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# S&P TEST

SWOT & PESTLE.com

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## SAGE GROUP PLC SWOT & PESTLE ANALYSIS

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**Company Name :** Sage Group plc

**Company Sector :** Information Technology, Software

**Operating Geography :** UK, Europe, Global

**About the Company :** The Sage Group plc is a British software publishing company. The company develops, publishes and distributes business software and solutions, and provides accounting and payroll software for personal computer systems. Through its subsidiaries, Sage also operates as a registered user database for their similar products and services, primarily computer forms, program upgrades, software support contracts and training. The company is headquartered in Newcastle Upon Tyne, United Kingdom and it employs a workforce of 13,000 people and serves more than three million customers in 23 countries. The Sage Group was established by David Goldman in 1981. Sage began when David Goldman collaborated with Graham Wylie to create and sell accounting software programs in Newcastle. The company has rapidly grown through expansion and an intricate program of acquisitions. Sage is continuously impacting the world through their global program of corporate philanthropy which includes volunteering and donating worth 4.2 million Euros to non-profit organizations. Sage Foundation exclusively offers discounted Sage Business Cloud subscriptions to special charities, social enterprises and non-profits through NPO Success. The company recently won the honorable award for Cloud Innovation at the 2019 Innovation Awards.

The Sage Group's unique selling proposition or USP lies in being one of the world's largest providers of accounting and payroll software and services. Its mission statement reads, "Sage Foundation is committed to transforming lives by investing our time, money, expertise, and technology to create sustainable social, economic, and entrepreneurial opportunities in our local communities around the world."

Sage Group's vision is "To become a great SaaS Company for Customers and Colleagues alike."

**Revenue :**

GBP 1,936 million – FY ended 30th September 2019 (y-o-y increase of 4.9%)

GBP 1,846 million – FY ended 30th September 2018

## SWOT Analysis :

The SWOT Analysis for Sage Group plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Market leader with a strong portfolio of world-class and innovative products</li> <li>2. Robust digital &amp; direct sales presence, with a global network of partners</li> <li>3. Strong reputation as a trusted advisor providing market leading customer service</li> <li>4. Strong global reach along with local focus</li> <li>5. Delivering progress on four strategic KPIs</li> <li>6. Continuous focus on customer centric innovation</li> </ul>	<ul style="list-style-type: none"> <li>1. Technical issues with Sage Drive causing customer dissatisfaction</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Continued focus on conversion to SaaS company, with further investments in Sage Business Cloud</li> <li>2. Internationalization of key cloud-native products</li> <li>3. The market shift to subscription and the cloud</li> </ul>	<ul style="list-style-type: none"> <li>1. Aggressive competition leading to exiting the markets</li> <li>2. Impact of pandemic on SME businesses</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Sage Group plc is given below:

Political	Economical
1.Effect of Brexit and trade uncertainties in SMESs 2.Impact of creation of digital tax reporting environment	1.Effects of poor productivity on economy due to redundant administrative tasks
Social	Technological
1.Trend of increasing spending on the cloud services	1.Applications of artificial intelligence for better customer experience 2.Development of next generation of cloud financial applications
Legal	Environmental
1.Increased protection on information assets by enforcing regulations 2.Governments creating a digital tax reporting environment	1.Initiatives to reduce carbon footprints across business 2.Investments in multiple energy reduction opportunities like low energy consuming technologies

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