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## News release

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**PwC ranked as a Business Consulting Leader worldwide**  
***New IDC MarketScape Business Consulting Vendor Analysis Series confirms PwC's strong position as a leader worldwide, in the Americas and in EMEA***

LONDON, 6<sup>th</sup> June 2011 – IDC, the leading consulting research and analytics firm, has rated PwC as a worldwide business consulting leader in a new series of reports examining current capabilities and future ability to meet customer needs. Worldwide, PwC has been ranked with the strongest positioning in terms of strategy and is also judged by IDC to be growing faster than the overall market.

IDC states that:

- “Overall, PwC is seen as the most capable of all firms across several characteristics that include leveraging local resources, applying proven methodologies and tools, and helping enterprises comply with new or existing regulations.”
- “PwC is seen overall as among the most capable of its peers at integrating its project team with the client's.”
- “Worldwide, PwC is seen as much better than its peers at helping clients identify and implement options for growth.”

Commenting on the new reports from IDC, Juan Pujadas, PwC Vice Chairman Advisory Services, said “This recognition reflects that PwC offers the strongest and deepest Business Consulting capabilities in the world, and we relish our unique position in this market,” He added, “What makes this even more satisfying is that this new research presents not only the opinions of IDC’s analysts around the world, but also the opinions of end-user buyers of consulting services who have participated in IDC’s research”.

In the Americas, PwC is the only consulting organisation to have achieved the “Leader” classification with the strongest capabilities and the strongest strategy to respond to customer needs in the next 3 to 5 years. IDC states that:

- “In the Americas, PwC is seen as among the most capable of its peers across several characteristics that include applying proven methodologies and tools, providing functional insights, and meeting the project timelines.”
- “PwC is seen in the Americas as among the most capable at helping enterprises comply with new or existing regulations and helping clients improve operational efficiency.”
- “PwC is seen in the Americas as much better than its peers across several issues that include helping clients identify and implement options for growth and helping clients expand into new markets or geographies.”



In Europe, Middle East and Africa, PwC is ranked as a leader with the strongest positioning in terms of its strategy to respond to customer needs in the next 3 to 5 years. IDC states that:

- “In EMEA, PwC is seen as the most capable of all firms at both integrating its project team with the client's and helping enterprises comply with new or existing regulations.”
- “PwC is seen as among the most capable of its peers at both leveraging local resources and delivering innovation in the project.”
- “PwC is also seen as among the most capable of its peers at meeting the project timeline and integrating its project team with the client's.”

IDC's estimates Worldwide Business Consulting spend at \$69.1 billion in 2010 and ranks PwC #4 in this market by revenue.

Excerpts of the reports together with video interviews with the IDC analyst who led the research are available on pwc.com at [www.pwc.com/IDC-MarketScape-Report/](http://www.pwc.com/IDC-MarketScape-Report/)

#### Sources:

IDC MarketScape : Worldwide Business Consulting Services 2011 Vendor Analysis – IDC#226443

IDC MarketScape : Americas Business Consulting Services 2011 Vendor Analysis – IDC#226465

IDC MarketScape : EMEA Business Consulting Services 2011 Vendor Analysis – IDC#226463

IDC MarketScape : Asia Pacific Business Consulting Services 2011 Vendor Analysis – IDC#226464

IDC Worldwide Business Consulting Services 2010–2014 Forecast Update Doc # 225600

IDC Worldwide Business Consulting 2009 Vendor Shares - IDC #225060

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