed Services - provides an outsourced EDI solution including IT/Service Bureau that is modified to fit a company's budget, technical requirements, and trading partner requirements.

EasyLink Managed File Transfer - Managed File Transfer (MFT) is a 100% outsourced solution from EasyLink that allows organizations to manage large file transfers or high-volume data exchanges securely.

EasyLink Telex Solutions: EasyLink's Telex Solutions provide customers a wide range of telex alternatives including

Traditional Telex - using existing telex equipment, dedicated lines, and EasyLink's global network to send and receive telex messages worldwide. Support for real-time connections, answerback verification, and departmental billing.

Internet Telex - a Simple Mail Transfer Protocol solution that allows use of an e-mail client to submit a message to the EasyLink network for conversion to telex format and onward delivery to the destination telex number.

Real-Time Telex - a Windows-based solution with real-time conversational messaging supporting answerback exchange and alternative message deposit into the recipient mailbox when offline.

Telex Outsourcing - a regulatory service that allows the outsourcing of all or part of a telex infrastructure through a variety of options, including establishing an interconnect into the EasyLink network to consolidate multi-country connections, installation of an in-country relay server or installation of a telex switch allowing full control over telex numbering plans and customers.

On Demand Messaging segment

EasyLink Desktop Messaging: Desktop Messaging Service is a 100% outsourced solution allowing organizations to eliminate the hardware, software, telecom lines, maintenance, and related infrastructure associated with fax servers and traditional fax machines.

EasyLink Production Messaging: Production Messaging Service is a 100% outsourced straight-through processing solution that automates the creation and delivery of transactions that originate in back-office environments for delivery as fax, e-mail, EDI or Short Messaging Service allowing organizations to reduce the costs associated with managing disparate infrastructure.

EasyLink Workflow Services: Workflow Service (EWS) is a Software as a Service workflow application that enables a company to deploy a customized application for the centralization, management, queuing and processing of inbound business transactions of any kind. EWS solves business problems for a company including

Consolidation of messages coming from different sources including fax, email, and paper into a single workflow application;

Comprehensive security and audit controls that enable organizations to meet security and governance mandates; and

A workload balancing system giving complete visibility and control into the work being done by anyone in a company.

EasyLink Document Capture Management Services: Document Capture Management Services combine a fax network, human quality checks, and workflows to turn manual processes directly into data consumable by back office applications such as order processing, claims forms, and time and expense forms.

EasyLink Secure Messaging: Secure Messaging is a 100% outsourced secure e-mail solution from EasyLink that automates the creation and delivery of encrypted outbound messages from a company's back-end systems to customers, partners, and stakeholders.

Sales and Marketing

The company has a direct and/or indirect distribution channels in Australia, Brazil, Canada, France, Hong Kong, India, Israel, Japan, Korea, Malaysia, Singapore, United

Arab Emirates, and the United Kingdom.

Customers

As of July 31, 2010, the company provided services to approximately 14,000 accounts in professional services, financial services, manufacturing, mining, retail, distribution, freight services, insurance, telecommunications, and other industries.

Competition

The company's Supply Chain Messaging solutions compete with large e-commerce business-to-business and EDI vendors with a broad array of VAN, software and service offerings, including GXS, Inc., and IBM.

The company's integrated desktop messaging and production messaging solutions compete primarily against traditional fax machine manufacturers, such as Open Text Corporation, as well as publicly traded and privately-held application service providers, such as Premiere Global Services, Inc., j2 Global Communications, Inc. and Protus IP Solutions.

The company's telex solutions compete against Swiss Telex SA, Network Telex, Graphnet, Inc., and Wirefast Limited.

History

EasyLink Services International Corporation was founded in 1991.

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.
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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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