**SWOT Analysis**

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Cerner Inc., is an Information Technology company focus on the health care industry the main focus of the company is to digitalize every process inside the hospital from the emergency room to the pharmacy, this SWOT analysis identify the internal strengths and weaknesses of moving to Latin America.

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| Strengths | Weaknesses |
| * **Knowledge:** the company already have 30 years of experience in hospital digitalization. * **Patents:** Cerner is number one IT company in the world they have patents for the Sepsis algorithm that detect Sepsis before the patient gets it. * **Location:** Cerner as offices all around the world which helps the company to have 24/7 support you’re the hospital. | * The company wants to move to a new location but we will have to find a local partner to do it. * Cerner also need the knowledge from the local doctor to make sure that that EMR can be implemented * The price of the Software it is to high for the market |
| Opportunities | Threats |
| * Latin America market represent 30% of the world population if the company can enter that marker it will be a lot of revenue. * This location will but center in a new time zone which will help the company in building data centers and also they can support other regions off hours | * Country does not have electricity 24/7 company will have to spend money in the own source of electricity. * Internet it is not fast enough to keep up with the demands of data. * Cerner will have to find a way to navigate the system this countries does not have a clear system and procedures and Cerner should be careful with that. |