



Leading in the
new digital
economy

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PwC launches Asia Pacific Marketplace to help clients accelerate digital transformation

For immediate release - Singapore, 9 May 2023 – Digital transformation for businesses is more than a buzzword. However, the question is no longer whether digital can provide value, but rather how it can increase resilience and agility, and reduce cybersecurity and data privacy risk in an increasingly complex business and operating environment.

In response, PwC has embraced an asset-based services strategy - combining their traditional professional services with digital assets to deliver human-

led, tech-powered solutions. As part of this strategy, PwC has launched the [Asia Pacific Marketplace](#), the first of its kind in the region, across Indonesia, Singapore, Malaysia, Thailand and Vietnam with other territories soon to follow.

This is a digital ecosystem where their clients can explore digital solutions, built by PwC and their alliance partners, for business issues such as cybersecurity, data and analytics, digital transformation, ESG, organisational effectiveness, risk management, tax and upskilling. Each digital asset is created with unique, real-world perspectives and deep industry knowledge gleaned from serving the world's largest and most complex companies.

Over 12 months, PwC's Asia Pacific Marketplace has introduced over 160 innovative digital assets with more being added, ranging from licensed Software as a service (SaaS) products, tech-enabled services (asset-based services) to managed tech services, to the market.

Vishy Narayanan, PwC Asia Pacific Chief Digital & Information Officer

commented: "The launch of PwC's Asia Pacific Marketplace demonstrates the power of working together across the region and marks a new milestone for more differentiated and integrated solutions for our clients. We firmly believe the future of professional services is in asset-based and managed services which allows us to drive real results at speed and scale."

Co-creating approach to deliver sustained outcomes

It is crucial that organisations embrace a collaborative mindset and seek out strategic alliances to achieve sustained outcomes, as highlighted in [PwC's 26th Annual Global CEO Survey - Asia Pacific](#). This includes broadening the breadth and scope of the alliance ecosystem. To harness this, PwC have built strong relationships with specialist software and platform businesses to co-create a comprehensive set of services and products designed around delivering value to organisations.

Clients are also part of the co-creating process. PwC works alongside their clients to trial, test and tailor these digital assets in their actual business environment, allowing a continuous feedback loop. This approach allows PwC to deliver the right tech with the right scale, at the right time.

Said Luke Soon, Asia Pacific Digital Assets and Support Services Hub Leader, PwC Singapore:

“We are seeing rapidly changing business models, rapid digitalisation, rising cost pressures and increasing digital risk exposure. We are very excited about the launch of the Singapore Marketplace, which will bring more differentiated and integrated digital solutions while harnessing the power of our human-led tech-enabled community of solvers to co-create sustained solutions for our clients.”

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About PwC

At PwC, our purpose is to build trust in society and solve important problems - this is at the core of everything we do from the value we provide to our clients and society to the decisions we make as a firm.

Our services started with audit and assurance over a century ago. As times change and the issues faced by businesses and individuals evolved, we have developed specialised capabilities in tax, advisory and consulting to help you address emerging new challenges across focus areas like ESG, sustainability and climate change, digital transformation, cyber security and privacy, data, mergers and acquisitions, and more.

In Singapore, we have more than 3,500 partners and staff to help resolve complex issues and identify opportunities for public, private and government organisations to progress. As part of the PwC network with nearly 328,000 people in 152 countries, we are among the leading professional services networks in the world focusing on helping organisations and individuals create the value they are looking for.

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