

# Versus Technology, Inc. - Strategic SWOT Analysis Review

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## Abstracts

Versus Technology, Inc. - Strategic SWOT Analysis Review provides a comprehensive insight into the company's history, corporate strategy, business structure and operations. The report contains a detailed SWOT analysis, information on the company's key employees, key competitors and major products and services.

This up-to-the-minute company report will help you to formulate strategies to drive your business by enabling you to understand your partners, customers and competitors better.

### Scope

Business description – A detailed description of the company's operations and business divisions.

Corporate strategy – GlobalData's summarization of the company's business strategy.

SWOT analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.

Company history – Progression of key events associated with the company.

Major products and services – A list of major products, services and brands of the company.

Key competitors – A list of key competitors to the company.

Key employees – A list of the key executives of the company.

Executive biographies – A brief summary of the executives' employment history.

Key operational heads – A list of personnel heading key departments/functions.

Important locations and subsidiaries – A list of key locations and subsidiaries of the company, including contact details.

Key manufacturing facilities – A list of key manufacturing facilities of the company.

## Highlights

Versus Technology, Inc. (Versus), a subsidiary of Midmark Corporation, designs, develops, markets, distributes, and supports real-time locating systems (RTLS). The company offers its solutions to hospitals for improving communication and efficiency in patient tracking, nurse call automation, asset tracking, bed management, hand hygiene and infection, reporting and integration. It also offers Wi-Fi, Versus infrared, and active RFID multi-platform solution, for enterprise visibility, automation, as well as detecting clinical-grade location, at clinics, hospitals, surgery centers and senior care facilities across the world. Versus' platform technology, Versus Advantages, improves patient flow and documentation of caregiver and patient interactions. The company also offers services such as implementation, expert advice, training and support. Versus is headquartered in Traverse City, Michigan, the US.

### Versus Technology, Inc. Key Recent Developments

Mar 05,2018: Versus Announces New Wrist-Wearable RTLS Badge for Patient Flow

Oct 04,2017: McLaren Flint Is First to Launch Versus RTLS and B. Braun Smart Pump Integration

Aug 30,2017: McLaren Flint Lowers Capital Expense \$1M by Improving Smart Pump Utilization with Versus RTLS Asset Management Solution

Jun 09,2017: Leverage RTLS for BLE Wayfinding with New Versus Sensor Plus

Mar 15,2017: Billings Clinic Hospital Goes Live with Versus Wi-Fi RTLS Asset Tracking

## Reasons to Buy

Gain key insights into the company for academic or business research purposes. Key elements such as SWOT analysis and corporate strategy are incorporated in the profile to assist your academic or business research needs.

Identify potential customers and suppliers with this report's analysis of the company's business structure, operations, major products and services and business strategy.

Understand and respond to your competitors' business structure and strategies with GlobalData's detailed SWOT analysis. In this, the company's core strengths, weaknesses, opportunities and threats are analyzed, providing you with an up to date objective view of the company.

Examine potential investment and acquisition targets with this report's detailed insight into the company's strategic, business and operational performance.

**Note:** Some sections may be missing if data is unavailable for the company.

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Feb 15, 2017: Versus Presents Live Demonstrations, BLE-Enabled Sensor & RTLS Education at HIMSS17  
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### COMPANIES MENTIONED

Zebra Technologies Corporation  
Ubisense Group Plc  
TeleTracking Technologies Inc  
Savi Technology, Inc.  
Awarepoint Corp  
AeroScout LLC

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