
S&P TEST

SWOT & PESTLE.com

NORTON LIFELOCK SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Norton LifeLock

Company Sector : IT & Technology

Operating Geography : United States, North America, Global

About the Company : Norton LifeLock (previously known as Symantec Corporation) is an American software company having its headquarters in Tempe, Arizona, United States. The company provides cyber security software and services and is a leader in Consumer Cyber safety. Norton LifeLock is a Fortune 500 company and a member of the S&P 500 stock-market index. By end of 2015, the Company got split into independent publicly traded companies; software security and information management subsidiaries. Subsequently, Symantec sold its information-management subsidiary, named Veritas Technologies (which Symantec had acquired in 2004) to The Carlyle Group on 29th January, 2016. On 9th of August, 2019, Broadcom Inc. acquired Enterprise Security software subsidiary of Symantec for \$10.7 billion and later changed the name of the company to Norton LifeLock Inc. As of early 2020, NortonLifeLock employs over 11,900 people globally.

However, the earlier name "Symantec" was a portmanteau of the words "syntax" and "semantics" with "technology". Norton LifeLock's USP or unique selling point lies in being a global leader in consumer Cyber Safety. It provides a wide range of products helping to secure the devices, private data, online privacy, and domestic and corporate needs of approximately 50 million individuals and over 350,000 organizations, partnering as a trusted ally in a complex digital world.

Revenue :

Total Sales and other operating revenues:

\$ 4731 million – FY ending March 29th, 2019 (y-o-y growth negative 2.1%)

\$ 4834 million – FY ending March 30th, 2018

SWOT Analysis :

The SWOT Analysis for Norton LifeLock is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Global leader in consumer Cyber safety 2.Breadth of product and services offerings 3.Good geographic revenue mix 4.Diversity and inclusion practiced 5.Business and consumer offerings are powered by the largest civilian threat intelligence network 6.Continuously adding innovation with novel products to strengthen competitive position 	<ol style="list-style-type: none"> 1.Pirated Versions costing the Company and the consumers 2.Security concerns and controversies 3.Restructuring and layoffs resulting from dwindling financial performance
Opportunities	Threats
<ol style="list-style-type: none"> 1.Increasing cybercrimes presenting scope for improved solutions Increasing internet users 2.Swelling number of internet users: 3.Uncovering patterns using AI and Machine learning: 4.Spreading awareness on the importance of anti-virus tools and harnessing the uninitiated 5.Integration with internet service providers or other software companies 6.Enhancing solutions and market reach by strategically acquiring companies with complementary technology 	<ol style="list-style-type: none"> 1.High Competition in the security and cybercrime protection industry 2.Birth of novel unseen threats arising from surge in IoT usage and rollout of 5G networks going undetected 3.PI leaks and data breaches

PESTLE Analysis :

The PESTLE Analysis for Norton LifeLock is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Governments' endorsement of digitization programs globally Tax policies 2. Data localisation mandate for countries 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Digital growth in the economy 2. Security laws and contractual commitments subject to privacy and data on processing PI 3. Consumer's willingness to pay the right price for cyber security solutions
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Level of societal education 2. Increasing use of mobile and smart consumer devices 3. Owning a medical device increases the risk of an Internet health crisis 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Automation, AI and integration in cyber security 2. Growing popularity of UPI (United payments Interface) 3. Rising digital extortion- Ransom
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Intellectual property infringement 2. Consumer protection laws 3. Data privacy concerns 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Increasing focus on business sustainability 2. Electronic waste disposal regulations

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

The complete report for **Norton LifeLock** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

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.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com