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PEGASYSTEMS INC. SWOT & PESTLE ANALYSIS

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Company Name : Pegasystems Inc.

Company Sector : Software Technology

Operating Geography : United States, North America, Global

About the Company :

Pegasystems Inc., based in Cambridge, Massachusetts, is an American software firm. Pegasystems is a software company that was founded in 1983 by Alan Trefler and specializes in customer relationship management, robotic process automation, and business process management. PEGA has been a publicly traded firm since 1996. The Pega Platform, which is part of the Pega Infinity suite of applications for customer engagement and digital process automation, is the company's main software product. It is designed to connect customer interfaces with back-end process automation. Pegasystems claims that its apps are certified to run on Google Cloud as well as other public cloud platforms such as Microsoft Azure, Amazon Web Services, and Pivotal's Cloud Foundry. Insurance, financial services, healthcare, life sciences, government, manufacturing, high tech, communications & media, energy, and utilities are among Pegasystems' specialties. Trefler researched chess-playing computer systems before launching the company in the early 1980s. During its early years, the company specialized in case management, mostly for companies like American Express. As of early 2023, Pegasystems employed over 6,133 people.

The USP or Unique Selling Proposition of Pegasystems is that they have a scalable architecture and low-code platform to stay ahead of rapid change. Pegasystems' mission statement is "To deliver innovative software that crushes business complexity, so our clients can solve problems today and transform for tomorrow."

Revenue :

US\$ 1,212 million - FY ending 31st December 2021

US\$ 1,018 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Pegasystems Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Enterprise software suite Pega Infinity offers Business engagement in 8+ sectors 2.Revolutionary achievements with high performing software products 3.Notable organizational and technological excellence 4.Customer-centric business structuring 5.Top global companies in 8+ industry sectors as its clients 	<ul style="list-style-type: none"> 1.High liabilities and loss over last two consecutive years (FY 2019-20; FY 2020-21) 2.Steep decline in income from operations over the last 5 years
Opportunities	Threats
<ul style="list-style-type: none"> 1.Opportunity to increase market share in Asia Pacific 2.Pega cloud services may prove beneficial as a major revenue generator 3.Strategic acquisitions to expand reach 	<ul style="list-style-type: none"> 1.Reliance on third parties for major activities raises future concerns 2.Stiff competition from Fortune 100 IT companies 3.Uncertainty over retention rate of major revenue generating Pega Cloud subscriptions 4.Lay-off of employees amid recession fears

PESTLE Analysis :

The PESTLE Analysis for Pegasystems Inc. is given below:

Political	Economical
1.Major hack of an IT software company in USA can negatively impact Pegasystems' sales 2.Global economies gearing up to limit control of tech companies pose future concerns	1.Global chip shortage can stagnate company growth for even more than a year 2.Covid-19 pandemic adds up to slow growth of electronics and software firms 3.Urgent need for small and medium companies to adopt IT shows potential for Pegasystems
Social	Technological
1.Decreasing employment rate due to automated robot softwares may result in limited software use	1.Anti-laser technology can help faster data transmission, may boost company performance 2.Security concerns for cloud infrastructure can shift the market in favour of reputed firms
Legal	Environmental
1.Indian GST rules imposes tax on IT based services, will increase company expenses	1.Pegasystems should adopt the green movement for sustainable data center

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