
S&P TEST

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SAP SE SWOT & PESTLE ANALYSIS

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Company Name : SAP SE

Company Sector : Information Technology (ERP and Software Related Services)

Operating Geography : Europe, Germany, Global

About the Company : SAP SE (Systems, Applications and Products in Data processing, Societas Europaea) was established in the year 1972 and is headquartered in Walldorf, Germany. It has 130 regional offices globally with over 79,960 employees. With the help of SAP services it becomes easy for companies to use live business data and predict customer market trends.

Revenue :

\$23.46 billion – FY ending Dec 2017 (year on year growth of 6%)

\$22.06 billion – FY ending Dec 2016

SWOT Analysis :

The SWOT Analysis for SAP SE is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Third largest software builder independently with global presence. 2.Leader in enterprise application software and cloud. 3.Focus on research & innovation 4.Quality assurance 5.Strong sports branding and partnerships 	<ul style="list-style-type: none"> 1.Dependency on partners 2.Complex ecosystem 3.Focus limited to ERP solutions.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growing product and market areas 2.Strategic acquisitions 	<ul style="list-style-type: none"> 1.SaaS providers 2.Data security

PESTLE Analysis :

The PESTLE Analysis for SAP SE is given below:

<p style="text-align: center;">Political</p> <p>1. Political engagement, contributions and corporate lobbying</p>	<p style="text-align: center;">Economical</p> <p>1. Strong GDP growth in emerging markets 2. Impact of foreign currency fluctuations and inflation</p>
<p style="text-align: center;">Social</p> <p>1. Simplification to increase technology adoption</p>	<p style="text-align: center;">Technological</p> <p>1. ERP serving as the backbone of digital transformation 2. Strong focus on R&D and innovation to drive growth</p>
<p style="text-align: center;">Legal</p> <p>1. Corruption issues in government deals and contracts</p>	<p style="text-align: center;">Environmental</p> <p>1. Focus on helping customers reduce carbon footprint</p>

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