

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

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Abstracts

Microlog 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 Microlog Corp. and its competitors. This provides our Clients with a clear understanding of Microlog Corp. position in the Industry.

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

About Microlog Corp.

Microlog Corp., a Virginia corporation (Microlog or the company) was organized in 1969. Microlog is a vertically focused technology company that provides communications solutions for customer service. These solutions help businesses better serve their customers, compete more effectively and deliver positive impact to bottom-line business performance.

Products

Microlog's ServiceFirst™ family of products is built using open standard technologies, and provides the contact management and communications infrastructure necessary to establish a customer service center for 5 to 500 service representatives. This ServiceFirst Contact Management Solution is comprised of the ServiceFirst Foundation, Connections, IVR, and Integration products.

ServiceFirst Foundation

ServiceFirst Foundation forms the backbone of the contact management solution and unifies servicing and managing customer interactions through a single platform regardless of the way a customer communicates with a business.

ServiceFirst Foundation intelligently routes all customer contacts regardless of the type of communication providing a single repository of all customer interaction. This provides representatives or agents with a powerful information tool that summarizes customer behavior and increases customer satisfaction; prioritizes the contact based upon business rules to ensure that all of the customers are handled in the most appropriate manner, such as servicing the most important customers first; Uses skills-based routing by matching the customer contact to the agent or representative having the most appropriate skills to service the contact; provides simple system administration allowing the supervisors or managers to quickly and easily manage agents, schedules, campaigns, etc; and uses a browser-based agent eliminating workstation installation, configuration or administration.

ServiceFirst Connections

ServiceFirst Connections provides support for a wide range of communications media for self-service and live interaction over the telephone (using telephone key pad or natural speech), the web (chat, collaboration, call back, bulletin board), e-mail, fax and paper, and solutions for the hearing impaired (TTY).

Voice: Customer information acquired utilizing an Interactive Voice Response (IVR) system can be passed to the agent before they answer the phone. When customers do not wish to remain in queue for an agent, they have the opportunity to leave a voice message. With the voice message the customer maintains their position in the queue and can arrange via the voice message an immediate call back or establish a time for a call back.

Web: Constituents or customers interact with representatives or agents via real time chat, web collaboration (including form collaboration), and web mail and web callback.

E-mail: Microlog supports all standard e-mail servers. Business rules and message content are used to generate automatic acknowledgements and automatic responses to service requests (which are subsequently routed to the appropriate agent).

Fax and paper documents: Both fax and hardcopy are treated as any other media type. ServiceFirst uses Caller ID, dialed number and/or optical character recognition to route faxes and scanned hardcopy documents to the agent's desktop (based on keyword recognition).

ServiceFirst IVR

ServiceFirst IVR leverages voice communications for interactive self-service using touch tone telephones, natural speech and TTY (for hearing impaired). The ServiceFirst IVR provides: Web-based administration and reporting; Schedule based messaging for holidays, weekends and special events; Web-based configurable messaging for simple changes and self-recording; Queue length and estimated wait times; Music on hold and/or advertisements; Voice message queue for customers who would prefer to leave a voice message scheduling a call back rather than remaining in queue; Call recording for training and regulatory purposes; Database access and Text-to-speech interaction; and Outbound dialing and messaging.

ServiceFirst Integration products provide software and hardware to easily integrate with legacy databases and CRM applications, PBX or ACD switches, Web sites, IVR and E-mail/fax servers. This integration allows ServiceFirst Foundation to provide a unified operational view of customer interactions across diverse systems and contact types preserving existing investments.

Markets

Microlog's target markets include Healthcare (commercial and government), Federal government constituent services, State and Local government services, and Emergency Communications.

Competition

The company's telephony vendors competitors include Avaya, Inc., Nortel Networks, and Aspect Communications as examples. Traditional CTI vendors have added this capability to their offerings, an example of which is Genesys (Alcatel). Stand alone point solution companies competing in this space include Interactive Intelligence Inc., eGain Communications Corporation, Divine (Formerly eShare) and Apropos Technology. Application provider competitors include Siebel Systems, Nortel Networks (Clarify), and Peoplesoft (Vantive).

Network component companies such as Cisco Systems through its acquisition of Webline (Internet based contact management), Geotel Communications Corporation (Network routing) and Summa Four, Inc. (traditional telephony switches) and solution providers within the Company's target markets including companies such as Apex, Ateb, Frank Solutions, and AudioCare are also the company's major competitors.

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.

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 3×3 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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