

IncrediMail, Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about IncrediMail, Ltd. 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 IncrediMail, Ltd.. 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 IncrediMail, Ltd. 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 IncrediMail, Ltd. 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 IncrediMail, Ltd. business.

About IncrediMail, Ltd.

IncrediMail Ltd. operates as an Internet content and media company. As of December 31, 2009, the company had approximately 11 million active users, and approximately 350 million IncrediMail emails are sent by its users each month.

Products

The company's products are available in nine languages in addition to English. It offers the following products, all of which may be downloaded over the Internet through a personal computer running on a Microsoft Windows operating system:

IncrediMail Xe, is available over the Internet free of charge. It offers a variety of features that the user can apply to email messages, including pre-prepared backgrounds and letterheads; animated notifiers (animated indications that mail has been received); emoticons (animations that are intended to convey emotions); 3D effects; handwritten signatures; a web gallery with additional animations, notifiers and email backgrounds; sound effects; and virtual e-cards. In August 2009, the company released a new version of this product; IncrediMail 2.

IncrediMail Premium is a version of IncrediMail Xe. Users who upgrade their free

version of IncrediMail Xe through the purchase of IncrediMail Premium has the following features: voice message recorder; enhanced notifiers; a web gallery with additional animations, notifiers and email backgrounds; advanced account access; and email-based user support.

IncrediMail Letter Creator, also launched in 2001, is an application that enables IncrediMail Xe and IncrediMail Premium users to design and create their own personalized email letters and ecards.

The Gold Gallery, launched in 2004, is a license-based content product. It offers additional IncrediMail content files in the form of email backgrounds, animations, sounds, graphics and email notifiers.

JunkFilter Plus, launched in 2005, is an anti-spam product, based on the Recurrent Pattern Detection Technology (RPD) that the company licensed from Commtouch Ltd. JunkFilter Plus offers a filtering technique to manage unwanted email, including offensive content, viruses, hoax emails and identity theft scams. This anti-spam product is designed to automatically identify and block undesirable mail from the user's inbox and protect against fraudulent and malicious emails. It detects and blocks spam in the first few minutes of an outbreak, unlike other anti-spam approaches.

Magentic, launched in 2006, enhances the computer desktop by adding enhanced graphics enabling users to personalize the working environment. Magentic offers wallpapers and screensavers. In addition, the company has developed PhotoJoy a product entirely focused on providing brand-new graphically enriched ways to view and enjoy personal photos. PhotoJoy provides 3D Photo Screensavers enriched with a variety of styles and designs, fun desktop widgets that display photos in the most playful ways (named PhotoToys), and Collage Wallpapers presenting photos within various themes, sceneries, and illustrations.

HiYo, launched in May 2008, is a graphic enhancement tool for enriching instant messaging products, by adding graphics and enabling users to personalize their messages. Such users can customize their messages with 3D effects, font styles, images and pictures and add personalized backgrounds content. HiYo is available for instant messaging users of; Windows Live Messenger Yahoo! Messenger and AOL Instant Messaging (AIM).

Sales and Marketing

The company's products are distributed and sold throughout the world in approximately 100 countries.

Competition

The company's main competitors among specialized providers of email services offer the following products: WikMail, Arcsoft Multimedia Email 3 and Mind Spark Products. In addition, its products also face competition from general email software programs offered to the private market by large Internet and software companies, such as AOL9 by America Online, Inc., Eudora by QUALCOMM Incorporated (Nasdaq: QCOM), Thunderbird by Mozilla Corporation and Outlook Express and Windows Live Messenger 2009 (WLM 2009) by Microsoft Corporation, some of them offering creative graphic backgrounds, such as Yahoo! Mail.

The company's Magentic and PhotoJoy products' main competitors, in area of providers of wallpapers, screensaver and digital photo management offer the following products: Picasa, webshots.com and screensavers.com. Its HiYo product's main competitors, in the area of creative instant messenger tools, are SweetIM, Badoo, Imminent, and SmileyCentral by IAC/InterActiveCorp.

The company's products also compete in the market for web-based email software products, such as Google's Gmail, Yahoo! Mail and Microsoft's Hotmail.

History

IncrediMail Ltd. was founded in 1999. The company was formerly known as Verticon Ltd. and changed its name to IncrediMail Ltd. in 2000.

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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