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## DEVOTEAM SWOT & PESTLE ANALYSIS

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**Company Name :** Devoteam

**Company Sector :** Technology Consulting

**Operating Geography :** France, Europe, Global

**About the Company :**

Devoteam is a digital strategy, technology platforms, and cybersecurity consulting organisation. The headquarters of the corporation are in France. It was founded in 1995. The firm empowers its customers to reinvent their businesses and unlock the future by integrating creativity, technology, and data insights. It offers marketing, telecom, and systems security consulting services in the IT industry, as well as solution and system integration, project management, application development, outsourcing, and customer support. Operators in the industrial and distribution, banking and insurance, utilities and the public sector, as well as the telecommunications industry, are among the company's primary clients. Devoteam SA has offices in over 20 countries, including Austria, Belgium, the Czech Republic, Denmark, France, Germany, Norway, Sweden, Poland, the Netherlands, Spain, Switzerland, the United Kingdom, the United Arab Emirates, Saudi Arabia, Turkey, and Russia. Devoteam M Cloud received the 'Microsoft Partner of the Year Award' for France in July, 2021. Devoteam has over 8,000 employees as of early 2022 across its global offices.

Devoteam's Unique Selling Point or USP lies in its being a major player in the innovative technology consulting industry. The mission statement of Devoteam reads, "We are ambitious entrepreneurs with a taste for performance, growth and celebrating success. Commitments are always kept as we seek to achieve profitable growth to create value and employment. We aim to bring as much value as possible to our clients, at every touchpoint".

**Revenue :**

760.4 million – FY ending 31 December 2020

761.9 million - FY ending 31 December 2019

## SWOT Analysis :

The SWOT Analysis for Devoteam is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Leading technology consulting firm with wide global presence</li> <li>2. Strong cloud partnerships with leading firms such as Google and Microsoft</li> <li>3. Strong focus on Research, Development and Innovation</li> <li>4. Strong and successful acquisition activity by Devoteam Group</li> </ul>	<ul style="list-style-type: none"> <li>1. Increase in effective tax paid and tax loss carryforwards</li> <li>2. Lack of digitization realized in company after logistical difficulty</li> <li>3. Personal data protection is a major challenge in the Group</li> <li>4. Utilization rate of internal resources decreased since 2019</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Enter and win in new markets with increasing demand of business automation and other technologies</li> <li>2. Improve operational and financial performance within the Group</li> <li>3. Create sustainable business solutions</li> </ul>	<ul style="list-style-type: none"> <li>1. High competition in tech consulting industry</li> <li>2. High obsolescence rate of skills in tech industry</li> <li>3. Data breaches and cyberattacks from third party is a threat for Devoteam</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Devoteam is given below:

Political	Economical
1. Corporate tax rates have reduced greatly in France 2. Evolving legal environment for IT industry in Latin America	1. Foreign exchange risk experienced by global firms 2. High growth of Cloud services and cybersecurity industries
Social	Technological
1. High attrition rate in the IT industry	1. Use of SmartRecruiter by companies to conduct seamless and transparent recruitment 2. Increased adoption of Cloud, Data-driven intelligence and AI technologies by companies 3. Cybersecurity is a crucial aspect of all businesses today
Legal	Environmental
1. Data protection mandatory under GDPR of the European Parliament and Council	1. Digitalization the way for companies to achieve sustainability goals 2. Companies becoming green to address climate change risk

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