# S&P TEST

**SWOT & PESTLE.com** 

# ATS AUTOMATION TOOLING SYSTEMS SWOT & PESTLE ANALYSIS

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**Company Name :** ATS Automation Tooling Systems

**Company Sector :** Engineering and Automation

Operating Geography: Canada, North America, Global

About the Company: ATS Automation Tooling Systems is a Canada based company

headquartered in Cambridge, Ontariois. ATS and its subsidiaries render sophisticated

manufacturing automation systems and services to multinational customers in markets such as

life sciences, chemicals, consumer products. electronics, food, beverage, transportation, energy,

and oil and gas. Precisely for every market, the company's contributions are as follows

• Life sciences - medical devices, pharmaceuticals, radiopharmaceuticals, and chemicals;

• Transportation - electric vehicles, automotive and aerospace

Energy- nuclear energy and solar energy;

• Consumer products - warehousing automation, cosmetics, electronics, food, beverage, and

durable goods.

ATS has a broad and in-depth knowledge across multiple industries and technical fields, which it

applies in offering customers custom automation, repeat automation, automation products, and

value-added services, including pre-automation and after-sales services. ATS delivers single-

source solutions to customers that lower production costs, accelerate product delivery, and

improve quality control. The company believes that single source enterprise solutions bring

clarity, consistency, and accountability to all programs, allowing the customer's staff to focus on

overall program objectives and key stakeholder requirements. Founded in 1978, ATS employs

approximately 4,500+ people at 22 manufacturing facilities and over 50 offices in 21 countries as

of FY 2020.

Adopted by ATS in 2017, the ATS Business Model or ABM is a compelling business management

system that enables the company to achieve its business synergies via a process of disciplined

and continuous improvement. The ABM provides the workforce with key problem-solving tools,

a template for expelling trash along with driving process enhancements in all areas of

responsibility, regardless of function. It empowers personnel, improves customer satisfaction, and enhances the company's returns. ATS' Business Model is founded on the following core values People, Process, and Performance in order to acquire a long-term sustainable shareholder value, ATS has formed a three-part value creation strategy viz., Build, Grow, and Expand. ATS is a diverse, multifaceted organization that stresses the value of innovation. The USP or Unique Selling proposition of ATS sprawls in being an industry-leading automation solution and service provider to the world's most triumphant companies.

#### Revenue:

US\$ 1.4 billion – FY ending 31st March 2020 (Y-O-Y growth of +14%)

US\$ 1.3 billion – FY ending 31st March 2019



### SWOT Analysis:

The SWOT Analysis for ATS Automation Tooling Systems is given below:

Strengths	Weaknesses
1.Well known technology and automations	1.Cyclical nature of markets served by ATS.
solutions provider across diverse industrial	2.Lengthy sales cycle incurring overhead
markets.	expenses
2.Favorable market dynamics and growth	
drivers.	
3.Decentralized operations and a culture of	
excellence built upon the ATS Business Model	
4.Global presence, size and critical mass.	
5.Inclusion of several strong brands.	
6.Delivering solutions through innovation and	
automation	
7.Broad product and technology portfolio	
1 65 1	
Opportunities	Threats
	Threats  1.Negative impact of COVID-19 on order
Opportunities	
Opportunities  1.Acquisition of Comecer will give an	1.Negative impact of COVID-19 on order
Opportunities  1.Acquisition of Comecer will give an advantage in radiopharmaceutical market.	1.Negative impact of COVID-19 on order bookings.
Opportunities  1.Acquisition of Comecer will give an advantage in radiopharmaceutical market.  2.Fragmented competitor landscape gives an	<ul><li>1.Negative impact of COVID-19 on order bookings.</li><li>2.Risk of consolidation among ATS's</li></ul>
Opportunities  1.Acquisition of Comecer will give an advantage in radiopharmaceutical market.  2.Fragmented competitor landscape gives an opportunity to increase market share.	<ul><li>1.Negative impact of COVID-19 on order bookings.</li><li>2.Risk of consolidation among ATS's</li></ul>
Opportunities  1.Acquisition of Comecer will give an advantage in radiopharmaceutical market.  2.Fragmented competitor landscape gives an opportunity to increase market share.  3.Opportunities in post-pandemic	<ul><li>1.Negative impact of COVID-19 on order bookings.</li><li>2.Risk of consolidation among ATS's</li></ul>



#### PESTLE Analysis:

The PESTLE Analysis for ATS Automation Tooling Systems is given below:

Political	Economical
1.Automation to lead to job losses increasing	1.Adversely impacted by fluctuations in
political concerns	foreign currency exchange rates
Social	Technological
1.Higher incidences of certain ailments and	1.Digitization, IIoT Factory driving
development of new treatments & therapies	optimization and serialization
2.Automobile industry shifting towards EV	2.Collaborates with college to advance
	digitization capabilities.
	3.Advances towards strengthening its business
	intelligence and analytics offerings.
Legal	Environmental
1.Subjected to various regulatory	1.Strong focus on waste reduction and
requirements owing to the global operations.	diversion.
2.Risk of infringement of third parties'	2.Strives towards complete resource
intellectual property rights risk	management.
3.Numerous uncertain tax liabilities in	
jurisdictions worldwide	

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