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# S&P TEST

SWOT & PESTLE.com

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## IBM SWOT & PESTLE ANALYSIS

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**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:

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

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

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