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CIENA CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Ciena Corporation

Company Sector : Telecommunications

Operating Geography : United States, North America, Global

About the Company :

Ciena Corporation, headquartered in Hanover, Maryland, is a provider of telecommunications networking equipment and software services. David R. Huber, an electrical engineer, founded Ciena in 1992, under the name HydraLite. In 1994, the business was renamed Ciena. Networking Platforms, Platform Software and Services, Blue Planet Automation Software and Services, and Global Services are the four segments that the company operates under. The company's Converged Packet Optical and Packet Networking portfolios make up the Networking Platforms sector. The Platform Software and Services division provides customers with analytics, statistics, and planning capabilities to help them manage Ciena's Networking Platforms products in their networks. The Blue Planet Automation Software and Services division comprises microservices, a standards-based open software suite, and related services that help companies accomplish large-scale software and IT-led operations support system (OSS) changes. The Global Services division includes sales of Ciena's maintenance, training, installation, and deployment services, as well as network design. Telecommunications businesses, cable TV companies, large-scale online services companies, submarine network operators, and governments are among the users. Ciena also sells software to manage networks and automate numerous network processes, as well as network design, deployment, and management services. As of early 2022, the company has over 7,000 employees on its rolls.

Ciena's USP is that it provides best-in-class networking technology through high-touch consultative partnerships, supported by 26 years of experience constructing the world's most complex networks and being a networking industry pioneer. The mission statement of Ciena reads, "We're driven by a relentless pursuit of network innovation—enabling our customers to adapt within ever-changing environments to deliver richer, more connected experiences for their business and users"

Revenue :

US\$ 3,620.68 million - FY ending 31st October 2021

US\$ 3,532.16 million - FY ending 31st October 2020

SWOT Analysis :

The SWOT Analysis for Ciena Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Driving innovation through R&D investment and cutting-edge technological products 2.Minimized its risk by selling various equipment, software's and services in telecommunication, cloud and analytics industry. 3.Forms the Backbone of booming telecom industry 4.High customer satisfaction and market leading customers in AT&T, Verizon Communications and various governments. 5.Strong balance sheet, cash 	<ul style="list-style-type: none"> 1.It sources 3TG or conflict minerals from 3rd party sources risking legal and supply issues.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Opportunities to expand in European and Asian market 2.Rapid rise in digitalization, internet, smartphone, IOT adoption globally 3.Many countries banning Huawei 4.It can capitalize on the 5G roll out 5.Telecommunications sector to benefit from Biden administration's 2 trillion+ investment on infrastructure 	<ul style="list-style-type: none"> 1.Increase in both minimum wage and corporate taxes in US to impact its margins 2.Supply shortage and consolidation in semiconductors industry to impact its supply chain 3.Dynamic and competitive industry with bigger players like cisco, Huawei, Nokia 4.Increasing health concerns, fake news and propaganda against telecommunications technology and 5G

PESTLE Analysis :

The PESTLE Analysis for Ciena Corporation is given below:

Political	Economical
1.Poor US-China relations to prevent Chinese telcos to compete in US 2.Telecommunications considered as critical infrastructure has government support	1.US economy and global rebounds quickly after Covid 19 slump
Social	Technological
1.High speed internet and connectivity has become a basic need in western world 2.Cinema and Television are being replaced by streaming services such as YouTube, Netflix 3.Rapid adoption of smart phone and IOT devices	1.Cloud adoption by companies and businesses on the rise
Legal	Environmental
1.Indirect impact from Net Neutrality regulations 2.Data protection regulations like GDPR to impact telecom industry	1.Engagement in environmental management to minimize impact 2.Digital tech to help fight climate change

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