

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

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Abstracts

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

The report contains detailed information about Procera Networks, 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 Procera Networks, 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 Procera Networks, 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 Procera Networks, 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 Procera Networks, Inc. business.

About Procera Networks, Inc.

Procera Networks, Inc. provides network traffic awareness, analysis, and control solutions based on deep packet inspection (DPI) technology for a range of broadband service providers worldwide. The company's products are marketed under the PacketLogic brand name.

Products

The company's PacketLogic solutions represent a portfolio of scalable evolved DPI products. It offers three product lines, including PacketLogic Subscriber Manager, which links to a service provider's core operational support systems and business support systems to provision service plans and billing plans for subscribers; PacketLogic Intelligence Center, which provides real-time and historical network intelligence visualization on subscribers' network usage and application usage and can be used for business services and capacity planning; and PacketLogic Real-Time, which provides a control point in the network that enables policy enforcement and the ability to manage subscriber services, security, and network congestion.

The company's PacketLogic Real-Time product family includes the PL5600 product line, which serves megabit network connections, referred to as edge applications; the

PL7600 product line, which serves gigabit network connections; and the PL10000 product line, which serves the multi-gigabit to multi-ten gigabit network connections, commonly referred to as core applications.

The company's PacketLogic Real-Time product family utilizes the same systems software across its three hardware platforms. This system software consists of five individual modules. The core module, the traffic identification and classification module, or LiveView module, performs the fundamental task of identifying the applications and users and is required for its systems. The other four software modules provide specific tools used for traffic shaping, traffic filtering, flow statistics, and Web-based statistics. When combined with the other product lines in its portfolio of PacketLogic solutions, the company delivers real-time, scalable network traffic management tools to network operators.

The LiveView Module: The company's PacketLogic LiveView module identifies applications and connections and provides network operators with a detailed, real-time view of traffic flowing through their IP network. The traffic identification function of LiveView enables the control and protection functionality of its traffic shaping and traffic filtering modules.

The Traffic Shaping Module: The PacketLogic Traffic Shaping module is a traffic and application management tool with specialized features for complex networks, providing rules configuration and editing capabilities. Traffic shaping can be used to control unwanted and/or low-priority traffic in favor of prioritized, active, business-and mission-critical data and value-added application traffic. Alternatively, its products can apply traffic shaping by limiting bits, packets, connections per second, concurrent connections, prioritizations, or combinations of these criteria.

The Traffic Filtering Module: The PacketLogic Traffic Filtering module uses information provided by the LiveView module and sets detailed rules for filtering, such as direction of traffic, chat channel, user name, file name or Web site address. PacketLogic allows network operators to keep undesired traffic out of the network.

The Intelligence Center Module: The PacketLogic Intelligence Center module provides traffic flow statistics that represent a picture of network traffic in real-time or from a historical perspective. This module can perform its function as either a local or a remote database. This module uses the information provided by the LiveView software module. The ability to dig deeper into traffic- and user-pattern details makes the PacketLogic Intelligence Center module a tool for identifying trends and gaining a detailed

understanding of and insight into the network traffic. By using the Intelligence Center module, network operators can identify the properties of users and applications, in addition to their bandwidth consumption. The Intelligence Center module offers the ability to search by connection during a defined time interval by application protocol, destination, origin, and different criteria by user and application.

The Web-Based Statistics Module: The PacketLogic Web-Based Statistics module provides the ability to view traffic flow statistical information using a standard Web browser. As a result, certified users can access the PacketLogic device remotely, from an Internet connected computer, and view traffic flows on the network.

Customers

The company has approximately 500 customers who have installed approximately 1,300 of its systems in total. Its customers include cable multi-system operators; mobile service providers; telecommunications companies; broadband Internet service providers; and education, businesses, and government entities operating their own internal networks. It sells its products through its direct sales force, resellers, distributors, and systems integrators in the Americas, the Asia Pacific, and Europe.

Competition

The company's primary competitors selling to broadband service providers include Allot Communications Ltd; Cisco Systems, Inc; CloudShield Technologies, Inc.; Arbor Networks; and Sandvine Corporation. In the college and university market, the company's primary competitors include Allot Communications Ltd and Blue Coat Systems, Inc. In addition, the company faces competition from vendors that integrate DPI solution into their products, such as Juniper, Ericsson, and Brocade Communications.

History

Procera Networks, Inc. was founded in 2002.

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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