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## ***News release***

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### **PwC Named a Leader in Worldwide Digital Enterprise Strategy Consulting Services in IDC MarketScape Report**

*Recognised for leveraging data and improving accessibility of information*

**London, 9 Apr 2015** -- PwC was named a Leader in Digital Enterprise Strategy Consulting Services by IDC in their *IDC MarketScape: Worldwide Digital Enterprise Strategy Consulting Services 2015* report. The IDC MarketScape research assesses the capabilities and business strategy of consulting firms with global scale, positioning them according to IDC MarketScape analysis and buyer perceptions.

According to the report, “PwC is seen as the most capable of all firms in the digital enterprise strategy consulting space in a number of areas: capturing and leveraging data from clients or internal processes, improving accessibility of information resources internally or for customers, leveraging product or service content, and aligning digital presence with corporate brand.”

Christopher Vollmer, partner and global managing director, Strategy& Digital Services, said, “Being able to capture value from digital is at the top of every CEO’s strategic agenda, and to do that, they have to go beyond just digitising their business – they have to reimagine it.

“We are helping leaders around the world every day to build difference-making digital capabilities that will help drive success today and well into the future. I’m thrilled that the IDC MarketScape recognises that Strategy& and PwC are delivering on this promise together, from strategy all the way through execution.”



The report further states that, “PwC is considered to be among the best at improving the visual design and consumability of information resources and better than many firms at digital marketing, improving the usability of digital products and services, leveraging digital to improve customer service, and improving information architecture.”

PwC, together with Strategy& creates value for clients by building trust and addressing businesses’ most important problems, from strategy through execution. Combining depth of industry and business knowledge with technical skill, PwC’s capabilities across consulting, deals and forensics, can help organisations build the next competitive advantage – whether that involves strategy, structure, people, process or technology. PwC’s global network of assurance, tax and advisory professionals brings together the right skills and capabilities to help clients achieve success anywhere around the world.

For more information, follow [@PwCAdvisory](#) or visit [digital.pwc.com](http://digital.pwc.com)

**About IDC MarketScape:**

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor’s position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

**Source:**

IDC MarketScape: Worldwide Digital Enterprise Strategy Consulting Services 2015 Vendor Assessment, doc #254679, March 2015

**Notes**

PwC helps organisations and individuals create the value they’re looking for. We’re a network of firms in 157 countries with more than 195,000 people who are committed to delivering quality in assurance, tax and advisory services. Find out more and tell us what matters to you by visiting us at [www.pwc.com](http://www.pwc.com).

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