

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

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Abstracts

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

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

About Lyris, Inc.

Lyris, Inc. operates as an online marketing technology company in the United States. The company's software-as-a-service (SaaS) based online marketing solutions and services provide customers with solutions for creating, delivering, and managing online, permission-based direct marketing programs and other communications to customers who use online and mobile channels to communicate with their customers and members.

Products and Services

The company's solutions include email marketing software that enables customers to create, deliver and manage email marketing programs, newsletters, discussion groups, and other digital communications; Web analytics software that enables customers to analyze and manage the behavior of visitors to their Web sites; email delivery tools that build email deliverability features right into the message-creation process, so that marketers can automatically find and fix deliverability issues before they release their email marketing campaigns; search marketing software that enables companies to manage and optimize pay-per-click (PPC) campaigns; Web content management software that enables customers to manage a Web site, landing page or email content creation; social media marketing software that enables marketers to extend their email marketing initiatives to reach customers via social networking sites, such as Twitter or

Facebook; and mobile marketing software that allows marketers to send targeted, opt-in text messages. The company offers its marketing software solutions as licensed software that customers purchase and download on their computers, and a hosted service that customers use on a subscription basis through an Internet connection.

The company offers on-demand, integrated marketing solution, Lyris HQ. In addition to Lyris HQ, the company offers the following separate individual online marketing solutions: Lyris ListManager, its licensed software product for email marketing; EmailLabs, its hosted email marketing software; and EmailAdvisor, its deliverability monitoring tool. The company also offers as separate products ClickTracks, its Web analytics product and Lyris Hot Banana, its Web content management software.

Lyris HQ

The company's product, Lyris HQ, provides customers an integrated online suite of marketing solutions that enables a 360-degree view of campaigns, from email, to search-engine keyword management, to web content management and analytics. For the year ended June 30, 2010, the company had approximately 964 Lyris HQ subscription customers. Lyris HQ is an on demand Web-based marketing platform that brings together a suite of marketing technologies into one single, integrated user experience. Lyris HQ gives customers a suite of online-marketing solutions, including email marketing, deliverability tools, Web analytics, Web content management, PPC keyword bidding, search marketing, and mobile marketing. This integrated online offering allows users to develop and manage email campaigns, coordinate the supporting Web content, oversee and update PPC keyword bidding, access reports analyzing various key performance indicators and make adjustments to their campaigns in real time. Other features include a calendar to track schedules across applications and marketing team members, a message board for communicating with team members and a resource center (available at LyrisHQ.com), where customers can access blogs and whitepapers that share best practices and tips on how to improve the performance of their campaigns. Lyris HQ is primarily targets small and mid-sized businesses (SMB) and mid-market companies that use the Internet to market and sell their goods and services.

In October 2009, the company released Lyris HQ for Salesforce.com (LHQS) connecting its customers with customer relationship management (CRM) solutions. LHQS enables marketers to identify qualified leads and route them to the appropriate sales representatives for immediate follow up – all automatically.

Email Marketing Software

Lyris ListManager is its email marketing licensed software product. Lyris ListManager provides IT and marketing departments with an email marketing engine to manage

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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