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## AKAMAI TECHNOLOGIES INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Akamai Technologies Inc.

**Company Sector :** CDN and Cloud Services

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

**About the Company :** Akamai Technologies Inc., established in 1998, headquartered in Cambridge, Massachusetts in the United States which provides solutions for delivering, optimizing and securing content and business applications over the Internet. The Company operates in various portfolios of edge security, web and mobile performance, and OTT solutions. It conveys servers and innovation at the edge of the web by setting touchpoints on its perimeter in more than 130 nations and around 1500 networks around the globe. Their customers include a large percentage of the World's most important brands including media companies, online retailers, various government and financial institutes, and other leading enterprises. As of 2020, the company has approximately 8,368 employees. It's Fortune 500 2021 rank is 711. In February 2021, Akamai declared that it has agreed to acquire Inverse, a Montreal-based IT company.

Akamai Technologies Inc. unique selling proposition lies in being a leading provider of Cloud Computing services and Content Deliver Network. Akamai mission statement reads, "Our mission is to make digital experiences fast, intelligent and secure. Our intelligent edge platform surrounds everything, from the enterprise to the cloud. It keeps apps and experiences closer to users — and attacks and threats far away."

**Revenue :**

\$3,198 million – FY ended Dec 2020 (year-over-year 10.5% growth)

\$2,894 million – FY ended Dec 2019 (year-over-year 8% growth)

\$2,714 million – FY ended Dec 2018

**SWOT Analysis :**

The SWOT Analysis for Akamai Technologies Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Industry's most expansive service portfolio, including web and mobile acceleration, media, and security services</li> <li>2. Unmatched customer service and round the clock monitoring</li> <li>3. Established technology and network through Akamai Intelligent Edge Platform</li> <li>4. New product innovation across all divisions</li> <li>5. Akamai named leader for being recognized in the 10 most significant Web Application Firewalls (WAF) providers</li> </ul>	<ul style="list-style-type: none"> <li>1. Involved in various legal matters and thus incurred losses related to it</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. The security solutions have made significant contribution to revenue growth</li> <li>2. A new customer base to target which uses their services for video, gaming downloads and social media, etc.</li> <li>3. Expand market outside United States</li> </ul>	<ul style="list-style-type: none"> <li>1. High competition in CDN industry and volume discount offered by competitors</li> <li>2. Slower growth of web performance solutions particularly in commerce and travel and hospitality industries</li> <li>3. Current and potential large customers shift to hardware-based or other DIY internal solutions</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Akamai Technologies Inc. is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Potential sanctions that may be imposed by the U.S. government against doing business with certain non-U.S. persons or entity</li> <li>2.United Kingdom withdrawal from European Union can adversely affect Akamai in terms of regulations and legal aspect</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Fluctuations in foreign currency exchange rates will affect the financial results</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Restructuring and reorganization activities may be disruptive to operations</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Akamai shifts focus on Edge Innovations to meet growing user expectations for online video performance</li> <li>2.Blockchain and IoT bringing up new business opportunities</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Law and regulation related to privacy e.g. GDPR, etc. and other security requirement on the internet</li> <li>2.Theft of intellectual property in high-risk countries where they operate</li> <li>3.Lawsuits arising from patent or copyright infringement</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Established a responsible e-waste management</li> <li>2.Global climate change and related natural resource conservation regulations.</li> <li>3.Sustainable data centers to improve the power usage effectively</li> </ol>

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