

Hypercom Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about Hypercom Corp. 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 Hypercom Corp.. 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 Hypercom Corp. 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 Hypercom Corp. 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 Hypercom Corp. business.

About Hypercom Corp.

Hypercom Corporation, together with its subsidiaries, designs and sells electronic payment and transaction solutions at the point of transaction worldwide.

Product Lines and Services

The company's products and services include electronic transaction terminals, peripheral devices, application software, transaction networking devices, transaction management systems, asset management services, transaction services, and payment solutions.

Terminals and Peripherals

The company offers the following terminal and peripheral products.

Terminals: Terminals includes the Optimum L4150, and L4250—signature capture and PIN entry card payment terminals specifically designed for multilane retailers; the Optimum T4200 family 32-bit desktop terminals for true multiple applications; the Artema Hybrid, Artema Compact and Artema Desk family of countertop terminals specifically designed to manage secure EMV transactions in markets formerly served by

TeT; the Optimum M4100, M4230, and M4240—mobile terminals that leverage the latest in wireless communication technologies.

Peripherals: Peripherals includes printers, PIN pads, check readers, receipt capture devices, biometric, NFC verification devices, and external modems. The company's family of PIN pads and card acceptance devices are designed for either indoor or outdoor use. The products include the Optimum P2100—a PIN pad for integrated retail environments; the P1300 family—PIN entry devices; the S9 family—secure PIN pads that include integrated card readers; and the S1200 and S1300—the outdoor components to QSR drive-thru solution.

Unattended Solutions: Unattended Solutions includes a range of PIN pads and keyboards, card readers, and payment controllers designed to permit the integration of payment functionality in self-service environments, such as transportation ticketing, gasoline/petrol station pumps, on and off-street parking machines, and general purpose kiosks.

eHealth: In 2008, the company launched the medLine family of terminals to support the German eHealth healthcare system. The medLine family includes a range of terminal devices for both attended and unattended environments within the public healthcare environment.

Transaction Networking Devices, Transaction Management Systems, and Application Software

Products that interface with its POS terminal technology include its industry exclusive network access controllers and gateway devices specifically designed to support the requirements of transaction-based networks. Products in this family include the MegaNAC 180 and 8000, ATMConnect and the IN-tact family of Ethernet/Internet gateway devices. Every network application software program the company produces includes a management and control module that interacts with its HypercomView management system to monitor system operations. The company also offers a portfolio of software applications for terminal operations, network device operations, systems development and management, and retail POS systems designed for use on a personal computer (PC).

Services

The company's service business is organized around three markets: asset management

services; trusted transaction services; and payment solutions.

Asset Management Services

The company's services organizations are focused on protecting its customer's investment in payment systems and principally provide deployment, help desk, repairs, on-site support, logistics and inventory management services, as well as payment systems supplies provisioning. Additionally, these entities manage special projects, such as software uploads or terminal enhancement programs requested by its customers. In many cases the company provides services not only for its products, but also for other manufacturers' terminals and other hardware.

Full Service Centers: In various markets, the company offers Asset Management Services to banks, card associations, and other customers. The company's service organizations are located in Brazil, Mexico, Chile, the United Kingdom, France, and Australia.

Pan-region Repair Services: Through NetSet Americas Centro Servicio, its repair facility in Hermosillo, Mexico, the company

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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