

# **eRoomSystem Technologies Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis**

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## **Abstracts**

eRoomSystem Technologies 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 eRoomSystem Technologies Inc. and its competitors. This provides our Clients with a clear understanding of eRoomSystem Technologies Inc. position in the [Computers and Electronic Equipment](#) Industry.

The report contains detailed information about eRoomSystem Technologies 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 eRoomSystem Technologies 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 eRoomSystem Technologies 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 eRoomSystem Technologies 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 eRoomSystem Technologies Inc. business.

### **About eRoomSystem Technologies Inc.**

eRoomSystem Technologies, Inc. engages in the development and installation of eRoomSystem, an in-room computerized platform and communications network for the lodging industry.

The company's eRoomSystem is a computerized platform and processor-based system, which is installed within its eRoomServ refreshment centers, and is designed to collect and control data. The eRoomSystem also supports its eRoomSafe, an electronic in-room safe; eRoomTray, an in-room ambient tray that would sell various products at room temperature; and eRoomEnergy, an in-room digital thermostat that is designed to control fan coil unit or packaged-terminal air conditioner found in hotel rooms.

### **Products and Services**

#### **eRoomSystem**

The company's proprietary hardware and software operates as a multi-tasking imbedded operating system. Its hardware and software would operate multiple devices and provide an interactive environment that allows the hotel guest to input and receive

information.

Installed as part of the company's eRoomServ refreshment center, the eRoomSystem provides the communication link between the hotel guest, its products, its file server located at the hotel (the eRoomSystem file server), the hotel's property management system, and the file server located at its headquarters (the eRoomSystem master file server). Its software is remotely upgradeable from its Salt Lake City facility. It would also remotely adjust pricing, change messages on the liquid crystal display, lock and unlock its units, and change the input touchpad layout.

The eRoomSystem includes a microprocessor, memory, input/output ports, communications transceiver, liquid crystal display, touchpad, power supply, and its proprietary software. The eRoomSystem includes an embedded system processor that handles instructions, routes billing functions, and processor-intensive instructions to the eRoomSystem file server.

### eRoomServ Refreshment Centers

The company's eRoomServ refreshment centers include the eRoomSystem, a small refrigeration unit, electronic controls, LCD display, and vending racks. Its new models utilize an upright multi-vending rack. The upright multi-vending rack displays approximately 30 different beverages and snacks. In addition to the upright multi-vending rack in the refreshment center, the eRoomTray allows hotel properties to separately vend various products at room temperature within the eRoomSystem environment, including snacks, wine, disposable cameras, film, souvenirs, maps, and other sundries. Its eRoomServ refreshment center and eRoomTray communicate through the eRoomSystem with telephone lines, network cabling, or cable television lines.

### eRoomSafe

The company's eRoomSafes are electronic in-room safes offered in conjunction with its eRoomSystem. The eRoomSafes have storage space for laptop computers, video cameras, and briefcases and include an encrypted electronic combination that would be changed by the hotel guest. The eRoomSafes utilize the eRoomSystem to interface with the eRoomSystem file server that communicates with the hotel's property management system.

The company's eRoomTray is an ambient tray for dry goods and has a terraced design,

which would hold three to approximately 20 different products. The eRoomTray utilizes cross-sensing technology that provides product selection for hotels. The eRoomTray uses the visible countdown timer located on the liquid crystal display of the eRoomServ Refreshment Center. This solution allows the hotel to sell music CD's souvenirs, disposable cameras, maps, snacks, and other profitable items.

### eRoomEnergy Management

The company has an agreement with INNCOM International, Inc., which operates hotel guest-room control systems, through which INNCOM private-labels its e4 Smart Digital Thermostat for it as eRoomEnergy and provides assistance in the installation and maintenance of the units. The e4 Smart Digital Thermostat is designed to control fan coil unit or packaged terminal air conditioner found in hotel rooms and comes with an illuminated digital display, a Fahrenheit/Celsius button, one-touch temperature selection, an off/auto button, fan, and display buttons. In addition, the e4 Smart Digital Thermostat includes five relays, an optional on-board infrared transceiver, a passive infrared occupancy sensor, and is expandable to include functions, such as humidity control, outside temperature display, refreshment center access reporting, occupancy reporting to housekeeping, and automatic lighting control.

### eRoomData Management

The eRoomSystem file server collects information regarding the usage of its eRoomServ refreshment centers on a real-time basis. The company categorizes the information according to specific consumer buying patterns and demographics. The information it collects is offered to its customers as part of its service and maintenance agreement, including specific information about its guests' buying patterns and non-confidential information about other hotels in similar geographic regions. Its system provide reports on daily restocking requirements, daily, monthly, and annual product sales statistics, overnight audits, inventory control, and various customized reports.

The company has deployed approximately 10,000 refreshment centers, and approximately 6,000 eRoomSafes at approximately 30 hotel properties.

### Subsidiaries

The company's wholly owned subsidiaries include eRoomSystem Services, Inc.; eRoomSystem SPE, Inc.; eFridge, LLC; and eLiftLLC.

## Competition

The company's competitors include Bartech Systems International, Dometic Corporation, and MiniBar Systems.

## History

eRoomSystem Technologies, Inc. was founded in 1993.

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 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?

## I would like to order

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