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## DASSAULT SYSTEMES SWOT & PESTLE ANALYSIS

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**Company Name :** Dassault Systemes

**Company Sector :** Software and Information Technology

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

**About the Company :**

Dassault Systèmes is a software company based in France which offers distinct three-dimensional (3D) solutions. The company is headquartered in Velizy-Villacoublay, France. It engages in the development of product lifecycle management solution, 3D design and 3D mock up solutions. The solutions offered by Dassault Systèmes, the '3DEXPERIENCE' company, are unique as they transform the way products are designed, procured, retailed and supported in the digital world. The company employs approximately 20,500 people as of 2023 across 133 countries. Dassault Systèmes was initiated after the assimilation of the Dassault Group in 1929. The company was officially founded in 1981 with the team of engineers from Dassault Aviation. The company established its product CATIA in the same year. Consequently, Dassault became an emerging leader in the CAD industry. Apart from their diverse technologies, they are extensively invested in sustainability. They are absolutely aware of their impact on the environment and they are implementing strategies in their portfolio to conserve it. Dassault Systèmes has even secured numerous awards to its name, including the award for the Best Supplier by Group PSA.

Dassault Systèmes' unique selling proposition or USP lies on being the world's leading developer of CAD/CAM/CAE (computer assisted design, manufacture and engineering) software. Its mission statement reads, "Dassault Systèmes provides business and people with 3DEXPERIENCE universes to imagine sustainable innovations capable of harmonizing product, nature and life."

**Revenue :**

EUR 4,860 million – FY ended 31st December 2021 (y-o-y increase of 15.55%)

EUR 4,452 million – FY ended 31st December 2020

## SWOT Analysis :

The SWOT Analysis for Dassault Systemes is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong international presence and market reach</li> <li>2.Strong and vibrant ecosystem of partners, institutes, research bodies and integrators</li> <li>3.Unique Integrated Business and Scientific Platform</li> <li>4.Combination of the 3DEXPERIENCE platform as an operating system and business model</li> <li>5.Consistent and sustainable growth over the years</li> <li>6.Global leader in sustainable innovation and R&amp;D investment areas</li> </ul>	<ul style="list-style-type: none"> <li>1.Complexities involved in implementing the software available on 3DEXPERIENCE platforms</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Strategic acquisitions and diversifications to expand the addressable market</li> <li>2.Introducing the virtual twin experience of human body</li> <li>3.Reinventing the construction industry through automation</li> <li>4.Strong total addressable market potential</li> </ul>	<ul style="list-style-type: none"> <li>1.Pre-mature implementations affecting the brand image of Dassault</li> <li>2. Increasing level of competition from technology start-ups to established companies</li> <li>3.Uncertain macroeconomic outlook impacting business</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Dassault Systemes is given below:

Political	Economical
1.Collaboration with the governments for strategic push towards industrial modernization	1.Compensating the economic slowdown impacts in China by growth in other parts of Asia  2.Currency headwinds faced due to exchange rate fluctuations
Social	Technological
1.Tendency of clients to switch to cloud and mobile offerings  2.Global movement towards building smart cities and infrastructure by the adoption of smart technologies	1.Creating end-to-end business & scientific platform for digitally transforming the Life Sciences industry  2.Leveraging data science including AI & ML technologies for processing complex information  3.Digital transformation of the construction industry and urban development
Legal	Environmental
1.Fluctuations in tax regimes putting the tech companies in danger  2.Highly complex environment subjected to different sector regulations	1.Launching global initiatives like "The Only Progress is Human" to encourage sustainable solutions  2.Positively impacting the environmental handprints of clients

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