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SOPRA STERIA SWOT & PESTLE ANALYSIS

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Company Name : Sopra Steria

Company Sector : Information Technology (Services and Consulting)

Operating Geography : France, Europe, Global

About the Company : Sopra and Steria, two of France's oldest digital services companies, merged together in 2014 to form the current company Sopra Steria. These companies were started in 1968 and 1969 respectively and uphold the ideals of entrepreneurship as well as a commitment to serving customers. The company Sopra Steria is viewed globally today as a leader in digital transformation within Europe. It is listed on the SBF 120 index and has more than 44,000 people on its payroll spread over 25 countries as per early 2019 records.

Sopra Steria's mission is "To bring our clients new ideas and support them in their transformation by making the most effective use of digital technology."

Revenue :

Euro 4,095.3 million – FY ended 31 December, 2018 (y-o-y growth of 4.9%)

Euro 3,831.1 million – FY ended 31 December, 2017

SWOT Analysis :

The SWOT Analysis for Sopra Steria is given below:

| Strengths | Weaknesses |
|---|--|
| <ul style="list-style-type: none"> 1.Strong positioning in European markets in digital transformation 2.Focus on Consulting & Systems Integration 3.Strategic investments across key business areas 4.Robust revenue growth over the years 5.Investments in Research and Development | <ul style="list-style-type: none"> 1.Revenue concentrated amongst few clients 2.Issues in UK project implementations and operations 3.Sopra Steria Group's high debt-load 4.Weak performance in banking division |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Digitization market opportunity in Europe 2.Rise in Cybersecurity demands across enterprises | <ul style="list-style-type: none"> 1.Intense competition across markets and segments 2.Brexit uncertainty may impact Group's operations in short and medium term |

PESTLE Analysis :

The PESTLE Analysis for Sopra Steria is given below:

| | |
|--|---|
| <p style="text-align: center;">Political</p> <p>1.Uncertainties regarding Brexit - United Kingdom's departure from the European Union</p> | <p style="text-align: center;">Economical</p> <p>1.Slowdown in economic growth may impact technology budgets 2.Impact of currency fluctuations</p> |
| <p style="text-align: center;">Social</p> <p>1. Shortage of ICT skilled professionals in Europe</p> | <p style="text-align: center;">Technological</p> <p>1.Focus on innovation to support digital transformation 2.Blockchain decentralizing data in the digital age, however regulations are a worry</p> |
| <p style="text-align: center;">Legal</p> <p>1. Regulations to increase Governance, Risk and Compliance (GRC) market demand</p> | <p style="text-align: center;">Environmental</p> <p>1.Offering clients "Guaranteed sustainable" transformation strategies 2.Commitment to Sustainable Development Goals</p> |

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