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ORACLE CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Oracle Corporation

Company Sector : Information Technology

Operating Geography : United States, North America, Global

About the Company : Oracle Corporation, an American multinational technology company headquartered at Redwood Shores, California dealing in products and services related to Enterprise Information Management. It was founded in June 16, 1977 by visionaries Larry Ellison, Bob Miner, and Ed Oates, a team of gifted programmers and an Idea inspired by a paper on relational database management systems (RDMS) and articles on prototypes been researched in IBM Labs. What started as creating a perfect job and control of flexible hours for one person resulted in a Multi-Billion-dollar company, which today offers databases and relational servers, application development and decision support tools, and enterprise business applications. Oracle runs its software on many devices and networks such as personal digital assistants, set-top devices, PCs, workstations, minicomputers, mainframes, massively parallel computers etc. It serves businesses within the food and beverage, hotel and retail industries, government agencies, educational institutions and various other industries. The company started out as “Software Development Laboratories (SDL)” and was renamed and rebranded to match its global offerings and diversifications three times before renaming it today’s Oracle Corporation, officially named Oracle.

After more than 140 acquisitions and 20,000 partnerships, Oracle has grown from a 900 square feet office in 1977 to 135,000 employees as of May 2020, customer support and service specialists speaking 29 languages, and implementation consultants in 175 countries making it one of the most successful companies and the world’s largest database corporation with profit percentages in excess of 30%.

With a Mission to “Help people see data in new ways, discover insights, and unlock endless possibilities”, Oracle has indeed succeeded in harnessing potentials and establishing itself in all the domains of business through various tools, hardware and software in HR, Finance,

Operations, Marketing, Analytics, and many more. Oracle Corporation operates in multiple markets and its Operating model is organised in various separate Global Business Units (GBUs) targeting particular vertical markets, which include: Communications, Construction and engineering, Financial services, Food and Beverages, Health sciences, Hospitality, Retail, Utilities, etc.

Revenue :

\$ 39,068 million - FY ending May 2020 (y-o-y growth -1%)

\$ 39,506 million - FY ending May 2019 (y-o-y growth 0.3%)

\$ 39,383 million - FY ending May 2018

SWOT Analysis :

The SWOT Analysis for Oracle Corporation is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Strong and stable financial performance 2.First mover advantage in database segment 3.One Stop Solution for Products 4.Cloud platform leveraged to transform and unlock new value 5.Widely connected stakeholders from various domains and regions 6.Undisputable brand awareness & presence 	<ol style="list-style-type: none"> 1.Excessively reliant on brand perception and brand image
Opportunities	Threats
<ol style="list-style-type: none"> 1.Huge untapped market potential 2.Changing business scenario and consumer behavior 3.Demand for customized human experience platforms. 	<ol style="list-style-type: none"> 1.Highly competitive technology solutions market 2.Favored inorganic growth 3.Impact of foreign exchange volatility

PESTLE Analysis :

The PESTLE Analysis for Oracle Corporation is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Direct Impact due to change in Taxation Policies in the region of operation 2.Benefits and Disadvantages due to difference in Trade Regulations in different countries 3.Impact on US China trade tensions 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Volatility of exchange rate increasing the risk 2.GDP Growth trend and Economic Conditions 3.Impact of COVID-19 pandemic on economy and business operations.
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Increasing focus on ethical technology and trust 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Emergence of technology forces forming the backbone of business innovation and transformation: 2.Leveraging disruptive technologies to drive innovation
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Increase in cybersecurity threats giving rise to stringent regulations 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Developing solutions for a sustainable environment 2.Adopting environment standards in internal operations. 3.Strong implementation of responsible sourcing standards

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