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PING IDENTITY CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Ping Identity Corporation

Company Sector : Identity management and Access software

Operating Geography : USA, North America, Global

About the Company :

Ping Identity Corporation is a leading provider of intelligent identity solutions. The company offers a comprehensive suite of cloud-based identity and access management (IAM) products and services that enable organizations to securely access, manage, and authenticate users and devices across their digital ecosystem. With Ping Identity's solutions, organizations can improve security, streamline user access, and enhance the user experience, all while maintaining compliance with data privacy regulations. Founded in 2002, Ping Identity is headquartered in Denver, Colorado, and serves a diverse range of customers in various industries, including financial services, healthcare, and government. The company is committed to innovation, customer success, and social responsibility, and has received numerous awards for its products and services. In the 2022 Gartner® Magic Quadrant™ for Access Management, Ping is positioned as a leader. As of early 2023, Ping Identity employed over 1400 people.

The USP of Ping Identity lies in it being a leading provider for Intelligent Identity solution for the enterprise. Ping Identity is committed to help enterprises achieve Zero Trust identity-defined security and more personalized, streamlined user experiences.

Revenue :

\$299,499 million - FY ending 31st December 2021

\$243,589 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Ping Identity Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Clients include half of the fortune 100 companies and more than 3 billion identities are protected 2.Provides superior customer experience with NPS of 61 3. Wide range of innovative products and solutions for large enterprises 4.Named as a market leader in access management in Gartner magic quadrant and other organizations 5.Several acquisitions and partnerships in the past years have helped in providing integrated solutions 6.Invests significant resources in R&D 	<ul style="list-style-type: none"> 1.Frequent changes in ownerships may affect management decisions 2.Products are not popular among small and mid-sized companies 3.Present across a smaller number of markets outside US
Opportunities	Threats
<ul style="list-style-type: none"> 1.Drive innovation by investing in strategic partnerships 2.Expand operations and sales in the international markets 3.Develop new suite of products to enter new areas 4.Integrations with strategic players to enhance growth 	<ul style="list-style-type: none"> 1.Competition from large enterprises can affect market share 2.Changing data law and regulations may hinder operations 3.Data breach attack may cause loss of consumer data

PESTLE Analysis :

The PESTLE Analysis for Ping Identity Corporation is given below:

<p style="text-align: center;">Political</p> <p>1. California Privacy Rights Act has come into effect from January 1, 2023 which was approved by parliament in 2020.</p> <p>2. To enhance cybersecurity, US government is boosting zero trust architecture.</p> <p>3. Indian government is going to introduce Digital Personal Data Protection Bill 2022 in Parliament in 2023.</p>	<p style="text-align: center;">Economical</p> <p>1. Leading economies may be affected by recession in 2023</p> <p>2. Global SAAS market size is projected to grow from USD 25</p>
<p style="text-align: center;">Social</p> <p>1. 1.7 billion in 2022 to USD 883.34 billion by 2029</p> <p style="text-align: center;">",,l"</p> <p style="text-align: center;">Social</p>	<p style="text-align: center;">Technological</p> <p>1. PWC's survey reveals that organizations are concerned about growing fraud activities on platforms</p> <p>2. Ageing can impact the security of facial recognition</p> <p style="text-align: center;">",,</p>
<p style="text-align: center;">Legal</p> <p>1. Organizations are adopting digital transformation strategies rapidly for survival</p> <p>2. Digital identities are gaining importance in a technology driven economy.</p> <p style="text-align: center;">",,l"</p> <p style="text-align: center;">Legal</p>	<p style="text-align: center;">Environmental</p> <p>1. Changes have been proposed to eIDAS regulation by the European parliament</p> <p>2. European authorities have made the implementation of GDPR laws stricter</p> <p>3. Involvement in lawsuit dents brand image</p> <p style="text-align: center;">",,</p>

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