

# Hayden Hall, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Hayden Hall, 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 Hayden Hall, Inc. and its competitors. This provides our Clients with a clear understanding of Hayden Hall, Inc. position in the Industry.

The report contains detailed information about Hayden Hall, 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 Hayden Hall, 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 Hayden Hall, 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 Hayden Hall, 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 Hayden Hall, Inc. business.

### **About Hayden Hall, Inc.**

Vertel Corporation (the company) was founded as Retix in 1985 and focused on software that governed communications among devices in a telecommunications network. In 1995, the Company released its first version of TMN software products and services. In 1996, the Company was divided into three distinct operating units, each with its own management structure. The three units were: Sonoma Systems, Inc., focused on software for internetworking; Vertel Corporation I, focused on software for telecommunications network management; and Wireless Solutions, Inc., focused on software applications for wireless telecommunications.

Vertel Corporation is a telecommunications software and professional services company and a provider of mediation software solutions to communications companies, global enterprise businesses and their network and software vendors.

The Company has two sources of revenues: license and royalty revenues from software products and professional services revenues from custom network management solutions and product maintenance contracts. The Company's product offerings are primarily targeted at the wireline, wireless and broadband market segments within the telecommunications industry.

Vertel's software products are sold under the M\*Ware™ brand name and provide integration and management solutions across the entire Telecommunications Management Network (TMN) standard hierarchy as well as emerging standards (i.e. NG-OSS) and technologies. This software is used to enhance connectivity for a variety of telecommunications hardware and software solutions.

### M\*Ware Strategy

The initial release of M\*Ware's core mediation platform was introduced in early 2002 when Vertel had five separate solutions for the marketplace: mediation, network management, ticket exchange, TMN tools and CORBA middleware. Each solution had its own product line, customer base and, in most instances, business support unit within the Vertel organization.

The second release, M\*Ware 6.1, was introduced in November 2002. This version integrated TMN tools and Ticket Exchange products as well as delivered new functionality necessary for Quality of Service (QoS) and Service Level Agreement (SLA) management.

M\*Ware 6.1 completed the consolidation of Vertel's products and re-introduced the full line of mediation, management, and exchange solutions under the M\*Ware brand. As a result, M\*Ware 6.1's products and solutions offer customers a tightly integrated alternative to the products and solutions they already have in global production.

### M\*Ware Products and Services

**Mediation and Management Products:** These include tools that allow customers to build and test their own connectivity, mediation, management and exchange solutions or to extend the standard M\*Ware solutions provided by Vertel.

**Mediation and Management Solutions:** These include proprietary developed off-the-shelf solutions developed by Vertel based on the M\*Ware product line.

**Professional and Support Services:** These primarily include M\*Ware product and solution implementation, training and related support services to customers. They may also include implementation, training and support of custom connectivity, mediation and management solutions that in general can only be performed by staff that has had training and experience similar to Vertel's professional services, development and support organizations.

## M\*Ware Mediation and Management Products

The M\*Ware product line is based on a flexible, self-managed, mediation platform that supports dynamically activated services (modules providing specific business functions) and adaptors which support a variety of standards-based protocols and application interfaces.

There are four groups of M\*Ware Product components:

Mediation Engine: Self-managed solutions that supports a variety of platforms, databases, orbs, and reporting tools

Adaptors: Interfaces that provide connectivity to hardware and applications

Services: Business logic that converts network data to actionable events

Development Environment: Test and Model Driven Architecture (MDA) tools including simulators, protocol stacks and a compiler suite.

M

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 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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