

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

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## Abstracts

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

The report contains detailed information about Kenexa 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 Kenexa 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 Kenexa 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 Kenexa 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 Kenexa Corp. business.

## **About Kenexa Corp.**

Kenexa Corporation provides software, proprietary content, and services that enable organizations to recruit and retain employees. The company's solutions are built around a suite of software applications that automate talent acquisition and employee performance management best practices. The company offers the software applications that form the core of its solutions, which materially reduces the costs and risks associated with deploying traditional enterprise applications. The company complements its software applications with combination of outsourcing services, proprietary content, and consulting services.

### **Products and Services**

The company offers unified business solutions that support hiring and retention for the entire employee lifecycle.

### **Hiring Solutions**

Recruitment Process Outsourcing (RPO): The company's RPO offering delivers a candidate-fast. Kenexa RPO provides global recruitment services for various companies in the world.

**Recruitment Technology:** The company provides recruitment technology systems for various organizations in the world. The company's Web-based technology provides everything organizations need to locate and track talented candidates as they move through the hiring process. Its Recruitment Technology solutions deliver support of recruiting processes, giving companies visibility and access to critical hiring and retention data.

**Onboarding:** The company's Onboarding solution is built on the belief that every new employee needs to have the right information to be effective. The company's solution offers forms management for legal documents, workflow, and electronic signatures. The company helps companies extend a positive brand impression through ongoing communication and socialization that reinforces their culture and business practices.

**Employee Assessments:** The company offers Employee Assessments that help organizations select and retain top performers based on seven key areas that predict individual performance and potential—experience, skills, abilities, personality, motivation, situational judgment, and culture fit.

**Skills Tests:** The company offers skills tests that improve the screening process by helping organizations quickly identify and select the most talented candidates. Kenexa Prove It! System offers approximately 1,000 validated assessments for specific job classifications, including software, office/professional, call center, financial, healthcare, industrial, legal, and technical positions.

**Structured Interviews:** The company offers structured interviews that assess candidates with objectivity and consistency, while improving the fit of new hires with in each organization's culture. Kenexa Interview Builder System provides an online structured interview reference library of approximately 3,000 questions that increase interviewer confidence, efficiency, accuracy, and defensibility. Interview Builder encourages candidates to speak freely about their experiences and provides a spectrum of job analysis tools, job description templates, interview guides, and competency profiles.

**Employment Branding:** The company's Employment Branding offering applies the same consumer branding principles of attracting and retaining customers to attract and retain top employees. Employment Branding integrates with every Kenexa solution to create recruitment campaigns, provide candidates with an engaging career site experience, uncover the right media mix for sourcing, give insight into employee engagement, and help retain top performers.

## Retention Solutions

**Performance Management:** The company offers Performance Management solutions that integrate performance management, compensation management, career development, goal alignment, and succession planning. The company's solutions enable companies to increase productivity, streamline processes, increase accountability, and improve employee engagement.

**Employee Surveys:** The company delivers Employee Surveys that provide the measurements needed to further each organization and improve business outcomes. The company's tools and technology are intuitive and customized for each organization.

**Learning Management:** The company'

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 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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