

---

# S&P TEST

SWOT & PESTLE.com

---

## IBM SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. Topurchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** IBM

**Company Sector :** Information Technology, Cognitive Solutions and Cloud Platform

**Operating Geography :** North America, United States, Global

**About the Company :**

International Business Machines Corporation popularly known as IBM is an information technology multinational company, incepted in the year 1911 and is headquartered in Armonk, New York, US. Primarily it was a hardware, middleware and software manufacturer but presently it offers services and solutions in cloud computing, hosting, cognitive technologies, data and analytics, security and mobile solutions. It provides services to more than 175 countries worldwide and has close to 400,000 employees globally as of early 2023. IBM's business strategy is designed to support two major goals - helping clients to move to the digital era by bringing together innovative technology and industry expertise, and providing long-term value to shareholders.

IBM's mission statement states 'To lead in the invention, development and manufacture of the industry's most advanced information technologies, including computer systems, software, storage systems and microelectronics and to be the best financial services company in the world.' IBM's vision is 'Innovation through cooperation.'

**Revenue :**

US\$ 60.5 billion - FY ending 31st December 2022 (y-o-y growth 5.5%)

US\$ 57.3 billion - FY ending 31st December 2021

## SWOT Analysis :

The SWOT Analysis for IBM is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong global presence in leading technology products and solutions</li> <li>2.Strategic imperatives - cloud, analytics, mobile, social, and security businesses</li> <li>3.Client list includes world's most successful enterprises</li> <li>4.Strong leadership in patents laying the foundation for smarter business</li> </ul>	<ul style="list-style-type: none"> <li>1.Loss of confidence expressed by major shareholder</li> <li>2.IBM top brass accused of using mainframes to prop up Watson, cloud sales</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Growth opportunities in government business segment</li> <li>2.Leverage opportunities in quantum computing</li> <li>3.Growth opportunities in emerging countries, like India</li> <li>4.Strategic mergers and acquisitions to facilitate growth</li> </ul>	<ul style="list-style-type: none"> <li>1.Stiff competition in the cloud and analytics segment</li> <li>2.Trade war and economic policies</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for IBM is given below:

Political	Economical
1.Impact of Russia-Ukraine war on business	1.Overhauling of H1B work visa program by Trump administration 2.Strong economy in emerging markets
Social	Technological
1.Increase in adoption of e-commerce by consumers 2.Growing adoption of digital payment methods	1.Technology integration initiatives across industries 2.Increasing adoption of Cloud services 3.Partnership for 5G integration
Legal	Environmental
1.Increasingly stringent regulations for e-waste	1.Leveraging technology for environmental protection 2.Internal organizational initiatives on environmental sustainability

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **IBM** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

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.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
**[support@swotandpestle.com](mailto:support@swotandpestle.com)**