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## **News release**

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<i>Contact</i>	Helen Tardif, PwC Tel: + 44 (0) 1509 604184 e-mail: helen.tardif@uk.pwc.com  Follow/retweet: @pwc_press
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### **PwC named a leader in IDC's MarketScape for Worldwide Life Science Sales and Marketing Strategic Consulting 2015 Vendor Assessment**

PwC has been named as a leader in the IDC MarketScape: Worldwide Life Science Sales and Marketing Strategic Consulting 2015 Vendor Assessment. This IDC study represents the vendor assessment model called an IDC MarketScape. The research is a quantitative and qualitative assessment of the characteristics that explain a vendor's current and future success in the marketplace, assessing the capability and business strategy of many of the leading business consulting firms. The evaluation is based on a comprehensive framework and set of parameters expected to be most conducive to success in providing business consulting services during both the short term and the long term.

Doug Strang, Pharmaceutical and Life Sciences Advisory Lead, said "We are pleased that the IDC MarketScape positioned PwC in its Leaders category within its most recent report evaluating Pharma/LS Sales and Marketing strategic consulting."

According to the IDC MarketScape, among the competitors discussed in this IDC MarketScape, "PwC has extensive experience working with life science companies across all three sections of the industry: pharmaceutical, biotech, and medical devices. Relative to other vendors discussed in this report, and based on feedback from multiple customer references, PwC rated well for the overall level of value delivered to its clients and for both its life science industry expertise and account management capabilities.

Greg Rotz, Commercial Pharmaceutical Leader, said "The IDC MarketScape report confirms the value we add to our clients and reinforces our role as the strategy-to execution firm in the commercial space."

IDC MarketScape for Worldwide Life Science Sales and Marketing Strategic Consulting 2015 Vendor Assessment, (#HI258970 September 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 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 [pwc.com/analystviews](http://pwc.com/analystviews).
2. 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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