



News release

Date 12 April 2016

Contact Helen Tardif, PwC
Tel: + 44 (0) 1509 604184
e-mail: helen.tardif@uk.pwc.com

Follow/retweet: @pwc_press

Pages 2

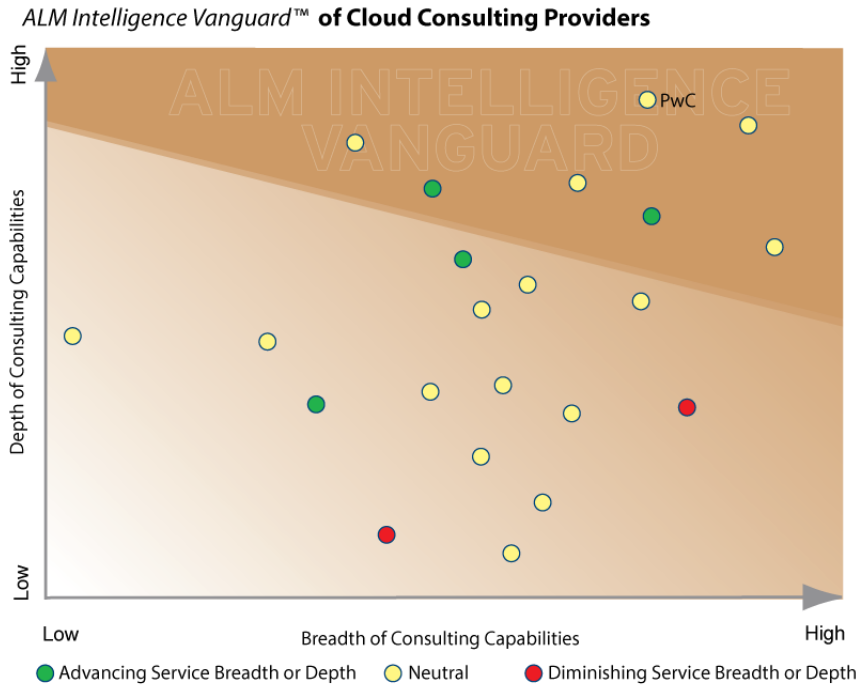
The power of the Cloud PwC rated as a Vanguard Leader by ALM Intelligence

Cloud has become an indispensable element of the IT and services delivery model since ALM Intelligence last examined the cloud consulting market two years ago.

There is increasing pressure on companies to provide quicker, more convenient, and more personalised services to the customer, while simultaneously simplifying the operating model and keeping costs at a minimum. To achieve this, companies are putting greater emphasis on capturing more data, performing predictive analytics, and taking quick action. According to ALM Intelligence's latest report '*Cloud Consulting*,' this means that they must be agile and flexible in how they run their business.

The report highlights that "PwC's cloud offerings are integrated into the firm's full breadth of services and capabilities, rather than offered through a stand-alone practice. The firm's cloud services are aligned along three "value lenses": Creating the New IT Platform (services to assist clients in utilising cloud for a new IT environment), Transforming Business Operations (advisory to guide clients through decisions on business transformation through cloud), and Innovating New Cloud Services (services to work with clients to create new services by utilising cloud)."

Juan Pujadas, Global Advisory Chairman, said: "We are pleased to have been rated by ALM Intelligence as a 'Vanguard Leader' in its report looking at the providers of Cloud consulting. Their findings mirror our own recent [Communications Review](#) which found that 'as cloud computing moves into the business mainstream seeing rising adoption across all industries, leading global communication service providers (CSPs) are increasingly seeking to harness the power of the cloud in their operating models.' The combination of cost benefits, scalability, manageability and agility to be gained by using cloud, can create an advantage for CSPs who are facing the challenges of an increasingly competitive communications ecosystem.



Source: Cloud Consulting, ALM Intelligence

The report goes on to say “PwC has built a robust and comprehensive set of cloud consulting capabilities, where it uses its purposefully built collection of tools, accelerators, and labs to enhance and fast-track the client experience. The firm’s Sandbox and Experience centers provide an immersive environment in which clients can learn, discuss, collaborate, prototype, and experience the possibilities that cloud-based solutions can offer.”

*ALM Intelligence, formerly Kennedy Consulting Research & Advisory.

Notes

1. For more information on how PwC enhances the client experience in Cloud Consulting, [click here](#).
2. To find out more about how PwC has been evaluated by leading business, technology and industry analysts visit pwc.com/analystviews
3. At PwC, our purpose is to build trust in society and solve important problems. We’re a network of firms in 157 countries with more than 208,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.pwc.com/structure for further details.

©2016 PwC. All rights reserved