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AVEVA GROUP PLC SWOT & PESTLE ANALYSIS

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Company Name : AVEVA Group plc

Company Sector : Information Technology

Operating Geography : United Kingdom, Europe, Global

About the Company :

Founded in 1976, AVEVA Group plc is a British multinational information technology company. It has its headquarters in Cambridge, England and is listed on the London Stock Exchange along with being a constituent of the FTSE 100 Index. The company initially started as the Computer-Aided Design Centre (or CADCentre). AVEVA drives digital transformation and modification for industrial organizations handling complex operational processes. AVEVA links the power of information and artificial intelligence (AI) with human insight through Performance Intelligence, in order to enable rapid and more accurate decision making, assisting industries to boost operational delivery and sustainability. The company was originally a government-funded research institute established by the UK Ministry of Technology, for developing computer-aided design techniques and promoting their take-up by British industry. A new stadium bearing the company's name was inaugurated in 2019 in Houston, Texas, which became home of the professional rugby team namely, the Houston SaberCats. AVEVA announced a global partnership with Alizent, a global leader in solutions that enable and accelerate the digital transformation of asset-intensive industries, in March, 2022.

The Unique Selling Proposition or USP of AVEVA lies in it being a global leader in industrial software operating digital transformation and sustainability. The vision statement of AVEVA reads "We aspire to a world where economic growth supports environmental sustainability, with better living standards for the communities where we and our customers operate."

Revenue :

£ 1185.3 million – FY ending 31st December 2022

£ 820.4 million – FY ending 31st December 2021

SWOT Analysis :

The SWOT Analysis for AVEVA Group plc is given below:

| Strengths | Weaknesses |
|--|---|
| <ul style="list-style-type: none"> 1.Platform agnostic software gives more choice to customers 2.Proprietary operations control platform contextualizing processes and increases productivity 3.Scalable and flexible solutions that increase interoperability, mobility, and portability 4.Predictive analytics capabilities increase reliability, performance, and efficiency of customers 5.Unrivalled sales and support service | <ul style="list-style-type: none"> 1.Cyclical nature of customers operating markets |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Digital solutions in demand for beating uncertainty in Oil and Gas industry 2.Phenomenal increase in demand for cloud services 3.Increased need for integration of global networks 4.Need for digitalization as number of smart cities increases globally | <ul style="list-style-type: none"> 1.Covid pandemic creating unexpected disruptions in customers' industries 2.Extended period of remote working impacting service levels 3.Risk of reputational damage from possible failures in cloud services |

PESTLE Analysis :

The PESTLE Analysis for AVEVA Group plc is given below:

| Political | Economical |
|--|---|
| 1.Constant updates in trade agreements post-Brexit creating high uncertainties 2.Opportunity to mitigate disruption caused by OPEC-Russia oil price war | 1.Supply chains demanding technology solutions following economic disruption 2.Digital transformation in retail following shift in consumer spending patterns |
| Social | Technological |
| 1.Restrictions on mobility impacting subscription revenues 2.Management of consumer spending pattern fluctuations helping smart MES business | 1.Ongoing trend towards digitalization driving positive revenue growth 2.Use of IIoT and AI to optimize processes increasing rapidly 3.Manufacturing businesses becoming enthusiastic for "smart factory" concept |
| Legal | Environmental |
| 1.Mandatory requirement to comply with GDPR rules and regulations | 1.Delivering ESG goals to create value for all stakeholders 2.Opportunity to serve industries demanding greater energy efficiency |

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