

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

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| URL: | https://marketpublishers.com/r/I5399E72EE2BEN.html |
| Date: | April 15, 2018 |
| Pages: | 50 |
| Price: | US\$ 499.00 |
| ID: | I5399E72EE2BEN |

InfoNow 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 InfoNow Corp. and its competitors. This provides our Clients with a clear understanding of InfoNow Corp. position in the Software and Technology Services Industry.

- The report contains detailed information about InfoNow 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 InfoNow 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 InfoNow 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 InfoNow 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 InfoNow Corp. business.

About InfoNow Corp.

InfoNow Corporation provides channel visibility and channel management, solutions, in the form of software and services, to companies that sell their products through complex networks of distributors, dealers, resellers, retailers, agents or branches.

The company's channel visibility solution, Channel Insight, gives channel-focused companies visibility into who their resellers are, what they are selling, and at what prices. It also gives them visibility into who their

end customers are, and what they are buying, with high levels of accuracy. The company's solutions enable its clients to communicate with channel partners and end customers via the Web, call centers, interactive voice response systems, wireless phones and other hand-held wireless devices, in up to 28 different languages and dialects.

InfoNow's Software and Services

InfoNow offers channel visibility and channel management software and services. The Company delivers its solutions via a combination of intellectual property (IP) delivered as software, data assets (both internally developed and licensed from others), people and processes.

Channel visibility Solution: InfoNow's channel visibility solution, Channel Insight technology addresses many challenging issues faced by channel-centric companies, by providing visibility into channel activity, partner performance and end customer sales. Technology manufacturers and distributors then use this knowledge to enhance channel strategies and improve channel execution.

The Company's Channel Insight solution consists of Channel Insight POS Connect, its Channel Insight Point of Sale (POS) Platform and data modules that address specific business challenges.

Channel Insight POS Connect: Channel Insight POS Connect is a software solution that streamlines the collection of channel point-of-sale (POS) and inventory data from global channel partners. It provides multiple data collection tools that enable partners-whatever their level of IT readiness. Data is automatically validated in real-time to ensure that it is accurate and complete, and automatic alerts are sent to partners requesting correction as needed. POS Connect includes easy-to-use mapping tools, so partners can submit data in their own formats and map input data to a common, usable format.

The Company also provides robust administration tools that enable quick configuration of access controls and administrative workflows, as well as configuration tools that enable fast and efficient integration with manufacturers' ERP, CRM, PRM, SCM and other systems, as well as distributors' systems.

Channel Insight POS Platform: InfoNow's Channel Insight POS Platform provides the foundation for the Company's Channel Insight data modules, with functionality to track millions of POS transactions completed by thousands of channel partners in near real-time, and to identify the distributors, resellers and end customers that are selling and purchasing a company's products.

Channel Insight Data Modules: InfoNow offers six Channel Insight Data Modules that use the information delivered via the Channel Insight POS Platform to address specific business challenges. Data modules include:

Sales Credit Assignment: This module allows companies to accurately credit their sales representatives and departments in a timely manner for sales made through the channel. The Company processes sales transaction data and use its clients' assignment rules to automatically credit sales to appropriate team members.

Opportunity Generation: This module helps companies grow revenues by creating targeted sales opportunities based on historical sales data. The Company identifies the qualified partners to promote these products to targeted customers and prospects. The Company can also manages campaigns for its clients, by enrolling qualified partners, assigning and distributing targeted sales opportunities, providing continuous support to channel partners, and tracking partner results.

Customer Marketing Intelligence: This module enables companies to develop targeted marketing strategies targeted at specific market segments (e.g., Small and Medium Businesses, or specific marke

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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