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## VMWARE SWOT & PESTLE ANALYSIS

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**Company Name :** VMware

**Company Sector :** Information Technology

**Operating Geography :** United States, North America, Global

**About the Company :** VMware is one of the biggest software companies which is publicly traded and is registered at NYSE. It is one of the few companies to virtualize x86 architecture and the first commercially successful company to do so. The desktop software of VMware operates on Windows, Linux, and MacOS whereas VMware ESXi, its software hypervisor operates on server hardware. Its products cover the important aspects like Cloud management, application management, storage and availability, networking and security and many more. VMware eases the desire of organizations to become digital businesses so as to ensure quality experience delivery to their end-users and empower its employees to perform their best. Its software spans across the fields such as computations, cloud infrastructure, networking, security, and digitalized workspace. It was founded in the year 1998 and is headquartered at Palo Alto, California, United States. The next evolution of Alibaba Cloud VMware Service, a jointly created public cloud service, was unveiled in April 2022 by Alibaba Cloud and VMware, Inc. Businesses all over China can accelerate the enterprise cloud transformation to support digital innovation with lower costs and risk thanks to Alibaba Cloud VMware Service.

VMware has pioneered the virtualization segment and has been delivering a consistent and a quality platform to its customers for cloud and business mobility, which is their unique selling proposition. The VM Ware vision statement reads, “To make the people empowered by simplifying IT solutions through virtualization, through innovation, which will drive the speed of business and bring in competitive advantage.” The mission statement reads, “To help their clients and customers in the digital transformation journey by enabling them with a software-centric and technology-defined approach to business.”

**Revenue :**

Gross revenue:

\$12,851 Million – FY ended 28th Jan, 2022 (YoY growth 9%)

\$11,767 Million – FY ended 29th Jan, 2021

**SWOT Analysis :**

The SWOT Analysis for VMware is given below:

Strengths	Weaknesses
<p>1.VMware's ability to operate "live migrations" for its users.</p> <p>2.VMWare products are more adaptable in different platforms.</p> <p>3.It has one of the best virtualization software in the segment, with the inclusion of virtual dual processors.</p>	<p>1.The brand communication is very low compared to its competitors.</p> <p>2.The product is also very less diversified which do not cater to needs of many users.</p>
Opportunities	Threats
<p>1.With the mainstream processes opting for virtualization along with the others, there are multiple opportunities on the cards for VMware.</p> <p>2.Since the revenues are high, ample investment can be on the diversification aspects of the products.</p>	<p>1.Economic slowdown is a prime threat.</p> <p>2.Security breach is always a big concern</p> <p>3.With technological advancement, competition is high in the form of opting newer technology and a greater number of companies coming up.</p>

**PESTLE Analysis :**

The PESTLE Analysis for VMware is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.US \u2013 China trade and technology war impacting business prospects</li> <li>2.Public policy engagement and lobbying</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Global economy is benefitted with software industry.</li> <li>2. Ease of doing business across globe has been a boon.</li> <li>3. Exchange rates are stable and encouraging</li> <li>4. Currency stability of host country.</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Demographics and resources skillset variance</li> <li>2. Power structure and hierarchy still persists.</li> <li>3. User acceptance to an innovation amidst existing technologies.</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Impact of technology on product offering</li> <li>2. Value chain structure is strengthened.</li> <li>3. Technological developments is always on the cards.</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Data protection regulation is a mandate against to fight against data theft.</li> <li>2. Employment and Discrimination law enforced with in full measure</li> <li>3. Consumer protection and safety law are keys to any business</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Impact of COVID-19 has brought the world to a standstill</li> <li>2. Attitude of sustainable growth and green technology</li> <li>3. Recycling and refurbishing is the need of the hour</li> </ol>

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