
S&P TEST

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NATIONAL INSTRUMENTS SWOT & PESTLE ANALYSIS

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Company Name : National Instruments

Company Sector : Automated Test Equipment and Virtual Instrumentation Software

Operating Geography : United States, North America, Global

About the Company : National Instruments, formerly National Instruments Corporation, is an American multinational corporation with a global presence. It is a manufacturer of automated test equipment and virtual instrumentation software based in Austin, Texas. Data acquisition, instrument control, and computer vision are examples of popular applications. In 1976, James Truchard, Jeff Kodosky, and Bill Nowlin formed a new company, operating out of the garage at Truchard's house. Research and development, simulation and modelling, product design, prototype and validation, production testing and industrial control, and field and factory operation and repair are only a few of the applications for the company's products. Advanced science, automated test equipment, automobile, commercial aerospace, computers and electronics, consumer electronics, continuous process manufacturing, education, government/defence, medical research/pharmaceutical, power/energy, semiconductors, telecommunications, and others are among the industries and applications it serves around the world. In May 2021 the company announced that it has acquired monoDrive, a leader in ultra-high fidelity simulation software for advanced driver-assistance systems (ADAS) and autonomous vehicle development.

National Instruments Corporation's Unique Selling Point or USP lies in having an extensive product collection, which includes items from a wide variety of categories. It has a host of exclusive products that aren't available anywhere else. The mission statement of National Instruments reads, "NI equips engineers and scientists with systems that accelerate productivity, innovation, and discovery".

Revenue :

US\$ 1,286 million - FY ending 31st December 2020 (y-o-y growth -4.9%)

US\$ 1,353 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for National Instruments is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leadership in unique software offerings 2. Continuous innovation in modular hardware 3. Significant R&D investments to serve evolving needs 4. High synergy gains through continuous M&A deals 	<ul style="list-style-type: none"> 1. Geographically concentrated manufacturing capability 2. Long lead time for final delivery of orders
Opportunities	Threats
<ul style="list-style-type: none"> 1. Emerging market of electric vehicles 2. Emerging demand in RF technology due to 5G 	<ul style="list-style-type: none"> 1. Disruptions in semiconductor demand 2. Expiring patents reduce competitive capability 3. Substitute product easily available as environment highly competitive 4. Cyber threat to management information system

PESTLE Analysis :

The PESTLE Analysis for National Instruments is given below:

Political	Economical
1.US-China relation uncertainties affect growth 2.US to boost its chip manufacturing capabilities	1.Possibility of supply chain shortages with expected rapid economic recovery 2.Possible LIBOR discontinuation causing uncertainty in cost of debt
Social	Technological
1.Educational curriculums preferring virtual labs during Covid	1.ADAS will become a common feature 2.Increased use of customised software with targeted solutions
Legal	Environmental
1.Tax Cuts and Jobs Act beneficial for US silicon sector	1.Regulations to dispose the hazardous e-Waste can increase costs 2.Chip making has a significant carbon footprint

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Client Support:
support@swotandpestle.com