

# Proxim Wireless Corporation Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Proxim Wireless Corporation 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 Proxim Wireless Corporation and its competitors. This provides our Clients with a clear understanding of Proxim Wireless Corporation position in the [Computers and Electronic Equipment](#) Industry.

The report contains detailed information about Proxim Wireless Corporation 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 Proxim Wireless Corporation. 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 Proxim Wireless Corporation 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 Proxim Wireless Corporation 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 Proxim Wireless Corporation business.

## **About Proxim Wireless Corporation**

Proxim Wireless Corporation provides high-speed wireless communications equipment and services in the United States and internationally. The company's systems enable service providers, enterprises, and governmental organizations to deliver high-speed data, voice, and video connectivity enabling a range of applications.

The company provides wireless solutions for the mobile enterprise, security and surveillance, last mile access, voice and data backhaul, and municipal networks. Its wireless systems address the need of its customers and end-users to deploy high-speed communication networks.

The company offers broadband wireless equipment in several technology segments, including Wi-Fi, Wi-Fi mesh, WiMAX, and point to point (PTP) which includes millimeter wave. The company offers products in three primary categories: broadband wireless access (BWA), including proprietary point-to-multipoint (PMP), standards-based WiMAX, outdoor Wi-Fi mesh, and MeshMAX products; enterprise Wi-Fi products primarily for use indoors, including its access points and Wi-Fi client devices; and PTP products. The company serves its equipment customers primarily indirectly through a global network of distributors, value-added resellers, product integrators, and original

equipment manufacturers, and to a lesser extent, directly through its internal sales force.

## Products

The company classifies its broadband wireless products primarily into three product lines: Broadband Wireless Access (BWA), Enterprise Wi-Fi, and Point-to-Point (PTP).

The BWA product line includes proprietary point-to-multipoint (PMP) Tsunami MP.11 products, PMP WiMAX Forum Certified Tsunami MP.16 products, outdoor Wi-Fi mesh, and MeshMAX products. The Enterprise Wi-Fi product line includes ORiNOCO 802.11 a/b/g/n access point and client card products. The PTP product line includes its Tsunami, Lynx, and GigaLink products. The company designs its products and systems generally to use common features, components, and software.

## Broadband Wireless Access Products

The company's BWA point-to-multipoint systems enable service providers, businesses, and other enterprises to connect end-users to a central hub or connect multiple facilities within their private networks. The company's PMP systems are deployed in a hub and spoke configuration consisting of a single central hub (or base station) and equipment located at remote end users' locations. The base station wirelessly connects to the remote customer premises equipment, prioritizing transmissions and allocating slots of time to each end-user. Base stations are capable of supporting multiple pieces of equipment at remote locations. The base station in a service provider deployment is generally connected to the central office of a carrier or other service provider by a wired or wireless backhaul connection (such as its point-to-point products).

The company has both proprietary PMP products and WiMAX standards-based PMP products. Thus, its WiMAX products are designed to interoperate with other IEEE WiMAX products. The company's proprietary PMP products include its Tsunami MP.11 products, and its WiMAX PMP products include its MP.16 3500.

**Tsunami MP.11:** This product line supports PMP applications in unlicensed frequency bands. Some of these WiMAX like features include: scheduled media access controller (MAC), also known as polling, to enable a base station to hear all subscriber stations, preventing nodes from interfering with each other and thus increasing system throughput; and orthogonal frequency division multiplexing (OFDM), which enables near-line-of-sight connections. Additional features include: WiMAX Quality of Service (QoS);

roaming with handoffs at speeds up to 200 km/hour; and dynamic frequency selection (DFS) which has received EN 301-893 v1.3.1 certification.

In 2008, the company extended the MP.11 product line to include a high security FIPS certified product targeted at government, financial and healthcare institutions. The MP.11HS products support 256 bit AES encryption, secure management and FIPS 1402 level 2 certification. Frequencies supported include 2.4GHz, 5.15-5.85GHz and 1.8GHz for federal

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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