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## CITRIX SYSTEMS INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Citrix Systems Inc.

**Company Sector :** Information Technology- Cloud Computing and Software

**Operating Geography :** United States, North America, Global

**About the Company :** Citrix Systems, Inc. is an American multinational software company. It provides server, application and desktop virtualization, networking, software as a service (SaaS), and cloud computing technologies. The company's products are claimed to be in use by over 400,000 clients worldwide. Citrix was founded by Ed Iacobucci in 1989 in Richardson, Texas. In the beginning, the company developed remote access products for Microsoft operating systems and licensing source code from Microsoft and has been in partnership with it since then. Citrix came to prominence as an industry leader in thin client technology by the year 1990 and started enabling purpose-built devices to access remote servers and resources. The first initial public offering by the company was launched in 1995, while it experienced large revenue increases between 1995 and 1999. Citrix is headquartered in both Fort Lauderdale, Florida and Santa Clara, California, and has subsidiary operations in California and Massachusetts, along with additional development centers in Australia, Canada, Denmark, Germany, India, and the United Kingdom. Iacobucci moved the company to his former home of Coral Springs, Florida by following its initial setup and development. Originally the company was named Citrus, but had to change its name after an existing company claimed trademark rights. The name Citrix is a portmanteau of 'Citrus' and 'UNIX'. The company creates software which allow the individuals of an enterprise to work and collaborate remotely regardless of device or network. The main areas in which the company works, are desktop and apps; Desktop as a Service (DaaS); networking and cloud; and Software as a service (SaaS).

Citrix's Unique Selling Proposition or USP lies in being a leading American multinational software company whose client base includes 99% of the Fortune 100, and 98% of the Fortune 500. Citrix has been recognized as a Leader in the IDC MarketScape: Worldwide Virtual Client Computing 2019-2020 Vendor Assessment. Citrix's mission statement reads “At Citrix, our

mission is to deliver the experience, security and choice our customers need to spend less time managing technology and more time harnessing it to deliver a compelling employee experience that transforms business results.”

**Revenue :**

\$ 3.23 billion - FY ending 31st December 2020 (y-o-y growth 7.3%)

\$ 3.01 billion - FY ending 31st December 2019 (y-o-y growth 13.5%)

\$ 2.97 billion - FY ending 31st December 2018

## SWOT Analysis :

The SWOT Analysis for Citrix Systems Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Substantive presence in the government sector</li> <li>2.Diversified customer base reducing customer and vertical dependency</li> <li>3.Technological partnerships with all the global brands in the industry</li> <li>4.Amplification of the business through robust R&amp;D program</li> </ol>	<ol style="list-style-type: none"> <li>1.Low presence in media and content sector</li> <li>2.Lack of product diversification</li> <li>3.Debt servicing may require significant cash, impacting business</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Customer base to expand among startups through cloud computing</li> <li>2.Government Sector penetration through cloud computing</li> <li>3.India has been the fastest growing cloud computing market</li> <li>4.Expanding existing footprint with general purpose Workspace, Analytics, and Security solutions</li> <li>5.Wrike acquisition to accelerate growth</li> </ol>	<ol style="list-style-type: none"> <li>1.Competition from established firms</li> <li>2.Changes into subscription-based services and cloud services poses risk of revenue downfall</li> <li>3.Cyber-attacks can hamper business growth and create issues</li> <li>4.Dependence on Third Party Vendors for cloud services may affect business</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Citrix Systems Inc. is given below:

Political	Economical
1.Uncertainty of the European market after Brexit 2.Governmental control of virtual assets in China and Russia	1.Shift from capital-intensive model of services to subscription-based model 2.Currency fluctuation risk due to significant revenues from international business
Social	Technological
1.The cultural shift to work from home has benefitted cloud-computing platforms 2.Security remains the biggest challenge for cloud adoption	1.Cloud computing to be nurtured with enhancements in mobile network enhancements
Legal	Environmental
1.Stricter data security and privacy laws across the globe are increasing compliance costs	1.Cloud computing platforms can help in reducing emissions of CO2

Please note that our free summary reports contain the SWOT and PESTLE table contents only.  
 The complete report for **Citrix Systems Inc.** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



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**[support@swotandpestle.com](mailto:support@swotandpestle.com)**