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NTT DATA EMEAL SWOT & PESTLE ANALYSIS

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Company Name : NTT Data EMEAL

Company Sector : Information Technology services

Operating Geography : EMEA, Global

About the Company :

NTT Data is a part of the conglomerate NTT Group of Companies which is based in Tokyo, Japan. They are the world's leading provider of information and technology services, and help clients enhance their business through consulting services, digital and IT modernization. NTT Data EMEAL is a part of a new launch of the NTT Data group of companies which now includes Europe, Middle East, Africa and Latin America. This new company was launched to bring together their everis, which operated from Europe and Latin America, and NTT Data EMEA, which is present in UK, Italy, Germany and Romania, under the same banner and management. The company has over 38000 employees spread across 25 countries and a revenue stream of 3 billion euros as of early 2023. This merging was done to bring together all the various subsidiaries of the NTT Data group under one banner so that they can provide seamless services and simplify and strengthen the organization.

The Unique Selling Proposition of NTT Data is its ability to bring its consulting expertise and deep industry knowledge to develop significant IT services that help companies around the world improve and enhance their digital footprint. The mission of NTT Data is to “use information technology to create new paradigms and value that help contribute to a more affluent and harmonious society.” Their Group Vision is to be a “Trusted Global Innovator”.

Revenue :

Euro 3 billion - FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for NTT Data EMEAL is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Established across 25 countries with a robust workforce strength 2.NTT Data EMEAL has multiple collaborations and partnerships 3.Backing of a strong and established parent company 4.Diversified service offering to various sectors 	<ul style="list-style-type: none"> 1.The new data center growth in Africa creates new opportunities 2.IT industry to grow at A 1
Opportunities	Threats
<ul style="list-style-type: none"> 1.6% CAGR 3.Growth of internet use 	<ul style="list-style-type: none"> 1.Cybersecurity threatens business credibility 2.Shortage of tech staff leads to rise in human resource cost

PESTLE Analysis :

The PESTLE Analysis for NTT Data EMEAL is given below:

Political	Economical
1. Passing of DSA in Europe would mean structural changes for IT companies 2. Russia-Ukraine war rattled the telecom and information industry	1. Rising inflation impacts IT pricing, costs and investments
Social	Technological
1. Rising demand for personalization among consumers 2. Consumers are becoming conscious about cybersecurity	1. Network Commodization in wireless industry leads to stagnant growth 2. Rise of blockchain in the industry 3. Partnership to deliver low-code automation security
Legal	Environmental
1. Strong focus on environment"	1.

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