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SYNOPSIS SWOT & PESTLE ANALYSIS

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Company Name : Synopsys

Company Sector : Information Technology - Semiconductors (Chips and processors) and Software

Operating Geography : United States, North America, Global

About the Company :

Synopsys is an American provider of electronic design automation (EDA) software and services. The company mainly focuses on silicon design and verification, silicon intellectual property and software security and quality. Synopsys' distributes its products to semiconductor, computer, communications, consumer electronics and aerospace manufacturers. It also engages in the provision of technical services to help its customers develop chips and electronic systems. The company is headquartered in Mountain View, California and has an international workforce of approximately 14000 employees as of 2020. Synopsys was initially founded as Optimal Solutions in 1986 by a team of engineers- Bill Krieger, Dave Gregory and Ruck Rudell. In the following year, Synopsys was adopted as the company's name (an abbreviation for SYNthesis and OPTimization SYStems). Over the past century, Synopsys has grown instantaneously from a small business to a global leader, establishing strategic partnerships with leading companies to expand their portfolio and launching more than two dozen products. Apart from software, Synopsys creates hardware that handles prototyping emulation for FPGA systems. Synopsys has won numerous awards such as award for the "Best in Show" in the security category in the Software Development Awards 2019 by SD Times 100.

Synopsys' unique selling proposition or USP lies in being the leader in electronic design automation (EDA) and semiconductor IP. Synopsys' mission statement reads, "Customer Success through Execution Excellence is achieved by delivering differentiated products that accelerate innovation to solve complex customer challenges, achieve time to market goals and provide superior support assistance."

Revenue :

\$ 3.36 billion - FY ending 31st March 2020 (y-o-y growth 7.69%)

\$ 3.12 billion - FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for Synopsys is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Gaining consumer preference through flexible licensing agreements 2. Industry-Leading Solutions, from Silicon to Software 3. Actively rendering professional services across the globe with a diversified workforce. 4. Established, time tested, strategic alliances with industry stalwarts 5. Leading vendor of EDA solutions 6. Gaining trust of investors by maintaining well managed finances 	<ol style="list-style-type: none"> 1. High competition from start ups forcing Synopsys to acquire to many of them 2. Multiple allegation cases and litigations costing the Company dearly
Opportunities	Threats
<ol style="list-style-type: none"> 1. Huge growth potential of the IP segment 2. Advent of 5G, AI, Cloud computing and Internet of Things would induce growth in semiconductor industry 3. Futuristic self-driving cars would be a vital market to grow for Synopsys 	<ol style="list-style-type: none"> 1. Rising Competition in the EDA segment 2. Risk of product infringements by the customers 3. Cyber security breaches could heavily impact Synopsys

PESTLE Analysis :

The PESTLE Analysis for Synopsys is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Tax laws affecting the income of Synopsys 2. Dampening business by cutting loose supplies to Huawei due to the alleged data theft by the U.S.A Govt. 3. US China Trade war endangering the outreach in Asian Market 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Covid-19 raised demand of automation to which Synopsys serves as meta market
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Make in India Sentiment and young Indian talent attracting Synopsys 2. Rising demand for higher computing power for gaming 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. EDA services are growing business in semiconductor industry 2. A new era in IC packaging 3. Cloud computing will spark demand for secure and efficient chip designs 4. Upcoming 5G and IoT making business merrier for EDA and IP service providers
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Proprietary rights are a key to survive in the IT industry 2. Dependence on the Cyber security law of various countries 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Synopsys is carbon neutral company 2. Shaping solutions for energy efficient and eco friendly hardware

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