

**Fig 5. Internal Factor Evaluation**

	Software			Ha
	Weight	Rating	Weighted Score	Weight
<b>Strengths</b>				
1. Market position	0.09	4	0.36	0.07
2. Revenue stream	0.07	4	0.28	0.07
3. Success of engineered products	0.08	3	0.24	0.08
4. Strong margins	0.07	4	0.28	0.06
5. Diversified geographic presence	0.04	3	0.12	0.04
6. High-quality training	0.05	3	0.15	0.05
7. Research and Development	0.06	3	0.18	0.06
8. Inorganic growth strategy	0.05	2	0.1	0.05
9. Current acquisitions	0.06	4	0.24	0.03
10. Brand name	0.05	4	0.2	0.05
<b>Weaknesses</b>				
1. Cloud business	0.04	4	0.16	0.05
2. Hardware systems business	0.06	4	0.24	0.09
3. Debt	0.04	2	0.08	0.05
4. Heavy reliance on US and Europe markets	0.07	3	0.21	0.07
5. Lack of presence in Asia	0.05	4	0.2	0.06
6. Heavy reliance on partnerships and alliances	0.05	3	0.15	0.08
7. Dependence on resellers	0.03	2	0.06	0.03
8. Economic factors	0.04	2	0.08	0.08
<b>Total</b>	<b>1</b>		<b>3.33</b>	<b>1</b>

Most of the information used in this section has to come from the RBV analysis, complemented by addi

Hardware Systems

Services

Consistently use the Division names across

Rating	Weighted Score	Weight	Rating	Weighted Score
4	0.28	0.01	4	0.04
4	0.28	0.07	2	0.14
3	0.24	0.08	2	0.16
4	0.24	0.08	4	0.32
1	0.04	0.06	3	0.18
2	0.10	0.04	2	0.08
2	0.12	0.05	1	0.05
3	0.15	0.04	2	0.08
4	0.12	0.04	4	0.16
4	0.20	0.06	4	0.24
4	0.20	0.05	4	0.20
4	0.36	0.05	4	0.20
3	0.15	0.05	1	0.05
3	0.21	0.08	3	0.24
4	0.24	0.07	4	0.28
3	0.24	0.07	3	0.21
2	0.06	0.05	2	0.10
2	0.16	0.06	2	0.12
	<b>3.39</b>	<b>1</b>		<b>2.85</b>

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