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## KEYSIGHT TECHNOLOGIES SWOT & PESTLE ANALYSIS

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**Company Name :** Keysight Technologies

**Company Sector :** Electronic Design Products and Services

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

**About the Company :**

Keysight Technologies is a test and measurement equipment and software company headquartered in the United States. Before becoming an independent firm, the group that became Keysight was Hewlett-and Packard's then Agilent's electronic test and measurement divisions. Agilent and Keysight Technologies were formally separated on November 1, 2014, and Keysight became an independent company. Measurement solutions and customer support and services are the two divisions of the company. The measurement solutions segment creates the majority of revenue and sells hardware and software, such as radiofrequency, microwave, and digital solutions. Customers who have purchased Keysight products can use the customer support and services area to acquire repair and calibration services, and refurbished equipment can be resold. On June 30, 2021, the company teamed together with industry leaders at Mobile World Congress 2021 to present 5G commercialisation options. Keysight has over 14,000 employees as of 2022.

Keysight Technologies' Unique Selling Point or USP lies in its being a leading technology company that delivers advanced design and validation solutions to help accelerate innovation to connect and secure the world. The mission statement of Keysight Technologies reads, "Since our beginnings in a Silicon Valley garage, our entrepreneurial spirit and passion have been focused on one mission: helping customers accelerate innovation to connect and secure the world".

**Revenue :**

US\$ 4,941 million – FY ending 31st October 2021(y-o-y growth 17%)

US\$ 4,221 million – FY ending 31st October 2020

## SWOT Analysis :

The SWOT Analysis for Keysight Technologies is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Comprehensive sales channel with global reach</li> <li>2.Best design capabilities due to proprietary software and hardware technology</li> <li>3.Market leading solutions across wide range of industries</li> <li>4.Broad portfolio of solutions addressing maximum customers' needs</li> </ul>	<ul style="list-style-type: none"> <li>1.Unable to utilize liquidity properly</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Boom in Chinese EDA industry expected</li> <li>2.Electronic Design industry growing fastest across value chain</li> <li>3.New electronic design development required for programmable platforms</li> </ul>	<ul style="list-style-type: none"> <li>1.Extended shutdown of operations due to uncertainty of pandemic</li> <li>2.Higher bargaining power with suppliers</li> <li>3.Excessive competition restricting growth in EDA industry</li> <li>4.Extreme pressure on customers impacting designs</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Keysight Technologies is given below:

Political	Economical
1.Nationalistic policies could result in increased transaction costs 2.Geopolitically provoked trade sanctions could hamper stakeholder relationships	1.Impact on financials due to currency exchange rate fluctuations 2.Semiconductor downturn cycle impacted electronic design industry
Social	Technological
1.EDA industry performance unaffected by work from home culture 2.Changing Asian Markets pulling EDA industry from the Americas	1.Large-scale development and commercial acceleration in 5G 2.Increasing sophistication in IoT requiring better electronic designs
Legal	Environmental
1.Change in tax laws or incentives impacting net profits	1.Energy conservation at workplace saving cost of operation

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