

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

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## Abstracts

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

The report contains detailed information about Sapient 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 Sapient 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 Sapient 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 Sapiient 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 Sapiient Corp. business.

## **About Sapiient Corp.**

Sapiient Corporation helps clients leverage marketing and technology to transform their businesses. The company operates primarily in North America, the United Kingdom, Germany, the Netherlands, Russia, Singapore, Sweden, Switzerland, Australia, China, and India.

### Segments

The company operates through three product segments: SapiientNitro, Sapiient Global Markets, and Sapiient Government Services.

### SAPIENTNITRO

SapiientNitro services include brand and marketing strategy, creative work, Web design and development, and emerging media expertise to solve its clients' business problems. SapiientNitro services consist of integrated marketing and creative services; Web site and interactive development; traditional advertising; media planning and buying; strategic planning and marketing analytics; commerce technologies; and business applications.

## Integrated Marketing and Creative Services

The company's marketing and creative services consist of: visual concept, design and implementation via multiple media; brand building and direct response programs; audience segmentation and profiling strategies; customer loyalty strategies; customer relationship strategy and implementation; customer lead generation and management; and integrated advertising campaigns.

The company's strategic and creative capabilities span the spectrum of interactive and traditional media and include paid and natural search advertising; targeted email advertising campaigns; third party banner advertisement campaigns; print and television advertising; and viral marketing initiatives.

## Web & Interactive Development

The company's services include user interface design and development; site design and development; custom application development; user research and testing; content management and technology development and implementation, and quality assurance testing.

## Traditional Advertising

The company integrates its interactive marketing services with award-winning off-line media capabilities. The company's services include brand strategy, copywriting, advertising creative, and production for print, radio, and television campaigns.

## Media Planning and Buying

The company helps its clients to design and implement media and customer channel planning and buying strategies and purchase and arrange for placement of its clients' advertisements in the media. The company's media planning and buying services include media strategy development, Web site search engine marketing, email marketing, online advertising, viral and social media marketing, emerging channels marketing (online video, mobile technologies, and social networking), gaming (placing advertisements in online games and creating 'advergames'), real-time reporting and optimizing of the success of campaigns, and integration of its customers' media spending strategy with their other marketing initiatives.

## Strategic Planning & Marketing Analytics

The company provides its clients various strategic planning services. The company's strategic planning and marketing analytics services includes brand strategy development, consumer and market research (primary and secondary), advertising message content and medium strategy development, Internet and blogosphere analytics (researching and analyzing what social networking Websites and blogs say about its clients) and coordination, and management of mixed media (online and print media).

### Commerce Technologies

The company offers its clients BridgeTrack, a proprietary advertising campaign tracking and measurement software application that enables customers to measure the effectiveness of an online campaign in real-time and, in turn, improve results at the earliest possible phase of their campaigns by re-allocating marketing dollars across those marketing channels that are generating the best return on investment.

BridgeTrack generates real-time reporting and optimization of advertising campaigns across multiple media channels, including advertising via email, Web site displays/banner ads and Internet natural search advertising. Through BridgeTrack, its clients see how consumers react to their online marketing campaigns — whether consumer

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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