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MOTOROLA SOLUTIONS SWOT & PESTLE ANALYSIS

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Company Name : Motorola Solutions

Company Sector : Telecommunication, Communications Equipment Company

Operating Geography : United States, North America, Global

About the Company : Motorola Solutions, Inc., is an American company which provides data communications and telecommunication equipment, an offspring of the Motorola Company, following the spinoff of the mobile phone division into Motorola Mobility in 2011. It has its headquarters in Chicago, Illinois. The company is the legal successor of the old Motorola, Inc. Which was founded in 1928; In January, 2011 Motorola Solutions started trading as a separate independent company. It manufactures and sells communications products and services to public safety and government agencies (law enforcement, fire, emergency medical services, and national government security) and also private entities which involves utilities, mining, energy, hospitality, retail, manufacturing, transportation and logistics. The company also produces two-way radios and public radio systems for first-responders, law enforcement and software packages for command centers, mapping and drone surveillance. Motorola Solutions also manufactures body cameras under the Watchguard Video brand, emergency sirens under the Futurecom Systems brand and security surveillance under the Avigilon brand. In September 2020, the company completed its acquisition of Polaris Networks a global Solutions provider for wireless technologies. On 11 February, 2021 Motorola Solutions announced a new Video-as-a-Service offering, which combines body-worn cameras, digital evidence management software and cloud-based support in a bundle for law enforcement agencies.

Motorola Solutions Inc.'s Unique Selling Proposition or USP lies in it being a global leader in mission-critical communications and analytics. The company's mission statement reads, "Since 1928, Motorola Solutions has revolutionized communications - creating innovative, mission-critical communication solutions and services that help public safety and commercial customers build safer cities and thriving communities".

Motorola Solutions is a global leader in mission critical communications and analytics. In

mission critical messaging, command center software and video surveillance, their infrastructure systems, assisted by controlled and support services, make cities safer and assist neighborhoods and businesses to prosper. In over 100 nations, the company represents more than 100,000 public protection and industrial clients and has a strong engineering history spanning more than 90 years. We serve our customers with a global footprint of sales in more than 100 countries and 17,000 employees worldwide utilizing our industry leading innovation and a deep portfolio of products and services.

Revenue :

US\$ 7.89 billion – FY ending 31st December, 2019

US\$ 7.34 billion – FY ending 31st December, 2018

SWOT Analysis :

The SWOT Analysis for Motorola Solutions is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Diversified product portfolio catering to a wide range of clients 2. Thousands of patents focused on wireless technologies and mission-critical 3. Addressing public safety challenges with cloud-based solutions 4. Global commitment and Corporate Social Responsibility at Motorola Solutions 5. Growing emphasis on Research & Development 	<ul style="list-style-type: none"> 1. Losing on a substantial portfolio of intellectual property rights, including patents due to divestiture
Opportunities	Threats
<ul style="list-style-type: none"> 1. Huge addressable market and global presence 2. The APX NEXT digital launch \u2013 A promising innovation 3. Motorola expands Cybersecurity services to defend public safety agencies 4. Telstra and Motorola Solutions to deliver public safety communication network for Tasmania 	<ul style="list-style-type: none"> 1. Competitive bidding and subsequent consequences 2. Increasing competition in the industry 3. Major impact in growth due to political instability and Covid-19 pandemic

PESTLE Analysis :

The PESTLE Analysis for Motorola Solutions is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Governments across the globe are tightening the noose around national security vulnerabilities 2. Uncertainty in the global geopolitical landscape 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Exposed to currency fluctuations due to the company's procurement process
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Difficult to recruit and retain the types of engineers and other highly-skilled employees that are needed in this industry 2. Increasing crimes mandating protocols for public safety 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Need for significant investments in technologies in this industry 2. Intellectual property with respect to technologies being used
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Subject to laws and regulations regarding data protection, privacy 2. Privacy related legislation and regulations pertaining to artificial intelligence 3. Utilizing DRC Conflict Free components and parts 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Role of Environmental legislation over the company's operations 2. Reducing the direct environmental impact of products

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