



News release

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“Trusted PwC brand backs the Experience Centers”, According to analyst firm TBR

PwC’s Analyst Experience Centers represent how PwC’s management and employees are willing to evolve the business as they work with clients amid transformation

During the event, held at PwC’s Experience Center, “TBR witnessed PwC’s employees’ passion for their work with clients. The firm’s ability to pair a wide variety of skill sets on a client engagement team may seem risky, as strategy consultants, artists, Web designers, data scientists and technologists aren’t typically found working closely with one another. PwC’s leadership, in attracting the right talent, tapped into employee willingness to be adaptive and collaborative, contributing to what PwC calls the “secret sauce” that differentiates the teams at the Experience Centers.”

PwC saw an unfulfilled need in the market, and reconfigured its Digital Services offerings to combine the best of consulting with the best of an agency experience to help organizations reimagine business by creating addictive experiences for their customers, employees and partners. The Sandbox is a malleable space inside of PwC’s Experience Center built to help teams innovate, and create real outcomes in a short amount of time.

To show the value of this kind of environment to clients, PwC invited analysts to come to the space to experience the type of collaborative experiences our business strategists, industry specialists, and user experience designers help build for clients. The work goes from theoretical – beginning with the client issue – quickly moving onto the practical. The PwC teams take the clients through simulations in virtual environments, quickly prototyping across various platforms, testing, and refining, all in the course of just a few days.

TBR noted that “employees emphasized how they shifted the way they work together internally and with clients, bringing different types of talent to discussions with the C-Suite than they did four to five years ago. By operating on a more global level, evidenced by its employees being encouraged to connect with their colleagues to bring alternative perspectives to address clients’ specific business needs, the firm works smarter. PwC shares success stories across its Experience Centers, slightly varies the talent mix at each center, and encourages mobility between the centers to further diversify the teams. At the Experience Centers PwC works



alongside its clients identifying and addressing issues, using an agile methodology and inspiring business leaders to change the way they run their businesses.”

Tom Puthiyamadham, PwC’s Global Digital Services Leader, states “We are pleased and excited that TBR was able to visit our Experience Center, and saw the value in our more creative approach to solving problems. The Experience Center helps us and clients collapse months into days and closes the gap between analysis and results. We’re creating ownership in a room full of decision makers to create lasting change. Everyone at PwC is on board with that, and I’m glad TBR is as well.”

For more information, visit: www.digital.pwc.com

Notes

To find out more about how PwC has been evaluated by leading business, technology and industry analysts visit www.pwc.com/analystviews.

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