
S&P TEST

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OPENTEXT CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : OpenText Corporation

Company Sector : Information Technology

Operating Geography : Canada, North America, Global

About the Company : OpenText, headquartered in Waterloo, Ontario, Canada, develops and distributes Information Management software that enables businesses to securely gather, regulate, and communicate data on a worldwide scale. For customers ranging from small and mid-sized businesses to the world's largest and most complicated organisations, OpenText solves digital business concerns. In 1991, Timothy Bray co-founded OpenText Corporation with University of Waterloo professors Frank Tompa and Gaston Gonnet. It arose from OpenText Systems Inc., which was created in 1989. For major businesses, government organisations, and professional service firms, OpenText software programmes manage content or unstructured data. OpenText's products are geared toward meeting information management needs such as managing massive amounts of content, ensuring regulatory compliance, and managing mobile and online experiences. Customer interactions are improved through the company's management of attractive content that drives individualised omnichannel experiences. The company was named a leader by Forrester in The Forrester Wave™: Content Platforms, Q2 2021 on June 15, 2021.

OpenText's Unique Selling Point or USP lies in it being Canada's largest software company and a world leader in information management. The vision statement of the company reads, "OpenText has a clear vision of enabling the digital world. Our employees help us define and enable the digital future with market-leading enterprise solutions for digital transformation. We're also committed to fostering the best possible work environment for our people in each of our locations across the globe".

Revenue :

\$3.11 billion - FY ending 31st December 2020 (y-o-y growth 8.4%)

\$2.87 billion - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for OpenText Corporation is given below:

Strengths	Weaknesses
<p>1.84% of the world's largest supply chains are OpenText network customers</p> <p>2.User-friendly interface stays up to date with latest features</p> <p>3.Industry's only cloud integration service allowing interoperability between all medical record systems in healthcare.</p> <p>4.Consistent and high investments in R&D to encourage innovation.</p> <p>5.Customer renewal rates are very high showing product satisfaction</p>	<p>1.Business heavily reliant on strategic partners and third-party service providers.</p> <p>2.Product developments are slow and costly.</p> <p>3.Product and service costs are higher compared to competitors.</p>
Opportunities	Threats
<p>1.Development of new products ahead of competitors.</p> <p>2.Strategic acquisitions may expand business.</p> <p>3.Newly launched "Digital Zone" will help in direct engagement with consumers.</p>	<p>1.Highly competitive market with new players entering frequently</p> <p>2.In a rapidly evolving market, customer preferences change frequently.</p> <p>3.Software piracy can lead to loss in revenue.</p>

PESTLE Analysis :

The PESTLE Analysis for OpenText Corporation is given below:

<p style="text-align: center;">Political</p> <p>1.Uncertainty following Brexit can have negative impacts</p> <p>2.Uncertainty regarding US administration's Visa policy for tech sector employees</p>	<p style="text-align: center;">Economical</p> <p>1.Weak economy may lead to lower consumer spending on IT services.</p> <p>2.LIBOR will no longer be used as a benchmark for global transactions by end of 202</p>
<p style="text-align: center;">Social</p> <p>1.</p> <p>3.Inflation may lead to rise in costs of production",["</p> <p style="text-align: center;">Social</p>	<p style="text-align: center;">Technological</p> <p>1.Consumer demand for contactless service</p> <p>2.Remote work has increased demand for cloud-based computing.",,"</p>
<p style="text-align: center;">Legal</p> <p>1. Frequency of cyber-attacks has greatly risen in the past few years.</p> <p>2. Increasing dependence of AI driven technology reduces jobs.</p> <p>3. 5G services will become more accessible.</p> <p style="text-align: center;">"),["</p> <p style="text-align: center;">Legal</p>	<p style="text-align: center;">Environmental</p> <p>1.EU's GDPR and California's data privacy law limit what consumer data tech companies can use.</p> <p>2.IT service providers are subject to strict regulations relating to data privacy.</p> <p>3.Lack of strict anti-piracy laws leads to loss of revenue.",,"</p>

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