

---

# S&P TEST

SWOT & PESTLE.com

---

## SLACK TECHNOLOGIES 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](mailto:support@swotandpestle.com).

**Company Name :** Slack Technologies

**Company Sector :** Information Technology- Cloud Computing and Software

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

**About the Company :** Slack Technologies Inc operates as a development collaboration software company. The company engages in the provision of various functions such as messaging, video and voice calls, organized conversations, integrated file sharing, and searchable history as well as multiple integrated third party tools through their team communication application. Slack is headquartered in San Francisco, California and has a workforce of approximately 2045 people with over nine offices around the world. Slack Technologies was founded in 2009 by Stewart Butterfield, Eric Costello, Cal Henderson and Serguei Mourachov. The company was formerly recognized as Tiny Speck, Inc and converted its name to Slack Technologies Inc in 2014. Slack is renowned for its creation of 'Slack'- a cloud based team collaboration tool. Its business messaging platform integrates a single unified archive accessible through vigorous search. Slack efficiently improves productivity in the work space through less meetings and a reduction in email. The company collaborates with numerous popular services such as Twitter, dropbox, Trello, Asana, Stripe, Google Docs, Zendesk and others to help integrate data for modern teams on these platforms. Slack also offers special features at a cost to its user along with a free version. Slack has been multifariously adopted by thousands of teams and millions of users since its launch. Slack was listed on Forbes Cloud 100 2018, earning a whopping #2 spot on the lists.

Slack Technologies' unique selling proposition or USP lies in being the fastest company to receive a billion-dollar valuation. I Slack Technologies' mission statement reads, "Making work simpler, more pleasant, and more productive."

**Revenue :**

\$ 630.4 million - FY ending 31st December 2019 (y-o-y growth 57.4%)

\$ 400.5 million - FY ending 31st December 2018

**SWOT Analysis :**

The SWOT Analysis for Slack Technologies is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Availability of more than 2000 applications within the Slack workspace grants great flexibility and convenience to users</li> <li>2.Subscription and freemium based business model makes Slack feasible for everyone</li> <li>3. Strong investments from trusted business groups would attract more investors</li> <li>4.Phenomenal institutional consumer base across the globe</li> <li>5.Bringing R&amp;D to life through agile cycles based on rapid testing and user feedback</li> <li>6.Differentiated go-to-market strategy</li> </ul>	<ul style="list-style-type: none"> <li>1.Lack of experience to deal with well-established organizations</li> <li>2.Although revenue continues to grow, Slack is stacking up losses</li> <li>3.Dependency on third party vendors for datacenters</li> <li>4.Surging operational expenses</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Competitive edge by becoming an open platform for app development and promotion within the workspace</li> <li>2.Classic tech company with scalability, especially in times when remote work culture is on the rise</li> </ul>	<ul style="list-style-type: none"> <li>1.Intensifying developments of cyber laws related to data sharing, data security and data privacy may hurt user sentiments</li> <li>2.Slack has intense competition from comparatively larger brands</li> <li>3.Dependence on only one vendor for datacenter</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Slack Technologies is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.European General Data Protection Regulation making growth of business uncertain</li> <li>2.Government restrictions downplaying the business of collaborations</li> <li>3.Brexit making business uncertain</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Loss of paid customers from hospitality and travel sector due to industry wide decline in Covid-19</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.The rise of remote working culture gives Slack an advantage as SaaS</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Better Internet connectivity promotes remote working</li> <li>2.Applications converting into cloud services give opportunity to incorporate third party apps with Slack interface</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Negative impact of data localization laws internationally</li> <li>2.Enjoys exemptions and reduced disclosure requirements for "emerging growth companies"</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Remote working has multiple benefits towards environmental sustainability</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Slack Technologies** SWOT & PESTLE Analysis is a paid report at **21.52 U.S.D.**

[\*\*Buy Now\*\*](#)

\* 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](http://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](mailto:support@swotandpestle.com)