

# **Rainmaker Systems Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis**

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## **Abstracts**

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

The report contains detailed information about Rainmaker Systems 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 Rainmaker Systems 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 Rainmaker Systems 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 Rainmaker Systems 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 Rainmaker Systems Inc. business.

## **About Rainmaker Systems Inc.**

Rainmaker Systems, Inc. provides sales and marketing solutions, combining hosted application software, and execution services to enterprises operating in the computer hardware and software, telecommunications, and financial services industries.

### **Services and Hosted Software**

The company has three primary product lines as follows: contract sales, lead development, and training sales. It has developed an integrated solution, the Rainmaker Revenue Delivery Platform, that combines proprietary, on-demand application software and advanced analytics with specialized sales and marketing execution services, which can include marketing strategy development, Web sites, e-commerce portal creation and hosting, both inbound and outbound e-mail, chat, direct mail, and telesales services.

The company's activities comprise following: service contract sales and renewals, software license sales, subscription renewals and warranty extension sales; lead generation, qualification and management; and hosted application software for training sales.

## Contract Sales and Renewal (Contract Sales)

The company's clients engage it to market and sell their service contracts and subscription renewals directly to their customers on a commission basis. The company designed its solution to analyze a client's customer base and then market and sell relevant products and service contracts. It implements its solution using various proprietary systems and multiple communication channels, including direct mail, e-mail, Internet and e-commerce technology, online marketing, and one-to-one personal assistance. It involves in the sale of extended warranties, subscription renewals, and service contract. Its sales and marketing programs consist of:

**Web site Portals and E-mail Interaction:** The company's client-branded Web sites and e-commerce portals combined with e-mail interaction allow its clients' customers to obtain key information and purchase online. It develops, hosts, and operates Web sites that reflect the look and feel of its clients' corporate branding. E-mail marketing campaigns include links to microsites, or personalized Web portals, which alert its clients' customers of product enhancements, special promotions or upcoming renewal dates. When they visit the microsite, customers can view a personalized listing of the services or add-on products associated with the initial products they have purchased from its clients. The microsite gives the customer the ability to view the service or product offerings, customize a quote, enter in its credit card information, and transact an online order.

**Channel Enablement:** The company's channel enablement services include a proprietary hosted technology portal which helps its clients and their resellers in managing their customer base and selling software license subscription renewals. Its channel solution provides direct marketing, reseller support, management services, and telesales support to improve the end customer experience while also supporting the channel partners.

**Direct Mail Marketing:** In addition to Internet and e-mail, the company uses direct mail marketing programs. These campaigns alert its clients' customers to services and products, special promotions and renewal opportunities, which direct them to contact its telesales team, to purchase through its client-branded e-commerce sites or to transact through the mail.

**Personal Assistance and Telesales:** The company's client teams are organized by vertical markets and trained to answer questions, provide product information, pursue cross-sell opportunities, and close orders. It also provides inbound response and sales

management to its clients' customers who e-mail, call or fax in response to marketing campaigns.

#### Strategic Lead Development and Management (Lead Development)

The company's clients engage it to deliver various lead development services, including identification of potential customer needs and decision makers, appointment setting, and product trials and sales. The company utilizes Prospect Intelligence, supplemented by the client's database, to contact potential customers through various channels to identify product need

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 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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