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UNISYS CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Unisys Corporation

Company Sector : Information Technology – Cloud Computing and Software

Operating Geography : United States, North America, Global

About the Company : Unisys Corporation is an American global information technology company headquartered in Blue Bell, Pennsylvania. It provides IT services, software and technology. Founded in 1986, the company is the legacy proprietor of the Burroughs and UNIVAC line of computers. The merger of mainframe corporations Sperry and Burroughs formed the company in 1986, with the latter buying the former for \$4.8 billion. The name of the company is pieced together from the words united, information and systems. Unisys Corporation announced that in August 2020, Nelson Hall has listed the organization as the regional market sector leader in the Evaluation & Assessment Tool Vendor Analysis report for Advanced Digital Workplace Service, for the third straight year. The products and services offered by Unisys include outsourcing and managed services, systems integration and consulting services, high end server technology, cybersecurity and cloud management software, and maintenance and support services. It also operates data centers around the world. The list of awards and recognitions achieved by Unisys in 2020 is flatteringly long. The APAC Paragon 2020 Awards for Civil Registry System Modernization's Positive Impact on the Community, DEI Best Place to Work for Disability Inclusion 2020 and The STAT Trade Times 2020 International Award for Excellence in Air Cargo, are just to name a few. This information technology consulting services company also featured in the 2020 list of Diversity Inc's Top 50 companies.

Unisys Corps' Unique Selling Proposition or USP lies in offering game-changing services and products in the IT industry and maintaining its position in the list of top IT consulting companies of the world. Unisys is a global information technology company that builds high-performance, security-centric solutions for the most demanding businesses and governments on Earth. Unisys' mission statement reads "Enhancing people's lives through secure, reliable advanced technology."

Revenue :

\$ 2,948.7 million - FY ending 31st December 2019 (y-o-y growth 4.34%)

\$ 2,825.0 million - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Unisys Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Region centric approach to promote brand visibility 2. Strong presence in government sector 3.Presence in the booming business of cloud computing 4.Multiple products and wide services portfolio 	<ul style="list-style-type: none"> 1.No presence in media and entertainment segment 2.No presence in Automotive IT solution segment 3.Significant dependency on U.S. pension plans for revenue 4.Loss making organization
Opportunities	Threats
<ul style="list-style-type: none"> 1.Decreasing debt through restructuring 2.New sets of opportunity in the healthcare sector 	<ul style="list-style-type: none"> 1.Curbs on competing for upcoming US Federal businesses 2.High competition in its offerings

PESTLE Analysis :

The PESTLE Analysis for Unisys Corporation is given below:

Political	Economical
1.US China Trade War disrupting business sentiments 2.Brexit making European business uncertain 3.Revised US Federal income tax laws result in big savings for corporates	1.Daunting uncertainty due to Covid epidemic 2.Effect of currency fluctuation and high inflation in operational regions
Social	Technological
1.Affordable cost of employment in South East Asia in IT	1.Unisys giving solutions for digital transformation of businesses 2.Improving internet connectivity creating the environment of cloud computing
Legal	Environmental
1.Lawsuits and litigations with government bodies tarnishing brand equity	1.Emphasis to reduce carbon footprint

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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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