

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

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Abstracts

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

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

About Zix Corp.

Zix Corporation provides Internet-based applications in a Software-as-a-Service (SaaS) model. The company's applications connect, protect and deliver information in a secure manner, enabling the use of the Internet for applications requiring a high level of security in the healthcare, financial services, insurance, and government sectors. It has operations in the United States, Canada, and the United Kingdom.

Segments

The company operates in two segments, Email Encryption and e-Prescribing.

Email Encryption

The Email Encryption Service is a secure messaging service, which allows an enterprise to use policy-driven rules to determine which emails should be sent to comply with regulations or corporate policy. It is primarily offered as a hosted-service solution, for which customers pay an annual service subscription.

The company's Email Encryption Service provides a solution that analyzes and encrypts email communications. It also provides related advisory, installation, customization and training services.

The Email Encryption Service provides a user the ability to deliver encrypted email to any Email user at any Email address by using the ZixCorp Best Method of Delivery protocol that automatically determines the direct and appropriate means of delivery, based on the sender's and recipient's communications environment and preferences. The service supports various encrypted email delivery mechanisms, including S/MIME, TLS, OpenPGP, 'push' delivery and secure portal delivery.

The company's Email Encryption Service employs a centralized directory of users called the ZixDirectory. The ZixDirectory operates as a global community for email encryption, and contains approximately 20 million user email addresses.

In healthcare, the company's Email Encryption Service is used by approximately 30 Blue Cross Blue Shield organizations and approximately 1,000 hospitals. In the financial services sector, it serves approximately 1,200 banks, credit unions and farm credit associations, as well as all of the Federal Financial Institutions Examination Council (FFIEC) regulators. The company also provides service to approximately 25 state governments covering various state agencies in those states.

Competition: The company's competitors include IronPort (acquired by Cisco Systems Inc.); PGP Corporation; Proofpoint; Trend Micro; Voltage Security; Secure Computing (acquired by McAfee, Inc.); Echoworx; Sigaba Corporation (acquired by Proofpoint); Certified Mail; Authentica (acquired by EMC Corporation); Tumbleweed Communications Corp. (acquired by Axway); and DataMotion.

e-Prescribing

The e-Prescribing segment consists of a single product line named PocketScript, which is an electronic prescribing service that allows physicians to use a handheld device to prescribe drugs and transmit the prescription electronically to any pharmacy. The e-Prescribing application can be used as a technology platform to deliver related products and additional point-of-care services.

The company designs and develops its e-Prescribing solution and distributes it directly to physicians and healthcare institutions through payor relationships. It has entered into sponsorship programs whereby health insurance companies (payors), have agreed to provide the e-Prescribing devices for various periods of time to associated physicians.

PocketScript service works with a handheld wireless Personal Data Assistant (PDA) or

a browser to provide physicians with the ability to write and transmit prescriptions directly to any pharmacy. In addition, providers can view available patient drug histories obtained from third parties for the purpose of confirming that prescriptions are being filled and safeguarding against duplication of therapies. The system also identifies generics and preferred drugs for multiple formularies enabling providers to choose the most appropriate option. The prescription drug database, which PocketScript provides under license from a third party, provides information on various drugs available, including drug-to-drug interactions, drug-allergy interactions and a drug reference guide.

Competition: The company's competitors include AllScripts-Misys Healthcare Solutions, Dr. First, Inc., iScribe, Prematics, and RxNT. It also identifies competition from GE Healthcare and McKesson Corporation.

Partners

The company's partners include Google Inc., MessageLabs, Inc. (acquired by Symantec), SecureWorks, Inc., Webroot, M86 Security, and Code Green Networks.

History

Zix Corporation was founded in 1983.

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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