

Cognos Incorporated - SWOT Analysis

Description: Datamonitors Cognos Incorporated - SWOT Analysis company profile is the essential source for top-level company data and information. The report examines the company's key business structure and operations, history and products, and provides summary analysis of its key revenue lines and strategy.

Cognos is a provider of business intelligence (BI) and performance management (PM) software solutions. The company's products and services include BI components, PM solutions, and analytical applications. The company also provides management and integration software services; application development tools; and customer support, and services. The company mainly operates in the US. It is headquartered in Ottawa, Canada and employs about 3,500 people. The company recorded revenues of \$979.3 million during the fiscal year ended February 2007, an increase of 11.6% over 2006. The increase is due to growth in license, support, and services revenue. The increase in license revenue was due to strong demand for Cognos 8 BI and its ability to execute on large sales opportunities. The operating profit of the company was \$118 million during fiscal year 2007, a decrease of 0.4% over 2006. The net profit was \$115.7 million in fiscal year 2007, an increase of 6.6% over 2006.

Scope of the Report

- Provides all the crucial company information required for business and competitor intelligence needs
- Contains a study of the major internal and external factors affecting the company in the form of a SWOT analysis as well as a breakdown and examination of leading product revenue streams
- Data is supplemented with details on the company's history, key executives, business description, locations and subsidiaries as well as a list of products and services and the latest available company statement

Reasons to Purchase

- Support sales activities by understanding your customers' businesses better
- Qualify prospective partners and suppliers
- Keep fully up to date on your competitors' business structure, strategy and prospects
- Obtain the most up to date company information available

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