

Vital Images Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about Vital Images 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 Vital Images 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 Vital Images 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 Vital Images 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 Vital Images Inc. business.

About Vital Images Inc.

Vital Images, Inc. provides visualization and image analysis solutions for medical professionals in clinical analysis and therapy planning for medical conditions. The company provides software, customer education, software maintenance and support, professional services and, on occasion, third-party hardware to its customers.

The company's software is compatible with equipment from all major manufacturers of diagnostic imaging equipment, such as computed tomography (CT) scanners, and can be integrated into picture archive and communication systems (PACS). Many hospitals use PACS to acquire, distribute and archive medical images and diagnostic reports, reducing the need for film and increasing reliance on visualization solutions. The company also offers a Web-based solution that provides physicians with anywhere, anytime access to medical images and visualization tools through any Internet-enabled computer.

Products and Services

The company's software solutions are used with medical diagnostic equipment, primarily in clinical analysis and therapy planning. Its software applies proprietary technologies to various data supplied by CT scanners to allow medical clinicians to

create 2D, 3D and 4D views of human anatomy and to non-invasively navigate with in these images to visualize and understand internal structures and pathologies. The company's main customers are hospitals and clinics, university medical schools and diagnostic imaging centers.

The company's products initially were used by radiologists on workstations to interpret data generated by scanning equipment. Its main product for this type of use was and remains Vitrea. The company's enterprise offering is called Vitrea Enterprise Suite, which combines all of its proprietary advanced visualization tools into one offering, and may include its proprietary back-end data management software, Vital Image Management System. Vitrea Enterprise Suite can be used by medical professional that practices with its customer's enterprise. Both its enterprise and workstation products also serve as an integration platform for applications offered by its visualization technology partners.

The company's products work with equipment from all major manufacturers of diagnostic imaging systems, including Toshiba Medical Systems Corporation (Toshiba), GE Healthcare (GE), Siemens Medical Systems, Inc. (Siemens) and Philips Medical Systems (Philips). The company's products may also be integrated into PACS, such as those marketed by McKesson Corporation (McKesson) and Sectra AB (Sectra), and run on off-the-shelf third-party computer hardware.

In addition to software products and installation services, the company provides maintenance and support services, as well as certain other services, such as professional consulting services and customer education. It offers maintenance and support services for its software solutions pursuant to which it provides error correction, software enhancements, updates and upgrades, telephone support and other general support services. The company provides customer education services for its customers, both in connection with their acquisition of its software and as independent purchases. The company conducts customer education programs for its software at its headquarters in Minnetonka, Minnesota, at customers' locations and at various designated locations through the United States.

The company also has signed reseller distribution agreements that allow it to distribute products from certain third parties. These third-party products include MeVis Medical Solutions Inc.'s ImageChecker CT software applications for the detection of lung nodules; Mirada Solutions Ltd.'s Fusion 7D software application for the anatomical alignment of two different image data sets from two different types of diagnostic equipment, such as combining images from CT and PET scanners; Merge Healthcare

Incorporated's CADstream breast MRI software; and Medis Inc.'s QMass MR software.

Marketing

The company markets its products to radiologists, surgeons, primary care physicians, and medical researchers. It markets products directly to end-user customers and through business partners, including diagnostic imaging equipment manufacturers, PACS companies, and software developers.

Competition

The company's primary competitors include GE, Siemens, and Philips. It also competes with suppliers of medical imaging systems and software, such as TeraRecon, Inc.

Significant Events

On April 13, 2010, Vital Images, Inc. announced that it is collaborating with Arkansas Children's Hospital of Little Rock, Ark., to develop a Vitrea pediatric cardiac application. The software is an advanced visualization tool designed specifically to meet the cardiac features and patient care requirements presented by pediatric patients.

History

Vital Images, Inc. was founded in 1988.

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 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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