

Internap Network Services Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about Internap Network Services 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 Internap Network Services 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 Internap Network Services 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 Internap Network Services 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 Internap Network Services Corp. business.

About Internap Network Services Corp.

Internap Network Services Corporation operates as an Internet solutions and data center company. The company provides a suite of network optimization and delivery services and products that manage, deliver, and distribute applications and content with an availability service level agreement, as well provides data center services.

The company provides services through 73 Internet Protocol, or IP, service points, which include 20 content delivery network, or CDN, points of presences, or POPs, and 47 data centers across North America, Europe, and the Asia-Pacific region. It also has two additional international CDN POPs and two additional domestic data center locations through which it provides IP services by extension.

The company's Private Network Access Points, or P-NAPs, feature multiple direct high-speed connections to major Internet backbones, also referred to as network service providers, or NSPs, such as Verizon Communications Inc.; Global Crossing Limited; Level 3 Communications, Inc.; XO Holdings Inc.; and Cogent Communications Group, Inc. It has approximately 2,900 customers across approximately 25 metropolitan markets, serving various industries, including entertainment and media, financial services, healthcare, travel, e-commerce, retail, and technology.

Segments

The company's segments include IP Services and Data Center Services.

IP Services

IP services represent the company's IP transit activities and include its high-performance Internet connectivity, CDN services and flow control platform, or FCP, products. Its CDN services enable its customers to stream and distribute media and content, such as video, audio software and applications to audiences across the globe through strategically located data POPs.

The company's FCP products are a premise-based intelligent routing hardware product for customers who run their own multiple network architectures, known as multi-homing. The FCP functions similarly to its P-NAP. It offers FCP as either a one-time hardware purchase or as a monthly subscription service.

Data Center Services

Data center, or colocation, services primarily include physical space for hosting customers' network and other equipment plus associated services, such as redundant power and network connectivity, environmental controls and security and the managed hosting portion of CDN services. The company's data center services provide a single source for network infrastructure, IP connectivity and security, all of which are designed to maximize solution performance and providing a dependable infrastructure, and are backed by guaranteed service levels and its team of support professionals. The company also provides a managed hosting solution that utilizes its IP services. With this service, the company's customers own and manage the software applications and content. It provides and maintains the hardware, operating system, colocation and bandwidth.

The company offers a solution at 49 service points, consisting of 9 company-controlled facilities and 40 partner sites. It also has relationships with various data center providers to extend its P-NAP model into markets with high demand.

Network Access Points, Points of Presence and Data Centers

The company provides its services through its network access points across North

America, Europe and the Asia-Pacific region. Its P-NAPs and data centers feature multiple direct high-speed connections to major Internet backbones, also referred to as network service providers or NSPs, such as Verizon Communications Inc.; Global Crossing Limited; Level 3 Communications, Inc.; XO Holdings Inc.; and Cogent Communications Group, Inc. It provides access to the Internet for its CDN customers through its CDN POPs. As of December 31, 2009, the company provided services worldwide through 73 IP service points, which includes 20 CDN POPs and 47 data centers. It also has two additional international CDN POPs and two additional domestic data center locations through which it provides IP services by extension. The company operates nine of these data center sites and has operating agreements with third parties for the remaining locations.

Sales

The company's sales offices are located in key cities across North America, as well as an office in the United Kingdom, or U.K.

Customers

As of December 31, 2009, the company had approximately 2,900 customers. It provides services to customers in multiple vertical industry segments including entertainment and media, financial services, healthcare, travel, e-commerce, retail, and technology.

Competition

The company's competition primarily consists of NSPs that provide connectivity services, including AT&T Inc.; Sprint Nextel Corporation; Verizon Communications Inc.; Level 3 Communications, Inc.; Global Crossing Limited; and Verio, an NTT Communications Company; global, national and regional ISPs such as Orange Business Services, BT Infonet, and Savvis, Inc.; providers of specific applications or services, such as content delivery, security or storage such as Akamai Technologies, Inc.; Limelight Networks, Inc.; CD Networks Co., Ltd.; Mirror Image Internet, Inc.; Symantec Corporation; Network Appliance, Inc.; and Virtela Communications, Inc.; software-based, Internet infrastructure companies focused on IP route control and wide area network optimization products such as Riverbed Technology, Inc.; F5 Networks, Inc. and Radware Ltd.; and colocation and data center providers, including Equinix, Inc.; Terremark Worldwide, Inc.; Navisite, Inc.; 365 Main Inc.; Quality Technology Services; and Savvis, Inc.

History

Internap Network Services Corporation was founded in 1996.

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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