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PALO ALTO SWOT & PESTLE ANALYSIS

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Company Name : Palo Alto

Company Sector : Network and Enterprise Security

Operating Geography : USA, North America, Global

About the Company : Palo Alto is a global leader in cybersecurity solution providing digital age solutions like firewalls across clouds, networks and mobile devices operating globally serving over 50,000 customers. Founded in 2005 by Israeli-American Nir Zuk, it is headquartered in Santa Clara, California. Palo Alto Networks pioneering Security Operating Platform ushers in digital transformation with zestful innovation that combines the latest breakthroughs in security, automation, and analytics. Palo Alto Network employs more than 5,100 employees worldwide as of 2018. This American multinational cybersecurity global leader currently serves over 54,000 customers in 150+ countries across multiple domains. More than 85 of the Fortune 100 and over 63% of the Global 2000 depend on Palo Alto for their cybersecurity needs. Gartner has consistently ranked them as an enterprise firewall market leader since 2011 through 2017. The Company also featured on Fortune Magazine's Top 50 companies changing the world (Sept. 2017) and Future 50 (Oct. 2017) lists.

Palo Alto's mission statement reads "to protect our way of life in the digital age by preventing successful cyberattacks." Palo Alto Networks USP or unique selling proposition lies in being the global leader in cybersecurity solutions serving top notch clients across the globe with its revolutionary solutions in this digital age.

Revenue :

\$ 2.3 billion – FY ending 31st July 2017 (y-o-y growth 29%)

\$1.7 billion – FY ending 31st July 2017 (y-o-y growth 27.8%)

\$1.37 billion – FY ending 31st July 2016

SWOT Analysis :

The SWOT Analysis for Palo Alto is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong association with partners 2.Technical, Infrastructural and R&D adeptness 3.Growing strategic partnerships 4.Strong support and subscription model 	<ul style="list-style-type: none"> 1.Inefficient inventory management 2.Varied operating income 3.Small number of channel partners contribute to a large chunk of the revenue
Opportunities	Threats
<ul style="list-style-type: none"> 1.New customers from online channel 2.Increase in Government spending 3.Growth through acquisitions 	<ul style="list-style-type: none"> 1.Uncertain global economic conditions 2.Intense competition from well-established firms 3.Governmental export and import controls

PESTLE Analysis :

The PESTLE Analysis for Palo Alto is given below:

<p style="text-align: center;">Political</p> <p>1.Trade barrier and political instability 2.Intellectual Property protection</p>	<p style="text-align: center;">Economical</p> <p>1.Fluctuations in Currency Markets 2.Government intervention in free market</p>
<p style="text-align: center;">Social</p> <p>1.Increasing cross culture and boundary inclusiveness 2.Skill level of population</p>	<p style="text-align: center;">Technological</p> <p>1.Technological advancements</p>
<p style="text-align: center;">Legal</p> <p>1.Regulatory approvals 2.Data Protection</p>	<p style="text-align: center;">Environmental</p> <p>1.Actionable steps to address climate change within the value chain</p>

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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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