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COMPUTACENTER PLC SWOT & PESTLE ANALYSIS

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Company Name : Computacenter plc

Company Sector : Information Technology

Operating Geography : UK, Europe, Global

About the Company :

Based in Hatfield, United Kingdom, Computacenter is a British multinational which provides computer services to public and private-sector customers. It helps its customers to source, transform and manage their IT infrastructure to deliver digital transformation, enabling users and their business. The company specialises in combining global reach with local expertise. It provides local services and operates Integration Centers and Service Centers across Asia, USA, South Africa, and Europe. It was founded in 1981, in the UK by Philip Hulme and Peter Ogden. Along with being listed on the London Stock Exchange Computacenter is also a constituent of the FTSE 250 Index. The firm is involved in the supply, support, implementation and management of information technology systems. Subsidiaries and brands that address specific market segments are operated by the company. Digica and Allnet were acquired by Computacenter and are now integrated within their business. The group has committed itself to the 10 core principles of United Nations Global Compact and also works with its customers to help them meet their 'sustainable IT' objectives. Computacenter successfully acquired ITL Logistics business in 2021 in order to expand its own IT logistics fleet.

Computacenter's Unique Selling Proposition or USP lies in it being a prime independent technology partner which is trusted by large corporate and public sector organisations. The company's mission statement reads "Computacenter's mission is to maximise user productivity and the business value of IT, for enterprise and corporate organisations. In doing so, we deliver strong returns for our shareholders and enrich our employees' careers."

Revenue :

£ 5,441 million - FY ending 31st December 2020 (y-o-y growth 7.7%)

£ 5,052 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Computacenter plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong customer base with prominent clients 2.Proven near shore location strategy 3.Well penetrated and diversified product portfolio 4.Partner to governments across EU 	<ul style="list-style-type: none"> 1.Core business highly concentrated into limited countries
Opportunities	Threats
<ul style="list-style-type: none"> 1.Digital technology increasingly being the enabler of businesses during crisis 2.IT Service Desk in demand for service delivery 3.Surge in demand due to remote work 4.New demand for agility favors independent infrastructure 	<ul style="list-style-type: none"> 1.Loss of revenue from existing clients as they minimized requirements 2.Cyber-attacks on IT infrastructure 3.GDPR compliance causing uncertainty in operating costs

PESTLE Analysis :

The PESTLE Analysis for Computacenter plc is given below:

<p style="text-align: center;">Political</p> <p>1. Localization of cloud servers causing uncertainty globally</p>	<p style="text-align: center;">Economical</p> <p>1. Recession making IT firms cautious of new hiring 2. IT is a prime driver of economic growth</p>
<p style="text-align: center;">Social</p> <p>1. IT will facilitate tendency of population to move away from suburbs 2. IT has accelerated formation of global communities</p>	<p style="text-align: center;">Technological</p> <p>1. AI is transforming the IT industry 2. Cloud computing preferred for IT infrastructure</p>
<p style="text-align: center;">Legal</p> <p>1. Brexit related data transfer regulations affecting IT sector</p>	<p style="text-align: center;">Environmental</p> <p>1. IT has helped in dematerialisation of economic activities 2. Data centres contribute significantly to carbon emissions</p>

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