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QUALTRICS SWOT & PESTLE ANALYSIS

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Company Name : Qualtrics

Company Sector : Software services

Operating Geography : United States, North America, Global

About the Company : Qualtrics, a prominent experience management firm, is headquartered in Seattle, Washington, and Provo, Utah, operating primarily in the US. Established in 2002 by Scott M. Smith, Ryan Smith, Jared Smith, and Stuart Orgill, Qualtrics is renowned for its Experience Management (XM) platform. This software empowers businesses to continuously assess and enhance the quality of key experiences, including those related to customers, employees, products, and brands. Organizations leverage Qualtrics to engage meaningfully at every touchpoint, predict impactful changes, and understand stakeholder experiences comprehensively. The company's Technical Account Manager plays a crucial role in advancing XM programs by providing ongoing technical insights, knowledge, and innovative solutions. Qualtrics' solution delivery team meticulously follows program blueprints, delivering fully configured programs with integrations, customizations, and migrations. In a significant development, SAP expressed its intention to take Qualtrics public in July 2020, and the company commenced trading on the Nasdaq in January 2021. A noteworthy acquisition took place in June 2023, as Silver Lake, in collaboration with co-investors and CPP Investments, completed the acquisition of all remaining shares in Qualtrics, previously unowned by Silver Lake. This acquisition included SAP's majority stake, effectively transferring complete ownership to Silver Lake and its partners. Recognized as a leader and innovator in the Experience Management category, Qualtrics attained the position of Leader in the inaugural IDC MarketScape: Worldwide Voice of the Customer Applications 2023–2024 Vendor Assessment.

Qualtrics's Unique Selling Point or USP lies in it being the leading experience data (X-data) company, and it is owned by SAP, the market leader in operational data (O-data). Qualtrics's mission statement reads, "At Qualtrics, our mission is to close the experience gap".

Revenue :

US\$1,458.6 million - FY ending 31st December 2022 (Y-O-Y growth of 36%)

US\$1,075.7 million - FY ending 31st December 2021

SWOT Analysis :

The SWOT Analysis for Qualtrics is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Single integrated platform providing solutions 2.Platform is built for action keeping customers engaged 3.Comprehensive data collection and real-time insights are provided which give immense value to the customers 4.A recognized leader in experience management 5.Expanding global presence 	<ul style="list-style-type: none"> 1.Reliance with SAP may affect the profitability of the company 2.Limited ways of acquiring new customers to generate revenues 3.No net profits since 2018 for the company
Opportunities	Threats
<ul style="list-style-type: none"> 1.Utilizing AI tools in its products for better results 2.Acquisition by Silver Lake and CPP Investments 	<ul style="list-style-type: none"> 1.Risk of data breaches which may lead to loss of customers 2.Economic downturn can affect the spending of consumers

PESTLE Analysis :

The PESTLE Analysis for Qualtrics is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Impact of the Biden administration on the information technology industry 2.US-China trade war affects the information technology and software industry 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Impact of inflation on the US's software industry 2.Impact of global recession on software and information technology
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Use of social media as a source of data for experience management software 2.Potential to use online and mobile trackers as a source of data 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Use of AI ML and other new technologies to make experience management better 2.Risk of cyber-attacks on software companies 3.The rise in the use of voice assistants may lead to innovations in acquiring data from the voice input of customers
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Data privacy laws and regulations 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Impact of climate change on the US's software and information technology industry 2.The potential of artificial intelligence to reduce emissions

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