Analysis summary

From all these analyses we can see Optimation is already a nicely structured business and a very accomplished IT service business in New Zealand but still isn’t the best. They can still improve in multiple ways. From the SWOT analysis, the company has a lot of experience in the field but if they are not careful other companies can get ahead of them. With the PEST analysis we can see how different factors of the world can affect the business. For example, new technologies wouldn’t interfere with their company because they most likely will take advantage of it instead. In the Balanced Scorecard analysis, it shows the key indicators the business needs to accomplish their goals. The Gartner Quadrant shows the competitors in the same field and how good Optimation are considered in the industry and how they can improve. The Enterprise Architecture shows the technology used by Optimation.