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HANSEN TECHNOLOGIES LIMITED SWOT & PESTLE ANALYSIS

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Company Name : Hansen Technologies Limited

Company Sector : Software Services to Energy and Communications Industry

Operating Geography : Australia, Europe, Global

About the Company :

Hansen Technologies Limited is an Australian company that supports and integrates billing systems software for the telecommunications and utility industries. The firm was established in 1971 and has its headquarters in Doncaster, Australia. The business offers IT outsourcing services such as facility management and creates workforce management software and services. The energy, water, and communications industries are all served by the company. It assists its clients in developing, delivering, and engaging with their customers, as well as managing and analysing customer data and overseeing essential revenue management and customer care procedures. Billing is one of the company's segments, and it deals with the sale of billing software as well as billing system consultancy. APAC, which includes Australia, New Zealand, and Asia; Americas, which encompasses North America, Central America, and Latin America; and EMEA, which covers Europe, the Middle East, and Africa, are among the company's geographical segments. Hansen Technologies announced on March 4, 2022, that it has been featured in Gartner's "Market Guide for CSP Customer Management and Experience Solutions" study for 2022.

The Unique Selling Point of Hansen Technologies lies in its being the global provider of software and services to the energy, water, and communications industries with more than 600 customers in over 80 countries. The mission statement of the company reads, "To help them Power the Next™ age of energy and communications experiences and turn them from today's utilities and telecoms into tomorrow's next digitally-driven experience companies".

Revenue :

US Dollars 310 million – FY ending 30th Jun 2021 (y-o-y decline 2.12%)

US Dollars 303 million – FY ending 30th Jun 2020

SWOT Analysis :

The SWOT Analysis for Hansen Technologies Limited is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Highly cash generative with future growth prospects 2.Award-winning software suite 3.Large customer base in the energy, water and communications industries 4.One of the first web-based self-service and browser- based customer care solutions provider 5.Telecom companies are increasingly embracing digitization in their business environment 6.Firm has institutional investors on its share registry 	<ol style="list-style-type: none"> 1.The firm has been unable to scale to become a mid-cap or large cap stock 2.Deals in a highly fragmented market
Opportunities	Threats
<ol style="list-style-type: none"> 1.Firm's partnership with Power-Deriva to expand utilization of Hansen Trade 2.Company received \$1 billion buyout pitch from BGH Capital 3.Hansen Technologies expands its partnership with Vantaa Energy, one of the largest city energy companies in Finland 	<ol style="list-style-type: none"> 1.Cloud and hosting services becoming an increasingly competitive industry

PESTLE Analysis :

The PESTLE Analysis for Hansen Technologies Limited is given below:

<p style="text-align: center;">Political</p> <p>1.Australian Communications and Media Authority (ACMA) releases new guidelines for 2022</p> <p>2.US Government passes Infrastructure Investment and Jobs Act (IIJA) implicating continued broadband adoption</p>	<p style="text-align: center;">Economical</p> <p>1.Australian GDP forecasted to recover post-pandemic by 4.5% in 2022</p> <p>2.OECD countries agree on setting a minimum corporate tax rate effective from 2023</p>
<p style="text-align: center;">Social</p> <p>1.Demand for digital services, escalated due to the pandemic and adoption of remote working</p>	<p style="text-align: center;">Technological</p> <p>1.Increasing technological integration leading to complexity of the new service architecture</p> <p>2.Use of PaaS for billing and CRM integrator, is gaining momentum as it does not require end-user intervention</p> <p>3.Corporates looking forward to multi-access edge computing</p>
<p style="text-align: center;">Legal</p> <p>1.Firm releases Hansen Modern Slavery Policy to assess areas where there may be risk of non-compliance</p>	<p style="text-align: center;">Environmental</p> <p>1.Second Independent Review of the Environment Protection and Biodiversity Conservation Act 1999 (EPBC Act) released in January 2021</p>

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