

# Interactive Intelligence, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

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

The report contains detailed information about Interactive Intelligence, 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 Interactive Intelligence, 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 Interactive Intelligence, 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 Interactive Intelligence, 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 Interactive Intelligence, Inc. business.

### **About Interactive Intelligence, Inc.**

Interactive Intelligence, Inc. provides software application suites for voice over Internet protocol (VoIP) business communications. The company's solutions are used by businesses, as well as organizations that employ remote and mobile workers in various industries, including teleservices, financial services (banks, credit unions, accounts receivable management), insurance, higher education, healthcare, retail, technology, government, and business services.

The company's software products and services are designed for multichannel contact management and business communications (voice and messaging) using the session initiation protocol (SIP) global communications standard that supports VoIP; business process automation (BPA) using a communications-based approach; and contact management, including document, as well as workflow management.

### **Products**

The company has developed a product solution to serve the contact management and business communications needs of organizations in its three target markets: The Contact Center; Enterprise IP Telephony; and Business Process Automation.

## Interactive Intelligence Customer Interaction Center (CIC)

CIC gives contact centers and enterprises a single platform and a pre-integrated application solution for IP telephony, highlighted by multimedia ACD to manage phone calls, faxes, e-mails, and Web interactions. CIC's inherent PBX/IP PBX call processing, voice mail, fax server and unified messaging further improve performance and customer service for agents, supervisors, and business users. The SIP-architected CIC provides a migration path for VoIP, and is suited for contact centers, including remote agents. CIC also serves as a communication solution for enterprises and multi-site organizations, including mobile workers. CIC can be deployed as an on-premise product or provided through a communications as a service (CaaS) deployment model.

## Interactive Intelligence Customer Interaction Center for the Enterprise

CIC for the Enterprise is a software IP PBX phone and communications system architected for SIP-supported VoIP. The CIC for the Enterprise solution is targeted at businesses from 100 to 15,000 users, whether in one location or in distributed branch offices, and with needs to support mobile workgroups and/or contact center operations. In one system, CIC for the Enterprise includes IP public branch exchange (PBX) call processing, automated call distributors (ACD), automated attendant, voice mail, operator console, find-me/follow-me, built-in fax server, and Web chat and Web callback. The CIC for the Enterprise software additionally offers features, including real-time presence management and remote access, with pre-integrated unified messaging, interactive voice response (IVR) and Interaction Client integrations for Microsoft applications optionally available. Also optionally available are 'contact center'-style features, such as workforce management (WFM) and customer satisfaction surveys.

## Messaging Interaction Center (MIC)

MIC personifies enterprise messaging with its 'choose by function' capability on one integrated platform. Users on the same system can have different capabilities ranging from voice mail to unified messaging to improved messaging features that include one-number find-me/follow-me, universal Web-based message access and system administration, message notification options, personal settings options, and calendar and contact management capabilities. MIC also offers call screening, user-defined call handling rules, automatic callback, and desktop faxing and fax 'navigation'. MIC allows organizations of various users to replace legacy voice mail, implement unified messaging. Functionality included in CIC that can be managed by configuration settings

and license keys is identified in the following sections:

Interaction Process Automation (IPA): The IPA module integrates to and uses the CIC platform to automate business processes based on CIC's multichannel communications, queuing and routing capabilities. This approach, termed communications-based process automation (CBPA) enables IPA to keep track of work flowing throughout an organization, in

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.

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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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