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ATOS SWOT & PESTLE ANALYSIS

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Company Name : Atos

Company Sector : Information Technology

Operating Geography : France, Europe, Global

About the Company : Atos is a European company dealing with IT solutions and is headquartered at France. The company is present across 73 countries in continents like North America, Europe, Asia Pacific, Middle East and other major ones. The company has a 120,000 strong employee base as of 2018. The major areas where the company deals with are Cyber security and High-Performance Computing, end-to-end Orchestrated Hybrid Cloud, Big Data, Business Applications and Digital Workplace solutions through its Digital Transformation Factory, as well as transaction services through World line. Atos is listed on the CAC40 Paris stock index and has been the official partner at Winter Olympics. The company has partnered with some of the major global players and continues in its strategic alliances.

Revenue :

Euro 12,691.1 million – FY ending 31st Dec 2017, (y-o-y growth approx. 4.5%)

Euro 12,137.7 million – FY ending 31st Dec 2016

SWOT Analysis :

The SWOT Analysis for Atos is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong Strategic planning 2.Strong International Presence 3.Strong Digital Presence 4.Strategic Alliances and Partnerships 	<ul style="list-style-type: none"> 1.Weak Performance in Selective divisions 2.Disability in PIP assessments
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growth in North America and Germany 2.Acquisition of Syntel 3.Deal with French Navy 	<ul style="list-style-type: none"> 1.Brexit may lead to talent shortages 2.Loss of brand reputation after Olympics incident

PESTLE Analysis :

The PESTLE Analysis for Atos is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Government boost to Cyber Security 2. Boost of R&D for Cyber Security space in Europe 3. Brexit May hamper employment in Europe 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Lack of Cyber security professionals 2. Increasing impact on economy due to cybercrime
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Rising focus on need for Cyber Security 2. Lack of Proper Cyber security information 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Rise of new technologies increase more cyber risks 2. Digital Transformations leading to strategic partnerships
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. IP leak threats as a result of cybercrime 2. New Cyber security laws in Europe 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Reducing environmental impact by digital solutions

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