

**Sage Software**

**Parent Company**

**SAGE GROUP PLC**

**Category**

IT programming and services

**Sector**

IT and Technology

**Tagline/ Slogan**

**Sage. Your business in mind.**

**USP**

Third largest company in world for ERP(Enterprise Resources Planning) Software

## **STP**

### **Segment**

Provides Business Software, Services and Support to Enterprises

### **Target Group**

Small and Medium Enterprises

### **Positioning**

Provide High quality of software and service which are relevant to the customer

## **SWOT Analysis**

### **Strengths**

1. Strong Customer base- has around 6.1 million customers worldwide
2. Wide geographic presence 23 offices around the world and product and services are available in more
3. Strong focus on innovation and technology
4. Company has employee base of 12000 and experience of 30 years.

## **Weaknesses**

1. High concentration of customer base in North America
2. Strong competition

## **Opportunities**

1. Strategic Acquisition
2. Growing Demand for HR software and cloud solutions
3. Growing Demand for Business Intelligence software

## **Threats**

1. Economic slowdown in US, which is major customer base region
2. Security breach.

## **Competition**

## **Competitors**

1. Oracle
2. SAP
3. Microsoft
4. Infor