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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, Ontario. 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
<ul style="list-style-type: none"> 1. Well known technology and automations solutions provider across diverse industrial markets. 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 	<ul style="list-style-type: none"> 1. Cyclical nature of markets served by ATS. 2. Lengthy sales cycle incurring overhead expenses
Opportunities	Threats
<ul style="list-style-type: none"> 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 environment: 4. Well positioned to drive growth through proven capability, innovation & ABM adoption 	<ul style="list-style-type: none"> 1. Negative impact of COVID-19 on order bookings. 2. Risk of consolidation among ATS's competitors.

PESTLE Analysis :

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

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

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