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KYNDRYL SWOT & PESTLE ANALYSIS

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Company Name : Kyndryl

Company Sector : IT Service Management and Advisory

Operating Geography : United States, North America, Global

About the Company : Kyndryl is an IBM IT Infrastructure Services spin-off that specializes in the design, operation, and management of modern, reliable technical systems. The company was founded in 2020, and its headquarters are in New York. As of November 3, 2021, Kyndryl Holdings, Inc. has severed its ties with IBM Corporation. Through its subsidiaries, the Company provides apps, data, artificial intelligence (AI), cloud, core enterprise, digital workplace, security, and other services. Customers from all over the world, including 75 of the Fortune 100, rely on the company for expertise, value creation, speed, and agility. It employs approximately 140,000 people worldwide and offers management and strategy consulting, systems integration, and application management services. Business Transformation Services and Hybrid Cloud Services are the two major verticals. These two verticals are complementary to IBM's core clients in enterprise strategy, experience, technology, and operations. Kyndryl and Nokia established a worldwide network and edge computing cooperation in February, 2022, intending to assist enterprise clients with industrial-grade, reliable, and secure LTE and 5G private wireless networking to help them speed their digital transformations.

Kyndryl's unique selling proposition is that it is a top IT provider, enabling advancement while updating and managing the world's mission-critical systems and services. The mission statement of the company reads, "We design, build, manage and modernize the mission-critical technology systems that the world depends on every day. As a focused, independent company, we're building on our foundation of excellence by creating systems in new ways".

Revenue :

US\$4,579million –FY ending 31st Dec 2021 (y-o-y decline 5.7%)

US\$4,856million –FY ending 31st Dec 2020

SWOT Analysis :

The SWOT Analysis for Kyndryl is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Diversified product offering covering vital systems for IT infrastructure 2.Alliance with major global brands 3.Strong IT infrastructure to support business 4.High end clientele including 75% of Fortune 100 and more than 50% of Fortune 500 	<ul style="list-style-type: none"> 1.Inheriting IBM's unpopular business segment and declining revenues 2.Uncertainty due to de-merger with IBM resulted in loss of 700 customers over past two year
Opportunities	Threats
<ul style="list-style-type: none"> 1.Opportunity to expand its capabilities in digital transformation, data, and security services 2.Spin off from IBM doubled its TAM. 3.Strategic partnership with Microsoft to deliver advance solutions to customer's needs 4.Growing demand for the products it offers 	<ul style="list-style-type: none"> 1.Growing competition in IT industry especially in cloud computing segment 2.Doubt over its future plans can lead to poaching of its sub 50 million clients by competitors 3.Lack of experience as an independent company resulting in uncertainties over its future success

PESTLE Analysis :

The PESTLE Analysis for Kyndryl is given below:

Political	Economical
1.Impact of US-China Trade war 2.Political instability due to civil unrest across Latin America and Asia and geopolitical tensions in Middle East	1.Price gap between LSFO and HFO 2.Faster economic growth rate in the emerging markets as compared to the developed ones
Social	Technological
1.Employee Initiatives to enhance cultural and leadership transformation like Ignite 2.Contributions towards society by taking measures across the legacy areas of education, women and ocean	1.Operational efficiencies achieved due to smart and digital innovations 2.Deployment of blockchain technology in the Digital Supply Chain Platform
Legal	Environmental
1.Subjected to new stringent rules and policies like the EU GDPR introduction	1.Strategic partnerships with leading organizations like UN Global Compact to address sustainability concerns 2.Launch of green warehousing initiatives

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