

# SDL plc Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

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

The report contains detailed information about SDL plc 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 SDL plc. 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 SDL plc 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 SDL plc 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 SDL plc business.

## **About SDL plc**

SDL plc provides globalization service solutions and related software applications to a variety of multinational businesses worldwide. It provides outsourced localization, translation products and localization services for its customers. Its offerings include multilingual content management solutions, real-time translation technologies, translation memory, and internationalization and localization services. As of December 31, 2004, the company had network of approximately 40 offices in 27 countries with new offices in Denmark and Finland.

The company offers solutions in three divisions: managed services, including consulting, project management, software engineering, translation, publishing, and audio-visual recording; multilingual desktop management, such as localization productivity software and translation memory packages; and enterprise systems, including Enterprise Translation Server, SDLWorkFlow, and client-server application for enterprise-wide globalization and localization management.

SDL offer a solutions package for the management of electronic international communications, and specialist tools for the production and delivery of localized content. Its products include real time translation technology, translation workflow, translation memory technology, and translation verification suites. Its SDL Knowledge-based Translation System is SDL KbTS.

The company's online translation portals are FreeTranslation.com and Click2Translate.com. These public portals also provide its customers with a smooth upgrade path to its private Enterprise Technology portals for ongoing high volume translation users. Click2Translate.com is an e-business portal that provides a range of paid-for services, from instant gist translations to professional, translations. It offers online purchasing for services. The company's translation memory product, SDLX, improves translators' efficiency by 20-40%.

The company's terminology products, the patented SDLPhraseFinder and SDLTermBase Online, engages in the automated extraction of terminology and in the Web based, global sharing of multilingual terms.

SDLWorkFlow provides a path to gain control and visibility of the multilingual content creation process. The SDL Knowledge-based Translation System combines translation technology with human intelligence. It opens up possibilities for customers to translate high volumes of content, such as the support knowledge base at CNH and approximately 4000 hotel Web sites at Best Western.

### Significant Events

SDL plc has entered into a strategic relationship with Tridion B.V. to enable corporations to combine Web content management with language delivery. SDL's Global Information Management technology, combined with Tridion's Web content management system deliver a capability to enable corporations to author content once, translate once and reuse across all Web requirements in marketing, sales and customer support in any language.

### Customers

The company sells language translation solutions to global enterprises; software products to in-house translation departments, freelance professionals and language service providers; and on-demand translation services to business users and consumers. Customers vary in size from those with requirements for small quantities of translation work to large-scale, multi-year contracts for the translation of millions of words into many different languages.

The company's customers include small to medium enterprises, as well as Adobe, Bayer, Bosch, Canon, DAF, DaimlerChrysler, Kodak, Microsoft, Morgan Stanley,

Oracle, Reuters, Siebel and SAP. Its integrated workflow and translation management technology is being used by companies, such as Computer Associates, Sun and Morgan Stanley. The company's customers for SDLWorkFlow include Bosch, Computer Associates, Homag Group, Mercury, Philips and Sony.

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 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?

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