

Iteris, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Iteris, 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 Iteris, Inc. and its competitors. This provides our Clients with a clear understanding of Iteris, Inc. position in the [Computers and Electronic Equipment](#) Industry.

The report contains detailed information about Iteris, 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 Iteris, 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 Iteris, 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 Iteris, 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 Iteris, Inc. business.

About Iteris, Inc.

Iteris, Inc. engages in the development and application of technologies that reduce traffic congestion, minimize the environmental impact of traffic congestion and improve the safety of surface transportation systems. The company offers a range of Intelligent Transportation Systems and driver safety solutions to customers worldwide.

Segments

The company's segments include Roadway Sensors, Vehicle Sensors, and Transportation Systems.

Roadway Sensors

The Roadway Sensors segment includes Vantage, Versicam, and Pico vehicle detection systems for traffic intersection control, incident detection and certain highway traffic data collection applications.

The company's product line uses image processing technology to capture and analyze video images through algorithms, enabling vehicle detection and transmission of both video images and data using a range of communication technologies. Its Vantage video detection systems detect vehicle presence, count, speed, occupancy and other traffic

data used in traffic management systems. The company's VantageView software supplements its Vantage video detection systems by providing an integrated platform to manage and see video detection assets remotely over a network connection. VersiCam, its integrated camera and processor video detection system, is a video detection system for smaller intersections that require a few detection points.

In 2009, the company introduced Pico, a video detection system that delivers vehicle detection in a small and economical framework, and was developed primarily to address international video detection needs.

The company's Roadway Sensors product line also includes the Abacus family of products, which has been designed with a blend of artificial intelligence and video detection algorithms that allow either fixed or pan-tilt-zoom cameras to be used for data collection and incident detection.

Vehicle Sensors

The Vehicle Sensors segment includes its lane departure warning (LDW) products, including its AutoVue LDW system, and consists of activities related to in-vehicle safety. This segment addresses the causes of roadway fatalities: lane change, roadway departure and rear-end collision accidents.

The company offers a system that is available as an original equipment manufacturer (OEM) and aftermarket option on heavy trucks worldwide and as an option in certain passenger cars. Its LDW products utilize video detection images to detect when a vehicle begins to drift toward an unintended lane change. When this occurs, the unit automatically emits a distinctive rumble strip or other audible warning sound, alerting the driver to make a correction. As of March 31, 2010, the company sold approximately 79,000 LDW systems into the heavy truck market in Europe, North America, and Asia. The company's LDW systems are qualified as an option on certain heavy trucks, including Mercedes-Benz, MAN, Iveco, DAF, Scania, Freightliner and FUSO, as well as Neoplan and MAN luxury bus and coach lines. In North America, its LDW systems are sold primarily to truck fleets.

The company has entered into a license of its LDW technology to its strategic partner, Valeo Schalter and Sensuren GmbH (Valeo), for the passenger car market, resulting in sales to date of approximately 79,300 LDW systems for passenger cars.

In addition to its LDW systems, its Vehicle Sensors portfolio includes radar-based

Forward Collision Warning (FCW) and Blind Spot Warning (BSW) systems for the North American truck market. The company offers the FCW and BSW features through the resale of Delphi's radar based systems, for which it is the North American dealer. The company's portfolio also includes its internally-developed SafetyDirect software system, which can provide a single point of access to monitor and synchronize driver performance data on braking, stability control, following distances, and lane departure warnings for individual drivers, as well as entire fleets.

Transportation Systems

The Transportation Systems segment includes transportation engineering and consulting services, and the development of transportation management and traveler information systems for the ITS industry. It focuses on the planning, design, development, and implementation of software-based systems that integrate sensors, video surveillance, computers and communications equipment to enable public agencies to monitor, control and direct traffic flow, assist in the dispatch of emergency crews and distribute real-time information about traffic conditions. The company markets and sells its transportation systems services directly to government agencies pursuant to negotiated contracts.

The company's services include planning, design and implementation of surface transportation infrastructure systems. It performs analysis and study goods movement, commercial vehicle operations, travel demand forecasting and systems engineering, and identify mitigation measures to reduce traffic congestion. These services and systems have historically been primarily sold to local, state and national transportation agencies in the U.S.

Suppliers

The company's suppliers include CTS Electronics Manufacturing Solutions, Inc., SMS Technologies, Inc., Total Electronics LLC, and Hitachi American Ltd-UB.

Competition

In the market for its Roadway Sensors vehicle detection products, the company competes with manufacturers and distributors of other above ground video camera detection systems, such as Peek Traffic Corporation, Wavetronix LLC, Econolite Control Products, Inc., Traficon, N.V., and Image Sensing Systems, Inc.

The company's competitors for Vehicle Sensors systems include Delphi Automotive Systems Corporation, NEC Corporation, Hitachi Ltd., Robert Bosch GmbH, Continental Tavis, Visteon, and Takata.

The company's competitors in Transportation Systems include national corporations, such as Transcore, Siemens, Telvent Farradyne, Kimley-Horn and Associates, Inc. and Delcan. Its competitors in transportation engineering, planning and design include major firms, such as Parsons Brinkerhoff, Inc., URS, HNTB, and Parsons Transportation Group, Inc.

History

Iteris, Inc. was founded in 1969.

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.

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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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