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## News release

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### **PwC Named a Leader in Worldwide Strategy Consulting Services in IDC MarketScape Report**

- *Recognized for value-creating innovation*
- *PwC, Strategy& combination delivers insightful, differentiated strategy*

PwC was named a leader in the IDC MarketScape: Worldwide Strategy Consulting Services 2014 Vendor Assessment report. According to the report, "clients indicate they consider PwC to be better than many of its peers at maximising the value of a project and integrating its project team with the client's."

Tony Poulter, PwC Global Consulting Leader, commented:

*"We're pleased with this recognition by IDC of our worldwide strategy consulting capabilities. As one of the world's largest consulting businesses, we are uniquely positioned to help organisations meet the challenges of today's evolving global business environment, turning innovative ideas into actionable results."*

The IDC MarketScape report states that "in strategy consulting, PwC is considered to be among the best at delivering value-creating innovation and leveraging local and global staff appropriately."

Ivo Doležal, Partner in Consulting in PwC Slovakia, added:

*"PwC's strategic approach to consulting helps our clients make transformative, innovative changes to their organization that can enhance competitive advantage, support growth, and increase profitability. This recognition by IDC reflects our commitment to our clients and our proven strength in consulting achieved through both organic and inorganic growth, and, in particular, our game-changing combination with Strategy& (formerly Booz & Company). Our industry-focused approach and global reach enable us to help organisations transform their business, from strategy through execution."*

According to IDC's analysis and buyer perception, "PwC and Strategy&'s approach involves using insights derived from data, testing, and learning along the way with all of the key stakeholders; the resulting strategy becomes a living, evolving model that helps the organization adapt rapidly to changes in the environment, as it develops and strengthens new capabilities. The resulting outcome is one of the best, most insightful and differentiated strategy."

#### **Notes to Editor:**

##### **About IDC MarketScape**

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of 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 vendors can be meaningfully compared. The framework also provides buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

**Sources:**

IDC MarketScape: Worldwide Strategy Consulting Services 2014 Vendor Assessment – July 2014 (IDC#249462).

**About PwC**

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