

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

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## Abstracts

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

The report contains detailed information about Sedona 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 Sedona 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 Sedona 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 Sedona 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 Sedona Corp. business.

### **About Sedona Corp.**

SEDONA Corporation operates as a software application and services provider that develops and markets Web-based, vertical customer and member relationship management (CRM and MRM) solutions to improve the financial performance of banks and credit unions. The company develops and distributes the SEDONA CRM and SEDONA MRM software applications.

The company targets financial services organizations, such as community and regional banks, credit unions, and savings and loans to market its CRM/MRM solutions. Its customers are financial institutions with whom it sells solutions to directly or strategic channel partners who are providers of software applications and service solutions to banks and credit unions.

The company's SEDONA solutions are designed to be installed directly on client premises or offered through a hosting center as a SaaS (Software as a Service) solution. Its channel partners offer a SaaS solution and other applications to the banking and credit union industry. The SaaS solution is primarily for small to mid-sized financial services organizations that lack the financial resources and IT infrastructure to deploy an in-house enterprise business application, such as CRM/MRM.

SEDONA CRM/MRM is a customer relationship management application solution specifically designed and priced to meet the needs of financial institutions with multiple lines-of-business across various vertical industries. SEDONA CRM/MRM provides financial services organizations with a view of their customers' relationships and interactions. In addition to the financial services market, the company's products have also been tailored to support property, casualty, life insurance, and continuing education vertical markets.

The company product offerings also include SEDONA Profit Pro. This additional offering enables the financial institution to determine the customer and member account profitability. Profit Pro provides general ledger reconciliation, along with a continually updated historical funds transfer pricing database, organization and customer portfolio 'What If' capabilities, along with a folder of profitability reporting that enables drilling down into every component of a branch, household, customer, and account profit contribution.

In addition, the company provides an incentive and call tracking offering. This functionality includes specialized workflows to provide lead follow-up, custom goal and incentive table generation, goal calculation algorithms, and reporting enabled at any level from the individual, or rolled up to the organization dashboard.

### Channel Partners

The company has signed original equipment manufacturer (OEM) and reseller agreements with software and services providers for the financial services market, including Fiserv Solutions, Inc.; Connecticut Online Computer Center, Inc.; Profit Technologies; Bradford-Scott; CU ink; Share One Inc; and EPL Inc.

### Competition

The company's primary competitors include Harland Clarke Holdings Corp., Harte-Hanks Inc., and Marquis Software Solutions.

### History

The company was founded in 1985. It was formerly known as Scan Graphics, Inc. and changed its name to SEDONA Corporation in 1999.

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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