

# Diebold Inc – SWOT Framework Analysis

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## Abstracts

Diebold, Incorporated is an American company which is engaged in providing integrated self-service delivery and security systems and services to the financial, commercial, government and retail markets. Sales of systems and equipment are made directly to customers by the Company's sales personnel, manufacturers' representatives and distributors globally. The sales and support organizations work closely with customers and their consultants to analyze and fulfill the customers' needs. The Company has two lines of business: Self-Service Solutions and Security Solutions. The Company's segments are consisted of two sales channels: Diebold North America (DNA) and Diebold International (DI). The DNA segment sells and services financial and retail systems in the United States and Canada. In September 2012, it acquired GAS Tecnologia (GAS).

SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective. SWOT analysis groups key pieces of information into two main categories:

Internal factors – The strengths and weaknesses internal to the organization.

External factors – The opportunities and threats presented by the external environment.

Aruvian Research analyzes Diebold in a SWOT analysis and looks at the company's strengths, weaknesses, opportunities and threats in this comprehensive research report.

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