

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

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## **Abstracts**

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

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

### **About XATA Corp.**

XATA Corporation provides fleet management solutions to the transportation industry in North America. The company's products integrate its customers' enterprise-based software solutions with GPS (global positioning systems)-based mobile technology through the use of real-time communications to provide its private and for-hire fleet customers an enterprise logistics management solution.

### **Products and Services**

The company provides fleet optimization solutions, including software, systems and services. XATANET and XATA Turnpike are software-as-a-service (SaaS) solutions. MobileMax is a customer-hosted solution.

### **XATANET Fleet Management Solution**

XATANET is a SaaS solution used by manufacturing, grocery, food service, distribution, petroleum, and other operators of trucking fleets to obtain information to improve customer service and improve safety and compliance. As a SaaS solution, XATANET is used by its customers over the Internet. Through its Web-based design, XATANET performs the following functions to fleet operators: automation of DOT driver log requirements and state fuel tax reporting; vehicle and driver performance reporting; real-

time asset tracking, route management, trip optimization, and stop activity scheduling; mobile two-way messaging and real-time vehicle location; and diagnostic and accident data capture.

XATANET integrates mobile technology, driver displays, and communications with a suite of Web-based applications delivered on-demand via the Internet. XATANET combines the data generated within the truck, as well as data received wirelessly into a Web-based user interface, enabling fleet managers to measure fleet performance, resolve exception conditions, monitor ongoing operations and perform detailed analysis. XATANET allows fleets of various sizes to install, utilize, and pay for those applications that benefit their organization.

### MobileMax Fleet Management Solution

MobileMax helps companies track and manage various aspects of their fleets' activities to help control costs and increase return on investment (ROI). The MobileMax solution features Multi-Mode communication capabilities that automatically switch between land-based and satellite communications. MobileMax provides real-time communication and tracking capabilities, records state-line crossings, monitors driver and vehicle performance, and alerts companies of driver arrival at/or departure from geofenced locations.

### XATA Turnpike Fleet Management Solution

XATA Turnpike is a personal digital assistant (PDA)-based SaaS solution that enables XATA to serve any size fleet that requires a low investment solution. XATA Turnpike has expanded its addressable market to include key vertical markets, such as less than truckload (LTL) and beverage, where XATA Turnpike meets specific customer needs.

### Professional Services

The company offers an array of professional IT and consultation services: solution implementation, driver and back-office training, best-practice-operations consulting, and building custom reports on an ad-hoc basis for customers. Its implementation services include project management, Web site setup and configuration, best-practice recommendations, data integration, and software implementation. Training services include online training, on-site training and one-on-one training for fleet management and drivers. Best-practice consulting includes examining a customer's fleet operations and making recommendations for improvements. The company's custom reporting

service allows customers to have specialized reports created for their specific operations, beyond the suite of standard reports already offered by the various solutions.

## Acquisitions

In December 2009, the company acquired Turnpike Global Technologies, Inc. and Turnpike Global Technologies LLC (combined Turnpike). Turnpike is a PDA-based fleet operations solution provider.

## Target Markets

The company's customers include both private and for-hire fleets with heavy-duty trucks. Within the private and for-hire fleets, it targets various vertical markets, including food products and food distribution, manufacturing, retail, and oil and gas. It also targets markets, such as beverage, construction and mining, small package/LTL, and utilities, as well as other types of services companies.

## Customers

The company's customers include fortune 500 companies and other organizations, such as Bradco Supply; Core-Mark International; CVS Pharmacy; Dean Foods; Kellogg's; Oldcastle Inc.; Reyes Holdings; Sysco; US Foodservice; and xpedx (a division of International Paper Company).

## Key Alliances and Relationships

**Communication Providers:** The company has established relationships with Sprint/Nextel (Sprint) and Orbcomm LLC (Orbcomm) to provide wireless connectivity between its subscribers and its XATANET host system. Its MobileMax systems use AT&T and Mobile Satellite Ventures, whose parent company is LightSquared, to provide communications between its users and the MobileMax host. The XATA Turnpike solution can utilize various communications providers, including Verizon Wireless and Sprint in the United States and Rogers Wireless in Canada.

**Third-Party Applications:** The company has relationships with companies who provide various applications that can be integrated with its solution to provide its target market with an expanded solution, including dispatch, routing, training, and fleet management. These companies include ALK Technologies, McLeod Software, TMW Systems, and

others.

## History

XATA Corporation was founded in 1985.

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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