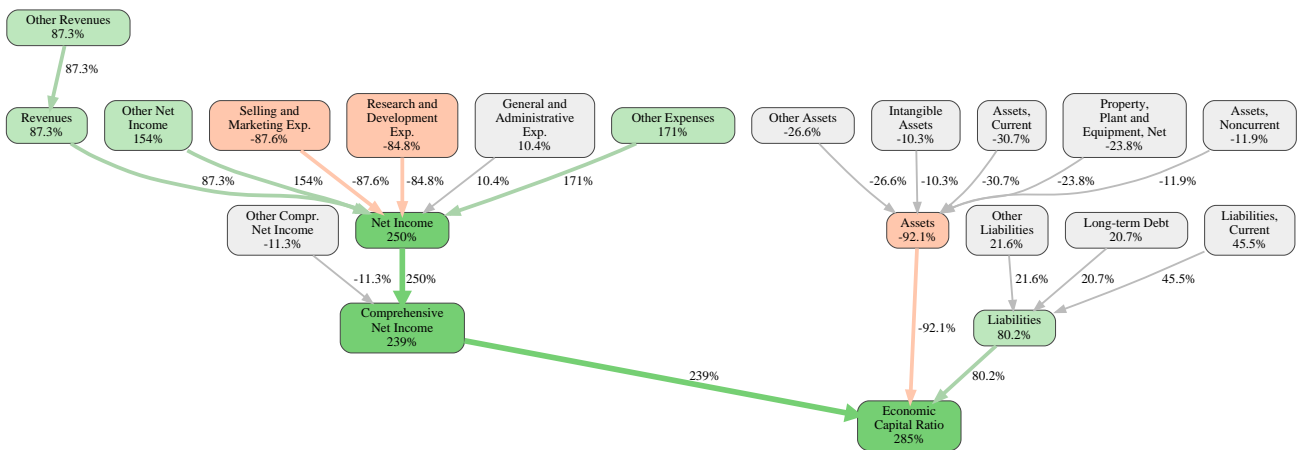




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Qumu Corp
Rank 83 of 140





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The relative strengths and weaknesses of Qumu Corp are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Qumu Corp compared to the market average is the variable Net Income, increasing the Economic Capital Ratio by 250% points. The greatest weakness of Qumu Corp is the variable Selling and Marketing Exp., reducing the Economic Capital Ratio by 88% points.

The company's Economic Capital Ratio, given in the ranking table, is -38%, being 285% points above the market average of -323%.

Input Variable	Value in 1000 USD
Assets, Current	17,918
Assets, Noncurrent	544
General and Administrative Exp.	7,122
Intangible Assets	11,218
Liabilities, Current	17,053
Long-term Debt	2,430
Other Assets	55
Other Compr. Net Income	-543
Other Expenses	9,695
Other Liabilities	3,792
Other Net Income	3,594
Other Revenues	25,013
Property, Plant and Equipment, Net	545
Research and Development Exp.	7,013
Selling and Marketing Exp.	8,394

Output Variable	Value in 1000 USD
Liabilities	23,275
Assets	30,280
Expenses	32,224
Revenues	25,013
Stockholders Equity	7,005
Net Income	-3,617
Comprehensive Net Income	-4,160
Economic Capital Ratio	-38%