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NEMETSCHEK GROUP SWOT & PESTLE ANALYSIS

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Company Name : Nemetschek Group

Company Sector : Software

Operating Geography : Germany, Europe, Global

About the Company :

Nemetschek Group is European firm which deals in software solutions for the Architect, Engineer, Construction and Operation (AEC/O) industry. The company was founded in 1963 by Prof. Georg Nemetschek. It was amongst the first firms to utilise computers for engineering and developed unique software for the same. Over the years, the company began offering software packages for complex calculation and designing of staple components used in construction. A new software which enabled Computer-aided engineering (CAE) on microcomputers, designed by the firm, ruled the market for several years. Eventually the company launched products like Allplan, Nevaris, Frilo etc. under 16+ brands catering the building cycle. The company is headquartered at Munich, Germany. Nemetschek operates via four segments namely, Planning and Design, Build and Construct, Manage and Operate and Media and Entertainment. Each segment services the building cycle from its planning to final operation stage. As of 2020, the company has 3000 employees. The company was awarded the Axia Best Managed Companies Award in 2020. It also received four Construction Computing Awards for its outstanding solutions, service offerings, and innovations in 2020.

The company's Unique Selling Proposition or its USP is its customer focused attitude and drive for innovation and quality. In its effort to be innovative, the company has been trying to spearhead digital transformation in the AEC/O industry. Customer specific software solutions are offered by the company to its clients for their varying needs. The Open BIM is a case in point. It allows software developers, users as well as clients to create buildings simultaneously. It ensures transparency, longevity and access to data for existing assets.

Revenue :

Euro 596,905.0 million - FY ending 31st December 2020 (y-o-y growth 7.19%)

Euro 556,879.0 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Nemetschek Group is given below:

Strengths	Weaknesses
1.Multi-brand portfolio in architecture and design and has worldwide presence 2.Global leader in Building information modeling (BIM) and Architecture Engineering Construction and Operations (AEC/O) software market 3.Strong financial performance and SaaS (Software as a Service) based revenue model 4.Strong Earnings per share (EPS) and sustainable dividend policy for continuous growth	1.Highly dependent on construction industry's financial position and investments in software
Opportunities	**Threats**
1.The design segment can encourage higher digitization penetration in the construction industry 2.The AEC BIM market is expected to grow due to surge in demand 3.Increasing focus on sustainable housing has increased demand for efficient design and planning	1.Highly competitive and fragmented operating environment 2.Has high risks related to tax and currency fluctuation in the operating market 3.SaaS based BIM software model is prone to cyber attacks

PESTLE Analysis :

The PESTLE Analysis for Nemetschek Group is given below:

Political	Economical
1.Brexit creates uncertainty for construction industry in UK 2.Global trade tensions create a big impact on the construction industry	1.Uncertain Gross Domestic Products (GDP) growths in operating continents pose threat to the construction industry
Social	**Technological**
1.Consumer interest in building sustainable housing has increased 2.Fewer millennials are buying houses as US construction industry faces shortage	1.The switch to cloud based infrastructure for BIM software allows accessibility across teams 2.Use of Artificial Intelligence (AI) shows potential to improve the BIM design process with task automations
Legal	**Environmental**
1.US State regulations have made the use of BIM software in construction industry mandatory	1.Increasing demand for sustainable housing designs and climate protection requirements 2.More than 80 construction companies pledge to attain net zero CO2 emission levels by 2050

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