



News release

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<i>Pages</i>	2

PwC named a major player in Worldwide Smart Cities Consulting Services in the 2015 Vendor Assessment by IDC MarketScape

PwC has been named as a major player in the IDC MarketScape: Worldwide Smart Cities Consulting Services in the 2015 Vendor Assessment.

This IDC study represents the vendor assessment model called IDC MarketScape. This research is a quantitative and qualitative assessment of the characteristics that explain a vendor's current and future success in the marketplace. This study assesses the capability and business strategy of many of the leading business consulting firms.

Hazem Galal, Cities and Local Government Global Leader said: "We are pleased that the IDC MarketScape has recognised the global smart cities capability that PwC is developing across its network. This validates our holistic approach to deliver the complex and multi-disciplinary solutions that address the complex urbanisation challenges facing cities today. We will continue to invest in this area to further consolidate our network capabilities to deliver innovative solutions to cities around the world."

The IDC MarketScape states that PwC is regarded by business consulting customers worldwide as the most capable firm overall at helping them improve operational efficiency, at understanding the unique needs of their business, and at leveraging local and global staff appropriately. Additionally, PwC is considered one of the best at helping clients manage risk, transform significant processes, create a more effective business, and improve overall commercial performance.

IDC MarketScape, Worldwide Smart Cities Consulting Services 2015 Vendor Assessment (#258531, August 2015).

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.



Notes

- For more information, visit pwc.com/analystviews.
- 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.

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