



# News Release

CONTACTS: Robert Donnelly  
PwC Global Analyst Relations  
+1 (917) 471-3355  
Robert.w.donnelly@pwc.com

## **In their new MarketScape report IDC names PwC as a leader for business consulting in EMEA**

**May, 2016** – The IDC MarketScape: EMEA Business Consulting Services 2016 Vendor Assessment report (doc #EMEA40414216, March 2016) sets out to assess the capability and business strategy of many of the leading business consulting firms. PwC was positioned as an IDC MarketScape Leader in this analysis, with the IDC MarketScape noting that “Clients consider PwC teams to be among the best at maximizing project value, meeting time lines and providing high quality service.”

Ashley Unwin, PwC’s UK & EMEA Consulting Leader, states “According to EMEA buyers, a consulting provider's ability to drive innovation throughout the organisation is an essential component of many projects. We agree and are pleased to be investing in PwC experience centers and co-design that allow our people to work closely with our clients to understand their most pressing problems, then co-create disruptive solutions often resulting in a Digital or Physical Prototype that can quickly be taken to market.”

### **Notes**

#### **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 utilises 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.

### **Notes**

1. For more information, visit [www.pwc.com/analystviews](http://www.pwc.com/analystviews).
2. 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](http://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](http://www.pwc.com/structure) for further details.

©2016 PwC. All rights reserved

# # #