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NORTON LIFELOCK SWOT & PESTLE ANALYSIS

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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:

Political	Economical
1.Governments' endorsement of digitization programs globally Tax policies 2.Data localisation mandate for countries	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
Social	Technological
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	1.Automation, AI and integration in cyber security 2.Growing popularity of UPI (United payments Interface) 3.Rising digital extortion- Ransom
Legal	Environmental
1. Intellectual property infringement 2. Consumer protection laws 3. Data privacy concerns	1.Increasing focus on business sustainability 2.Electronic waste disposal regulations

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