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## ROPER TECHNOLOGIES SWOT & PESTLE ANALYSIS

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**Company Name :** Roper Technologies

**Company Sector :** Manufacturing

**Operating Geography :** United States, North America, Global

**About the Company :** Roper Technologies, Inc. is an American diversified technology company that manufactures engineered products for global niche markets. It is headquartered in Sarasota, Florida. Roper is a publicly-traded, Fortune 1000 company which operates manifold businesses in sectors that includes medical and scientific imaging, RF technology and software, industrial technology and energy systems and controls. In the 19th century, George D. Roper founded the company as a producer of home appliances, pumps, and other industrial products. Whirlpool Corporation acquired the Roper brand in 1989. Roper Industries Inc. changed its corporate name to Roper Technologies, Inc. on April 24, 2015. Roper offers a wide range of products and services to its consumers in over 100 countries. The company has various subsidiaries which are DAP Technologies, Media Cybernetics, Princeton Instruments, Roper Pump Co., TransCore and DAT Solutions, The CBORD Group, Inc., Compressor Controls Corporation (CCC), iTradeNetwork, Neptune Technology Group, Inc., Data Innovation, Verathon Inc. Roper company is the reason behind household names like Princeton Instruments, innovative medical companies like Atlas Medical. In August, 2020 Roper Technologies announced to acquire Vertafore, Leading Provider of SaaS Solutions for the Property & Casualty Insurance Industry.

Roper Technologies Inc.'s Unique Selling Proposition or USP lies in it being having strong operating capabilities which enable it to convert end-market potential into profitable growth and cash flow in order to create value for its investors. Roper is a component of the S&P 500, Fortune 1000 and Russell 1000 Indexes. The company's vision statement reads, "Our Strategy remains consistent; niche focused, asset-light business with leading edge technologies led by terrific operating leaders that create significant free cash flow to enable further investment for growth".

**Revenue :**

\$ 5,366.8 million - FY ending 31st December 2019 (y-o-y growth 3%)

\$ 5,191.2 million - FY ending 31st December 2018

## SWOT Analysis :

The SWOT Analysis for Roper Technologies is given below:

Strengths	Weaknesses
<p>1. Market leader in niche markets due to superior technical sophistication of products and software</p> <p>2. Diversified presence in global market with sales of \$</p>	<p>1. 4 billion outside U.S in 2019</p> <p>3. 45 independent businesses in four different segments allowing access to many niche markets</p> <p>4. Exponential growth in long term shareholder return</p> <p>5. Good relations with employees and has not experienced any work stoppages</p> <p>","</p>
Opportunities	Threats
<p>1. High indebtedness due to financial acquisitions may lead to operating inflexibility</p> <p>2. Limited number of suppliers for certain components which leads to delay in shipments in case of disruptions</p> <p>3. Total current liabilities exceed total current assets</p> <p>4. Significant goodwill (60% of total assets) may have to be written off due to operating inefficiencies which will lead to a negative impact on overall operations</p> <p>"),["Opportunities</p>	<p>1. Demand for laboratory software solutions in battle against COVID 19</p> <p>2. Improvement of short cycle industrial businesses through Q3 and Q4 which directly impacts the revenue of Roper Technologies</p> <p>","</p>

## PESTLE Analysis :

The PESTLE Analysis for Roper Technologies is given below:

Political	Economical
1.The US 2021 Defense Policy Bill will include provisions to improve defense against cyber breaches 2.Adoption of ASC 842 (the latest standard of FASB Accounting) had an effect in decreasing net working capital	1.COVID 19 disrupted activity levels in certain served markets of iTradenetwork, MHA and Foundry 2.Negative effect of disruption in Global Supply Chain affecting demand
Social	Technological
1.Number of Jobs to increase by 6 million as quoted by U.S Bureau of Labour statistics in the 2019-29 decade	1.Accelerated Cloud adoption leading to recurring revenue 2.Strong Hospital Demand for Decision Support Solutions
Legal	Environmental
1.Roper defendant in asbestos related litigation claims in certain U.S States 2.Several pending or threatened legal actions in context to product liability and employment practices	1.Ongoing litigations due to negative effects of asbestos exposure 2.Possible changes to be imposed due to growing concerns over Climate Change

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