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AVAYA HOLDINGS CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Avaya Holdings Corporation

Company Sector : Digital Communications

Operating Geography : United States, North America, Global

About the Company :

Avaya Holdings is a Durham, North Carolina-based international technology business with a focus on workstream collaboration and cloud communications. In 2000, Lucent separated Avaya as a corporate body. From 2000 until 2007, it remained a publicly traded firm. Two private equity companies, TPG Capital and Silver Lake Partners, paid \$8.2 billion to acquire Avaya in October 2007. Unified communications (UCaaS), contact centre (CCaaS), customer experience platform (CPaaS), and services are all included in the company's Avaya OneCloud experience platform. Products & Solutions and Services are the two divisions the company operates under. The Products & Solutions segment creates, markets, and offers unified communications and contact centre solutions that can be used on-premises, in the cloud, or a hybrid environment. The Services business unit creates, markets, and sells international service packages that help clients assess, plan, design, implement, monitor, manage, and optimise their enterprise communications networks. Voice, e-mail, chat, social media, video, performance management, and simple third-party integration are all part of its communications solutions. Global support services, enterprise cloud and managed services, and professional services are the three business segments that make up its services. The business also provides a variety of business devices, such as video conferencing equipment and handsets, in the market. In June 2022, the company announced \$600 million in aggregate financing commitments.

The unique selling proposition (USP) of Avaya is that it serves businesses at 220,000 customer locations in 190 countries around the world and is the largest pure-play UC and CC company, ranking No. 1 in CC and No. 2 in UC and collaboration. The mission statement of the company reads, "To reimagine the ways people and businesses engage and experience the world"

Revenue :

US\$ 2,973 million - FY ending 30th September 2021

US\$ 2,873 million - FY ending 30th September 2020

SWOT Analysis :

The SWOT Analysis for Avaya Holdings Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Continuous innovation across the portfolio 2.Open cloud platform that can be customized 3.Global leader in digital communications 4.Significant R&D activity over the years 	<ul style="list-style-type: none"> 1.Open source softwares expose to exploitation 2.Highly indebted financial structure
Opportunities	Threats
<ul style="list-style-type: none"> 1.Need for work from anywhere solutions 2.Rise in demand for hybrid cloud 3.Shift of business leaders to IT priorities 	<ul style="list-style-type: none"> 1.Formidable competition in each vertical 2.Consolidations in industry will result in strong competitors 3.Personal devices used for work, challenge security

PESTLE Analysis :

The PESTLE Analysis for Avaya Holdings Corporation is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Significant tariffs by US are detrimental to operations 2. Complex nature of political relations complicate government contracts 3. Brexit has created uncertain business situation 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Fluctuation in global currency exchange rates negatively impacts cash flows
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Lack of team bonding in using business communication applications 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Multicloud systems can increase engagement 2. Artificial Intelligence (AI) integrated contact center increases customer loyalty
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Stringent data regulations hinder cloud-based solutions 2. Tax Cuts and Jobs Act will affect cash flows significantly 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Ill effects of energy intensive operations mitigated with carbon tracking

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