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CROWDSTRIKE HOLDINGS INC. SWOT & PESTLE ANALYSIS

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Company Name : CrowdStrike Holdings Inc.

Company Sector : Cybersecurity Technology

Operating Geography : United States, North America, Global

About the Company :

CrowdStrike Holdings, Inc. is an American cybersecurity technology business with headquarters in Austin, Texas. In 2011, George Kurtz, Dmitri Alperovitch, and Gregg Marston co-founded the company. The business provides endpoint security, threat intelligence, next-generation antivirus, incident response, ransomware, and endpoint detection and response as instances of its offerings. Based on artificial intelligence technology, the CrowdStrike Falcon platform gives businesses visibility into and security for endpoints across enterprises and hinders assaults on endpoints on or off the network. Markets that CrowdStrike serves include those in banking, manufacturing, education, energy, retail, insurance, and aviation. Fast incident responses, reporting on threat actors, adversary identification, and preventive services are just a few of its services. The company conducts business throughout the US, Europe, the Middle East, Africa, and Asia-Pacific. In August 2022, CrowdStrike Holdings unveiled the first AI-powered Indicators of Attack (IoAs) in the market, along with fresh ideas for fileless attack prevention at scale and improved visibility for covert cloud invasions.

The unique selling proposition of CrowdStrike lies in its being the only worldwide cyber security firm with the most cutting-edge cloud-native platform for safeguarding endpoints, cloud workloads, identities, and data. The mission statement of the company reads, "To stop breaches and our purpose is a promise: to provide safety and security to some of the world's largest, most influential companies and, by extension, the billions of people around the world who use their services".

Revenue :

\$1.45 billion - FY ending 31st Jan 2022 (y-o-y growth 66%)

\$874.4 million - FY ending 31st Jan 2021

SWOT Analysis :

The SWOT Analysis for CrowdStrike Holdings Inc. is given below:

| Strengths | Weaknesses |
|--|---|
| <ul style="list-style-type: none"> 1.Addition of Automated Asset Discovery to cloud platform. 2.Stellar y-o-y growth in revenue. 3.Announcement of CNAPP to accelerate threat hunting for cloud environments and workloads and reduce the time needed to respond. 4.Steady growth in subscription customers. | <ul style="list-style-type: none"> 1.There is history of losses and the company may not be able to achieve or sustain profitability in the future. 2.Reliance on third party data centers such as AWS. |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Opportunities to replace Carbon Black Post Broadcom-VMware Acquisition. 2.SaaS market is expected grow by more than 20 percent annually. 3.Increasingly sophisticated and damaging Cybersecurity threats will lead to rise in demand for CrowdStrike's products and services. | <ul style="list-style-type: none"> 1.Organizations may not adopt cloud-based SaaS-delivered endpoint security solutions. 2.Customers may not renew subscriptions and add additional cloud modules. 3.Continue to be a target of cyberattacks. 4.Future pandemics like COVID-19 could adversely affect global economic conditions. |

PESTLE Analysis :

The PESTLE Analysis for CrowdStrike Holdings Inc. is given below:

| Political | Economical |
|---|---|
| 1.Dependence on government organizations and policies undertaken by them. 2.Allegations of being part of political conspiracies | 1.Risks of an economic recession in the US. 2.The company is subject to risks associated with their equity investments, including partial or complete loss of invested capital. 3.Competitive pricing pressure may reduce gross profits and adversely affect financial results. 4.Risk of foreign currency exchange rate fluctuations. 5.Risk associated with rising inflation. |
| Social | Technological |
| 1. Gap in the demand for and availability of trained cybersecurity professionals. | 1.Increasingly sophisticated and damaging cybersecurity threats. 2.Difficulties in implementing Security technology. |
| Legal | Environmental |
| 1.The group may be asserted to collect taxes in jurisdictions where they don't, resulting in an increase in costs to its customers. | 1.The business is subject to risks of natural calamities. 2.Focus on implementing sustainable data centres. |

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