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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 twoway 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, missioncritical 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
1.Diversified product portfolio catering to a	1. Losing on a substantial portfolio of
wide range of clients	intellectual property rights, including patents
2.Thousands of patents focused on wireless	due to divestiture
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	
Opportunities	Threats
1.Huge addressable market and global	1.Competitive bidding and subsequent
presence	consequences
2.The APX NEXT digital launch \u2013 A	2.Increasing competition in the industry
promising innovation	3.Major impact in growth due to political
3.Motorola expands Cybersecurity services to	instability and Covid-19 pandemic
3.Motorola expands Cybersecurity services to defend public safety agencies	instability and Covid-19 pandemic
	instability and Covid-19 pandemic
defend public safety agencies	instability and Covid-19 pandemic



#### **PESTLE Analysis :**

The PESTLE Analysis for Motorola Solutions is given below:

Political	Economical
1.Governments across the globe are tightening	1.Exposed to currency fluctuations due to the
the noose around national security	company's procurement process
vulnerabilities	
2.Uncertainty in the global geopolitical	
landscape	
Social	Technological
1.Difficult to recruit and retain the types of	1.Need for significant investments in
engineers and other highly-skilled employees	technologies in this industry
that are needed in this industry	2.Intellectual property with respect to
2.Increasing crimes mandating protocols for	technologies being used
public safety	
Legal	Environmental
1.Subject to laws and regulations regarding	1.Role of Environmental legislation over the
data protection, privacy	company's operations
2.Privacy related legislation and regulations	2.Reducing the direct environmental impact of
pertaining to artificial intelligence	products
3.Utilizing DRC Conflict Free components and	
parts	

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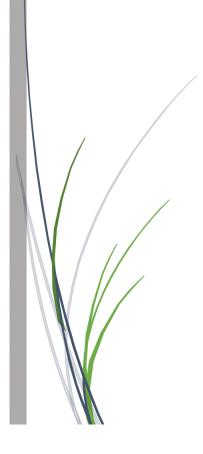


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