

# Vertical Computer Systems Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/V7D5F61D00DBEN.html>

Date: August 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: V7D5F61D00DBEN

## Abstracts

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

The report contains detailed information about Vertical Computer 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 Vertical Computer 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 Vertical Computer 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 Vertical Computer 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 Vertical Computer Systems Inc. business.

## **About Vertical Computer Systems Inc.**

Vertical Computer Systems, Inc. provides Internet core technologies, administrative software, and software services through its distribution network with operations or sales in the United States, Canada, and Brazil.

### **Products**

#### **Administrative Software**

The company's primary administrative software technology is emPath, a human resources/payroll software, which is developed, marketed and maintained by its wholly-owned subsidiary, NOW Solutions, Inc. (NOW Solutions) Its administrative software is Web-based, meaning that it can be accessed on the Internet, and is being offered as a SaaS (Software as a Service).

In 2009, the company completed the enablement of emPath for Web services and improvements for its SaaS offering, and finalizing a new workflow engine.

#### **Internet Core Technologies**

The company's primary Internet technology is SiteFlash. The SiteFlash technology utilizes XML and publishes content on the Web, enabling the user to build and operate Web sites with the ability to separate form, function, and content. SiteFlash uses an advanced component-based structure to separate, parse, and store the various components of the Web pages, which permits these components to be named, organized, filed and eventually redeployed onto the Web pages of a Website.

The company offers SiteFlash as a stand-alone product and also as a technology platform for products targeted at specific vertical markets. The SiteFlash technology focuses on content management, e-commerce, and workflow and has led to the development of two additional software application products: ResponseFlash, NewsFlash, and AffiliateFlash.

The second core Internet technology the company has developed is the patent-pending Emily XML scripting language, which is Java compatible. The Emily Framework was developed to be an engineering package comparable to other Web development tools, such as Allaire Cold Fusion or Microsoft FrontPage. The primary component of the Emily Framework is the Emily XML scripting language, a programming language that runs on Windows, Linux, and various UNIX platforms. The Emily Framework is used to create Web-based applications that communicate through XML and HTTP. HTTP is the set of rules for exchanging files (text, graphic images, sound, video, and other multimedia files) on the Web.

The third core Internet technology the company has developed is the combination of three components, such as the Emily XML Broker, the Emily XML Agent, and the Emily XML Portal.

## Software Services

In addition to its standard emPath offering, NOW Solutions provides a new delivery model known as software-as-a-service, also referred to as SaaS. SaaS is a software application delivery model where the company both develops and operates/hosts the application for use by its customers over the Internet.

## Business Operations and Units

The company's business operations are grouped into various units, including NOW Solutions, Government Internet Systems, Inc. (VIS), EnFacet, Inc. (EnFacet),

Globalfare.com, Inc. (Globalfare), Pointmail.com, Inc. (Pointmail), Taladin, OptVision Research, Inc. (OptVision Research), Vertical Healthcare Solutions, Inc. (VHS), Priority Time Systems, Inc. (PTS), minority and other limited interests, joint ventures, and strategic partnerships.

**NOW Solutions:** NOW Solutions engages in integrated human resources, and payroll solutions. NOW Solutions has clients ranging from private businesses to government agencies, who typically employ 200 or more employees. NOW Solutions markets emPath, which handles human resources and payroll situations.

**Taladin, Inc.:** Taladin has rights to commercially exploit emPath for use by the United States federal, state and local governments and agencies in exchange for a license fee and royalties. Taladin has developed a module for emPath to meet federal payroll guidelines for law enforcement and fire departments and the finalization of the module was put on hold and final testing was performed and the underlying emPath SaaS platform was finalized.

**OptVision Research, Inc.:** OptVision Research, Inc. is created to support the development of its fiber optic patent through either direc

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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