

# Intershop Communications AG Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

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

The report contains detailed information about Intershop Communications AG 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 Intershop Communications AG. 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 Intershop Communications AG 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 Intershop Communications AG 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 Intershop Communications AG business.

## **About Intershop Communications AG**

Intershop Communications AG provides online commerce software solutions. Its solutions enable enterprises to develop and deploy online commerce sites for purchasing and selling of products and services over the Internet. The company provides basic online commerce functionality and other features, including merchandising capabilities, workflow processing, and channel integration. Its solutions include business-to-business, business-to-consumer, procurement solutions, and content management solutions. Its products serve business-to-consumer and business-to-business sales that consist of online procurement and purchasing, and sales through online marketplaces. Approximately 300 enterprise customers worldwide, including HP, and BMW, run Intershop Solutions. Its other customers include Otto, Tchibo, Deutsche Telekom, and Quelle in Germany. The company has branch offices in the United States and Europe.

### **Products and Services**

The company's products enable businesses to purchase and sell products and services online, leverage new commerce channels to reduce costs and increase profits, and allow application service providers (ASPs) and online marketplaces to facilitate online

selling by hosting sites for other businesses and by developing online marketplaces. The company supplements its products with consulting and customer services throughout the process of implementation and ongoing maintenance.

## Products

The company's products are designed to work individually or in conjunction with one another in order to address customers' specific needs and particular business models.

### Solid Online Business Platform Plus Packaged Components

Intershop AG's offering consists of a scalable and flexible online business platform, built around Enfinity and complemented by packaged components that simplify application development and implementation. The company's scalable platform positions its solutions against infrastructure players such as BEA Systems, Art Technology Group and IBM. The company's packaged components position its solutions against online commerce application vendors such as Blue Martini and Broadvision.

### Solution Bundles for Key Vertical Markets

Intershop AG's industry-specific solutions are designed to meet the online business needs of certain vertical markets - markets in which the company has successful, established customers, including high-tech and engineering as well as multi-channel retail. Its solutions focus on supply-chain deficiencies in specific vertical industries.

### Cross-Industry Solution Bundles

Intershop AG's cross-industry solutions are designed to provide select online commerce functionality for specific business models and market strategies, such as procurement and marketplaces. The company's solutions focus on streamlining and Web enabling all buying and selling processes, integrating existing and content management systems, and managing multiple online commerce initiatives on a single platform.

The company's product Intershop 4 is an online commerce solution targeted at small and medium-sized companies demanding easy-to-use software solutions that can be hosted by Internet or application service providers (ISP/ASP). In January 2002, the company introduced this product line's latest version, Intershop 4.3, which features improved data management and currency conversion capabilities.

The company's products include key components from third-party software vendors, including database software, application servers, integration technologies and search engines.

## Services

The company supports its software products with a set of services, including consulting services, customer support and training. The company provides these services directly and through a network of affiliated service providers.

**Technical support packages:** Variety of technical support packages, such as maintenance and developer support contracts, which may include free upgrades and no limits on inquiries

**Training and product education:** Comprehensive series of classes to provide the knowledge and skills to successfully deploy, use and maintain the company's products and solutions

**Consulting services:** Assessment and implementation of online commerce business models, marketing plans and technical needs.

**Software development:** Deployment of technology into customer systems and integration into existing enterprise resource planning and infrastructure systems

**Outsourced project Evaluation, execution, testing and management roll-out of projects.**

## History

Intershop Communications AG was founded in 1992.

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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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?

## I would like to order

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