



News release

Date **27 May 2015**

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

Follow/retweet: @pwc_press

Pages 2

PwC named a leader in Worldwide Digital Transformation Consulting by IDC MarketScape

PwC has been named as a leader in the IDC MarketScape: Worldwide Digital Transformation Consulting and Systems Integration Services 2015 Vendor Assessment (doc#255870, May 2015). 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.

Juan Pujadas, Global Advisory Chairman "This is a great recognition of the work that we are doing in the digital space. Technology enablement is one of the megatrends affecting businesses and knowing and understanding how digital and technology can help transform businesses can help gain competitive advantage.

"Businesses must be forward-thinking and innovative in order to succeed – they need the right strategy. Being named a leader by the IDC MarketScape is confirmation that we have the right people to help companies successfully develop."

Buyers rate PwC very highly for its ability to meet digital transformation project timelines. IDC rates PwC highly in terms of both current capabilities and future strategies in this IDC MarketScape. The IDC MarketScape views the "future business strategy" and "future offering strategy" of PwC as its greatest strengths.

Tom Puthiyamadam, U.S. Management Consulting & Digital Services Leader, "The combination of being leader in both Digital Strategy & Transformation demonstrates how we globally create tangible value for our clients who seek to reimagine their business in the digital age."



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..

About PwC

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.

©2015 PricewaterhouseCoopers. All rights reserved.

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.