Optimation

About the Organization

Vision/Purpose:

Optimation is a company which provides services for businesses who need help in IT related matters. The company wants to improve businesses across New Zealand with their IT solutions. Optimation’s vision is to help businesses succeed through the smart use of technology.

Mission:

Optimation’s mission is to provide customers that are looking for transformation that is led by technology to drive innovation and efficiency in the new digital economy.

Goals:

Optimation’s goals is to build better businesses by providing solutions which help innovate and unlock tangible benefits. Another goal of theirs is to support each culture that is like an extended family. They also want to maintain relationships they have with their customers. Making sure the company is successful and foster a sustainable IT sector.

Objectives:

Optimation’s objectives is to increase efficiency and find value in organizational data and information. They use their own solutions to this. They approach work and each other by showing integrity, empowerment, respect, professionalism, and open support for each other.

SWOT analysis

Strength:  
A lot of services they provide  
25 years of experience/experts in their field   
trusted by big name companies   
Company has expanded to Australia

Weakness:  
hard to adapt to every situation since businesses have different problems  
projects take a long time and cost a lot of money and resources  
Not many locations around New Zealand and Australia so it would be harder to meet customers face to face

Opportunity:  
Expansion  
Learning new methods to help businesses  
Take advantage of new technologies that release

Threats:  
other companies in the same field  
always new technologies coming out so if they are not prepared it can quickly turn into a threat   
hacking   
leaks