

Akamai Technologies

“SWOT is an acronym for the internal Strengths and Weaknesses of a firm and the environmental Opportunities and Threats facing that firm. SWOT analysis is a widely used technique through which managers create a quick overview of a company’s strategic situation. The technique is based on the assumption that an effective strategy derives from a sound “fit” between a firm’s internal resources (strengths and weaknesses) and its external situation (opportunities and threats). A good fit maximizes a firm’s strengths and opportunities and minimizes its weaknesses and threats. Accurately applied, this simple assumption has powerful implications for the design of a successful strategy.”

Akamai Technologies

Akamai Technologies (Akamai) is a provider of technology solutions to business enterprises for content management and enhancing application delivery on internet. The company primarily operates in the US. It is headquartered in Cambridge, Massachusetts and employs about 1,300 people.

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Strengths, Weaknesses, Opportunities and Threats (SWOT)

Location of Factor	TYPE OF FACTOR	
	Favorable	Unfavorable
Internal	Strengths <ul style="list-style-type: none"> ➤ Premier customers and partners ➤ Wide spread delivery network and strong R&D ➤ Strong financial performance 	Weaknesses <ul style="list-style-type: none"> ➤ Dependence on the US ➤ Short term liquidity concerns
External	Opportunities <ul style="list-style-type: none"> ➤ Acquisitions and service innovations ➤ Increasing bandwidth demands ➤ Growing online social networking 	Threats <ul style="list-style-type: none"> ➤ Intense competition ➤ In house hosting ➤ Rapid technology changes

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