

## **Visma AS - Strategic SWOT Insights - A 360 Review of Opportunities, Challenges and Risk, Corporate and ESG Strategies, Competitive Intelligence and Operational KPI's, and Recent Trends**

Company Report | 2025-06-20 | 122 pages | Quaintel Research

### **AVAILABLE LICENSES:**

- Single User Price \$150.00
- Multi User Price \$175.00
- Enterprise User Price \$195.00

### **Report description:**

#### Report Summary

Visma AS - Strategic SWOT Insights - A 360 Review of Opportunities, Challenges and Risk, Corporate and ESG Strategies, Competitive Intelligence and Operational KPI's, and Recent Trends is a comprehensive and easily accessible overview of Visma AS's business operations. It provides a detailed analysis of the company's strategic standing, as well as its position in the industry compared to competitors. The report includes several key features to facilitate decision-making and provide insights into the company's performance.

The report begins with in-depth information about Visma AS including key insights, business segments, key executives, locations, products and services, historical events, corporate strategy, and management discussions. This section provides a solid foundation for understanding the company's key attributes.

Next, the report assesses Visma AS's strategic standing through various analyses. The ESG spotlight evaluates the company's environmental, social, and governance performance, providing insights into its sustainability efforts and ethical practices. The SWOT analysis examines the company's internal strengths and weaknesses, as well as external opportunities and threats. By integrating these strategic analyses, the report offers a comprehensive understanding of Visma AS's overall strategic standing and supports informed decision-making and strategic planning.

Finally, the report includes recent news and deal activities undertaken by Visma AS enhancing awareness of the company's business trends, growth perspectives, and more.

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## Key Highlights

Visma AS is a leading provider of business-critical software and services, headquartered in Oslo, Norway. The company was established in 1996 and has since grown into one of Europe's foremost suppliers of cloud-based solutions for enterprises, public sector organizations, and accounting firms. Visma operates in more than 30 countries, with a strong presence across the Nordic region, Benelux, Central and Eastern Europe, and Latin America.

The company's operations span a diverse range of segments including cloud ERP software, payroll and HRM systems, accounting solutions, and procurement software. Through these offerings, Visma supports over 1.7 million customers in digitizing and automating their core business processes. It is particularly well known for its scalable cloud platforms that serve organizations of all sizes, from small startups to large institutions.

### Visma AS in the News:-

- 29-Apr-2025 - Visma strengthens its offering of HR Tech in Latin America through the acquisition of Lara AI
- 09-Apr-2025 - Visma sharpens strategic focus in Penneo and Creditro
- 05-Feb-2025 - Visma expands financial management offering in France with acquisition of Evoliz
- 22-Jan-2025 - Visma's offer for Penneo accepted by more than 90 percent of shareholders

## Scope

- Tactical Analysis:- Various strategic frameworks to gain insights into a Visma AS's competitive position and operational environment. These analytical tools assist in identifying competitive advantages, potential risks, and areas for improvement and efficiency, enabling companies to make informed tactical decisions.
- Business Strategy:- Contributes to shaping the Visma AS's overall direction, goals, and decision-making processes, ensuring long-term success and alignment with stakeholder expectations.
- Company Fundamentals:- These fundamentals offer valuable insights into the Visma AS's history, operations, leadership, and geographical presence, aiding in a comprehensive understanding of the organization.
- Competitive Landscape:- An identification of the Visma AS's main competitors, providing insights into the competitive landscape it operates in.

## Reasons to Buy

- Comprehensive Understanding of the Visma AS's internal and external factors through SWOT analysis and Corporate Strategy.
- Strive Strategic Decision Making with various analyses and identifying potential customers and suppliers.
- Mitigate Risk with help of thorough analysis of internal and external factors. Furthermore, develop strategies and contingency plans to address these challenges and minimize their impact on business operations.
- Competitive Benchmarking will help to gain a competitive advantage by understanding industry trends, customer preferences, and best practices.
- Valuable insights from the report enable investors and partners to make informed decisions regarding potential Collaborations, Investments, or Partnerships with the company.

Additionally, available deep-dive analysis on the company Visma AS:

- Visma AS PESTLE Analysis

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- Visma AS Value Chain Analysis
- Visma AS Porter's Five Forces Analysis
- Visma AS VRIO Analysis
- Visma AS BCG Analysis
- Visma AS Segmentation, Targeting and Positioning (STP) Analysis
- Visma AS Ansoff Matrix Analysis

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