

m-Wise Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about m-Wise 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 m-Wise 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 m-Wise 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 m-Wise 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 m-Wise Inc. business.

About m-Wise Inc.

m-Wise, Inc., through its subsidiaries, engages in the development, manufacture, marketing, and support of software and hardware-based wireless application platform marketed under the brand, MOMA platform. It sells MOMA Platform in Taiwan, Philippines, Colombia, Brazil, and the United States.

Products

The company's platform is an application and middleware platform that includes monitoring, billing, reporting, content management, customer care, application development, generic application engines, third-party provisioning, and centralized third-party management tools. These services are called value-added services in the wireless industry. Its platforms have been utilized approximately 300 applications across approximately 50 European and Asian networks for approximately 50 various content and media providers. These include applications, such as content delivery services, games, information services, alerts, advertising, and promotions.

The company's hardware consists of products, which include an array of servers, network switches, availability power supply, and digital storage devices. Other customers may use an extension of the MOMA platform that is hosted by it, as an outsourced service for content and service delivery. The main software that runs these

hardware components consists of the MOMA proprietary software code which it has developed. In addition, the company uses standard software for which it purchases licenses for the company's use or on behalf of its customers and freeware (such as Linux, JSP, Microsoft SQL, Checkpoint's firewall solutions, and Tomcat).

The company's MOMA Platform provides operators and service providers of wireless data systems a range of functionalities necessary to develop, manage, and launch wireless value added services and transactions.

The company provides its customers with various services, such as standard-level product support and maintenance, product upgrades, and remote management and service monitoring. The MOMA Platform software is designed to enable its users to customize and manage certain aspects of the product, such as the look and feel of the user interface, the language of the user interface, and the connection of the MOMA Platform to external services.

The company's MOMA Platform, embodied in hardware and software technology, provides operators of mobile data systems the capability to offer the services and other interactive content services. Its technology facilitates necessary billing and customer service functions and interfaces with commercially available media content.

Customers

The company's wireless data customers include global wireless application service providers and wireless operators. Its major customers include Thumbplay, Arvato Mobile, and Comtrend Corporation.

Significant Events

In November 2010, m-Wise Inc. and Latino Cellular LLC joined forces to create Club Lo2Yo. Club Lo2Yo, which would be under the LatCel brand, would use LatCel's mobile carrier partners to distribute various types of digital content through their portals.

Competition

The company's major competitors include Unipier Ltd. in short messaging service (SMS) and multimedia messaging service (MMS); Mobilitech, Inc. in Java (J2ME) and centralized technology platforms (middleware); Akumitti, End2end; Openwave Systems Inc. in application platforms; and LogicaCMG and Materna GmbH Information &

Communications in the middleware arena.

History

m-Wise, Inc., formerly known as Wireless Auctions, Inc., was incorporated in 2000.

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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