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BLACKBERRY LIMITED SWOT & PESTLE ANALYSIS

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Company Name : BlackBerry Limited

Company Sector : Information Technology, Computer Software

Operating Geography : Canada, North America, Global

About the Company : BlackBerry Limited is a company that develops intelligent security software. The business was formed by Michael Lazaridis, James Laurence Balsillie, and Douglas E. Freginon March 7, 1984, and it is headquartered in Waterloo, Canada. The company provides solutions for cybersecurity, safety, and data privacy, as well as endpoint security and management, encryption, and embedded systems, using artificial intelligence and machine learning. BlackBerry provides services to governments and businesses all over the world. The Company's segments comprise Cyber Security, IoT, and Licensing and Other. BlackBerry Spark software platform, BlackBerry AtHoc, BlackBerry Alert, and SecuSUITE are all part of the Cyber Security division. BlackBerry QNX, BlackBerry Certicom, BlackBerry Radar, BlackBerry IVY, and other Internet of Things (IoT) apps are included in the IoT sector. Software licences that include support, maintenance, and professional services are included in this sector. The Licensing and Other Section consists of Company's intellectual property agreements and settlement awards, as well as its service access fees (SAF) business. The company announced on November 2, 2021, that it will collaborate with Okta to provide seamless identity and access capabilities.

BlackBerry Limited's USP lies in its being the world's leading provider of the most secure and trusted end-to-end mobility solutions. The vision statement of BlackBerry reads, "Securing a connected future you can trust".

Revenue :

\$893 million - FY ending 28th February, 2021 (y-o-y growth -14.13%)

\$1040 million - FY ending 29th February, 2020

SWOT Analysis :

The SWOT Analysis for BlackBerry Limited is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.BlackBerry QNX is the leader in safety-certified, secure and reliable software for the automotive industry. 2.A diversified products and services portfolio consisting of Software and Services, Licensing and Other. 3.It provides security and data privacy for almost the entire Cabinet and U.S. federal departments. 4.BlackBerry Spark platform provides the most complete security controls in any connected Internet of Things environment. 	<ol style="list-style-type: none"> 1.Revenue has declined almost consistently over the last 10 years. 2.The company is a failure in the phone segment. 3.The performance of the company is dependent on its relationships with resellers and channel partners.
Opportunities	Threats
<ol style="list-style-type: none"> 1.The company has growth potential in the automotive software and cybersecurity market. 2.The acquisition of Cylance, a privately held artificial intelligence and cyber security company. 3.Increase in cyber security risk has created opportunities for secure communication platforms and endpoint cybersecurity. 4.Strategic alliance between Blackberry and AWS. 	<ol style="list-style-type: none"> 1.Volatility in demand for company's products and service due to covid-19. 2.The company is engaged in immensely competitive markets. 3.The performance of the company is dependent on its relationships with resellers and channel partners.

PESTLE Analysis :

The PESTLE Analysis for BlackBerry Limited is given below:

Political	Economical
1.Trusted provider of security and data privacy for the U.S. government.	1.The economic downturn caused by Covid-19 negatively impacted the QNX automotive software 2.Fluctuations in foreign exchange rates impact the business of the company
Social	Technological
1.Recruitment of high skilled employees needed for the IT industry is difficult 2.Increase in the number of malicious actors in the cybersecurity area	1. Advanced technology used to provide cybersecurity, safety and reliability 2. Intellectual property used to protect technology
Legal	Environmental
1.Subject to several privacy and data protection laws like European Union's General Data Protection Regulation	1.Various initiatives have been undertaken to reduce greenhouse gas emissions 2.Special attention paid to make products sustainable

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