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JUNIPER NETWORKS SWOT & PESTLE ANALYSIS

Company Name : Juniper Networks

Company Sector : Information Technology, Hardware

Operating Geography : United States, North America, Global

About the Company : Founded in 1996 by Pradeep Sindhu, Juniper Networks Inc. is an American multinational corporation which provides networking solutions headquartered in Sunnyvale, California. Juniper Networks delivers innovation across routing, switching and security. The company now has its presence all over America, Europe, Middle East, Africa, and Asia Pacific. Juniper network designs and develops products and services that support high-performance network infrastructure and is one of the leading providers of IP networking and security products. It believes the networks to be its single greatest vehicle for knowledge and also offers technical support, professional and educational services. The company has over 9,200 employees as of January 2019.

With its vision to bring simplicity to networking with products, solutions and services that connect the world, Juniper Networks has gained trust among its customers through its bold and excellent ideas and its innovations in software, silicon and systems transform the experience and economics of networking.

Revenue :

US$ $4,648 million – FY ended Dec 2018 (year-over-year growth of -8%)

US$ $5,027 million – FY ended Dec 2017

SWOT Analysis :

The SWOT Analysis for Juniper Networks is given below:

Strengths	Weaknesses
1.Strong Brand portfolio 2.Relationship with customers and dealers 3.Ground-breaking innovations across networking technology areas 4.Investments in R&D enhancing technological competence	1.Weak positioning in data centre switch segment 2.Limited security portfolio and low scale
Opportunities	Threats
1.Emerging technologies with large Total addressable market (TAM) 2.Acquisition of wireless device maker - Mist Systems 3.Opportunities in Enterprise and Telco segment	1.Political and Economic Instability of US with Trump's new policies 2.Highly competitive market 3.Market volatility impacting profitability

PESTLE Analysis :

The PESTLE Analysis for Juniper Networks is given below:

Political	Economical
1.Advantages of new tax regulations 2.Government policies and political uncertainties	1.Infrastructure quality in networking and device industry
Social	**Technological**
1.Urbanization increasing demand for networks and communication 2.Initiatives in STEM education	1.Increasing concerns around network complexity 2.5G transformation for service providers 3.Supply chain network optimization through technology initiative's
Legal	**Environmental**
1.Copyrights and changing data regulations	1.Environment responsible products and services

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support@swotandpestle.com