The Business Environments: Ping Identity and the Technological Field

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Today's business environments are faster paced and more complex than ever, and the technology field is no exception. Having an understanding of how businesses work is crucial for a business to keep up. Ping Identity is an example of a business where this comes into play. As a company that manages digital security and identity for large businesses, Ping Identity has a lot on its shoulders. There are only a handful of other companies out there that perform similar functions, so competition is intense. To make sure it can keep up with the competition, it must have a full understanding of the environments of businesses.

**1. What influences the far-external environment?**

There are many factors that make up the far-external environment. They include political, economic, social, technology, legal, and environmental. These factors typically cannot be controlled by the business. Instead, a business can only respond and react to them.

The way Ping Identity handles the far-external environment can cause the company to rise up or fall flat. There are many ways they candle handle unexpected events. They can develop servers that can be easily restored following a natural disaster. They can make use of the latest technology to make their service improved and more attractive to customers. Importantly, they must comply with any new laws that will affect their business, such as digital privacy laws.

**2. What influences the near-external environment?**

The near-external environment consists of factors that the business has partial control over. For a business such as Ping Identity, the main factors of the near-external environment include competitors and customers.

Ping Identity's main competitors are OneLogin, ForgeRock, and SecureAuth. They perform similar functions to Ping Identity. As a result, a potential customer can easily choose one of their competitors instead. There's also the threat of new companies that may rise and dominate the field. Ping Identity also has to keep in mind substitutes to online data storage that other businesses may provide.

To push back these forces, Ping Identity will need a competitive advantage. A competitive advantage is any attribute to a company that is unique to them. For Ping Identity, their competitive advantage is quote, "We simplify complex." They also focus on more affordable pricing models and storing data in more secure ways than their competitors. Having multiple competitive advantages helps draw more potential customers into their business.

Because it is easy for customers to switch, Ping Identity also has to focus on providing high customer satisfaction. If the customer feels unsatisfied or feels the service is outdated, the customer can easily switch to one of their competitors.

**3. What influences the Internal Environment?**

The internal environment is essentially the business itself. Every component of the internal environment is controlled by the business. Each component can be divided into physical resources and abstract concepts. Some physical resources include employees, managers, machines, technology, and money. Some important abstract concepts includes business goals, business plans, brand reputation, culture, knowledge, skills, and motivation.

Although the internal environment is the one within the most control, it is the hardest to set up and manage. For a company like Ping Identity, setting up a business in the technology and identity field is tough. First, they need to find a select-few people who are skilled and knowledgeable in the field. Then, they need to spend countless amounts of money to run the servers needed to secure identity with. To pull it all off, they also need a carefully organized plan as well.

A well-managed internal environment is the beginning of a successful business. With a strong and positive working environment, a larger quantity of quality work can be performed.

According to Jillian Gillis, Ping Identity’s internal environment is light-hearted, fast-paced, and exciting. Every business has a unique environment suited best for them, and a light-hearted work environment suits Ping Identity’s culture and goals best. Their vision is a, “A digital world powered by identity.” With these visions combined with an enjoyable work environment, Ping Identity can strive to be the top business in the field.

Bibliography

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