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HEXAGON AB SWOT & PESTLE ANALYSIS

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Company Name : Hexagon AB

Company Sector : Information Technology and Services

Operating Geography : Sweden, Europe, Global

About the Company : Hexagon AB is a publicly-traded global information technology business based in Stockholm, Sweden, that specialises in hardware and software digital reality solutions. In 1992, Hexagon Aktiebolag was founded. The company acts as a provider of information technology that helps businesses in a variety of industries increase productivity through geospatial and industrial enterprise applications. The company's solution development and innovation combine geospatial and industrial sensors, software, three-dimensional (3D) mapping, five-dimensional visualisation and analysis, domain expertise, and client workflows to create intelligent information ecosystems that produce actionable data. Among the industries that use the company's solutions are agriculture, metals and mining, oil and gas, automotive, chemical, power, shipbuilding, construction, safety, military and aerospace, surveying, medical devices, and pharmaceutical. NESTIX Oy, MSC Software, Catavolt Inc, and DST Computer Services SA, are among the company's subsidiaries. In October 2021, Hexagon completed the acquisition of Infor's EAM division and settled an issue in kind. Hexagon AB has over 22,000 employees in 50 countries as of 2022.

Hexagon AB's USP lies in its being a global pioneer in digital reality solutions that combine sensor, software, and autonomous technologies. The mission statement of Hexagon reads, "Hexagon puts data to work to enable autonomous, connected ecosystems that boost efficiency, productivity and quality for our customers".

Revenue :

4347.4 million - FY ending 31st December 2021 (y-o-y growth 12%)

3770.5 million - FY ending 31st December 2020 (y-o-y growth -4%)

3907.7 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Hexagon AB is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Diversified customer base across major industries. 2.Global leader in digital reality solutions combining sensor, software and autonomous technologies. 3.Hexagon has a proven ability to steadily deliver enhanced margins 4.Strategy focused on value-generating customer solutions 	<ul style="list-style-type: none"> 1.Business mainly depends on America and EMEA regions. 2.Dependent upon third parties for supplies of components and distribution. 3.The company is highly indebted.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Strategic acquisitions provide potential for the company to increase its market share. 2.Use of technology and innovative leadership to grow. 3.Investments in research and development to meet the demand of a more solution centric business. 	<ul style="list-style-type: none"> 1.Rapid changes in technology can adversely impact the sales of the company 2.Stricter environmental regulations can increase costs 3.Demand in the automotive and aerospace market due to the pandemic

PESTLE Analysis :

The PESTLE Analysis for Hexagon AB is given below:

Political 1.Uncertainties regarding Brexit will impact the operations of the company. 2.The Biden administration is in favor of the tech industry.	Economical 1.Fluctuations in currency exchange rates will impact the financial results of the company. 2.The disruptive impact of covid-19 on the global economy can negatively impact the company.
Social 1.Cybersecurity risks are increasing in society 2.Recruitment of high skilled employees needed for the industry is difficult	Technological 1. To increase efficiency, use of data to deliver actionable intelligence 2. Metrology systems incorporating the latest sensor technology for fast and accurate measurements
Legal 1.Subject to various data protect laws, ePrivacy regulations like the General Data Protection regulation	Environmental 1.Increased focus towards reduction of greenhouse gas emissions, wastes 2.Enabling sustainable development through the solutions offered

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