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TERADATA CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Teradata Corporation

Company Sector : Information Technology- Software and Consulting

Operating Geography : United States, North America, Global

About the Company : Teradata operates as a database software company that provides cloud analytical data on its platforms through its integrated services for software technologies. The companies' consulting services include a diverse portfolio of solutions to aid organizations in their path to success. Teradata offers its services to multiple industries such as communications, financial services, government, healthcare, media and entertainment, oil and gas, transportation, retail, and insurance. The company is headquartered in San Diego, California and it employs a workforce of 8535 people across 65 locations as of 2020. Teradata was founded in January 1979 in Brentwood, California by Jack E. Shemer and Philip M. Neches and Walter E. Muir, Jerold R. Modes, William P. Worth, Carroll Reed and David Hartke, Walter E. Muir, Jerold R. Modes, William P. Worth, Carroll Reed and David Hartke. The company mainly operates in three segments: Business analytics, cloud products and consulting. Teradata offers its analytical services internationally and it is widely renowned for helping its clients achieve their analytical goals by rapidly preserving business value whilst reducing risks at every juncture. Teradata was recently honoured with the title of being 'World's Most Ethical Company 2019'.

Teradata's unique selling proposition or USP lies in being the world's largest company primarily focused on creating businesses through database software. Teradata's mission statement reads, "We're on a mission to disrupt current thinking and to make the world a better place. When we champion one another, share our expertise, and learn from each other—regardless of department or expertise—we multiply our value."

Revenue :

\$ 1,899 million - FY ending 31st December 2019 (y-o-y growth 8.6%)

\$ 2,164 million - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Teradata Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Rich client base across the globe 2.Subscription based pricing makes Teradata available to all sizes of organization 3.A leader among data management solution providers 	<ul style="list-style-type: none"> 1.Falling business in Americas 2.High dependence on American market
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increase foothold in Asian market through gaining grounds in India 2.Analytics to play a huge role in healthcare industry 3.Grab government contracts for works in data management and analytics 	<ul style="list-style-type: none"> 1.Intense Competition from established firms 2.Continuously changing business strategies may affect consumer sentiments 3.Calls for significant investment for an organisation 4.Consulting business to suffer heavily during the pandemic as client visits are off

PESTLE Analysis :

The PESTLE Analysis for Teradata Corporation is given below:

Political	Economical
1.Governments align towards analytics to increase efficiency	1.Impact of foreign exchange fluctuation
Social	Technological
1.Mass electronic surveillance will increase requirements of data analytics software	1.Evolution of AI increasing vitality of data analytics 2.Businesses relying on data analytics for their growth 3.Cloud analytics facilitating real time decision making 4.Pervasive data intelligence to arrest FinCrime
Legal	Environmental
1.Constantly AI laws evolving across the globe creates worries for IT firms	1.Teradata using AI to avoid wildlife poaching

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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.

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