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CISCO SYSTEMS SWOT & PESTLE ANALYSIS

Company Name : Cisco Systems

Company Sector : Information Technology, Networking Equipment

Operating Geography : United States, Global

About the Company : Cisco Systems, Inc. is an American multinational technology conglomerate based in San Jose, California. It was founded by Leonard Bosack and Sandy Lerner in 1984. The company develops, manufactures and sells networking hardware, software, telecommunication equipment, security and other high-technology services and products. It also provides switching, routing, wireless and data center products, network security, cloud and email security, identity and access management, advanced threat protection and unified threat management products. It also offers Internet of Things, domain security and energy management through its various acquisitions like OpenDNS, Webex, Jabber and Jasper. The services are provides to businesses of all sizes, public institutions, governments and service providers. In 2020, Fortune magazine ranked Cisco at number four on their annual list of the 100 Best Companies to Work For. It has approximately 77,500 employees across all its subsidiaries in 2020. On January 25, 2021, Cisco reincorporated in Delaware.

Cisco Systems, Inc.'s unique selling proposition lies in being one of the leading brands in the telecom service providers sector. Cisco Systems, Inc.'s mission statement reads, "To inspire new possibilities for our customers by reimagining their applications, securing their data, transforming their infrastructure, and empowering their teams."

Revenue :

$49.3 billion – FY ending July 25, 2020

$51.9 billion – FY ending July 27, 2019

SWOT Analysis :

The SWOT Analysis for Cisco Systems is given below:

Strengths	Weaknesses
1.Robust inorganic growth strategy 2.Leading market position in major product segments 3.Significant presence in all high-growth product segment 4.Focus on building leading internet capabilities through unparalleled innovation	1.Delay in order fulfilment due to various supply chain issues 2.Cisco smart switches allow hacker to take over devices
Opportunities	**Threats**
1.Spend on optics to continue to increase as speeds increase 2.Set to grow as the cloud data segment grows 3.Growth in software defined networking market 4.Increasing adaptability of cloud security solutions	1.Intense pressure of competition 2.The service provider market is quite volatile 3.Global semi-conductor shortage impacting Cisco

PESTLE Analysis :

The PESTLE Analysis for Cisco Systems is given below:

Political	Economical
1.Participation in policymaking and politico-corporate lobbying 2.U.S-China trade war impacting IT companies	1.Strong GDP growth in emerging markets 2.Exposed to volatile currency movements
Social	Technological
1.Rural broadband center to tackle digital divide 2.Increasing urbanization to accelerating digital economy and infrastructure 3.Trust and responsibility a critical aspect for integrity of solutions and networks	1.Internet and big data increasing concerns around complexity and security 2.Strategic acquisitions to shape the product portfolio with changing technology trends
Legal	Environmental
1.Strong compliance framework across the supply chain 2.Local regulations and government policies	1.Development of environmentally responsible products, services and operations 2.Strong emphasis on sustainability

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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