

A decorative graphic consisting of several overlapping squares in shades of red, orange, and yellow, arranged in a stepped pattern.

# pwc

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## **PwC named a leader in Business Consulting services in Asia-Pacific by IDCMarketScape**

*News release*

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## **PwC named a leader in Business Consulting services in Asia-Pacific by IDCMarketScape**

London, 18 March 2015 -- PwC has been named as a Leader in Business Consulting in the IDC MarketScape: Asia-Pacific Business Consulting Services 2015 Vendor Assessment (#254319). The IDC MarketScape research assesses the capabilities and business strategy of consulting firms with global scale, positioning them according to IDC MarketScape analysis and buyer perceptions.

Juan Pujadas, Global Advisory Chairman “This is a major achievement for our Advisory Business and a strong statement on the progress we’ve made.

“We’ve set out some highly ambitious growth plans and we’re well on the way to achieving them. Being named a leader by the IDC MarketScape is confirmation of that”

The report states that “For clients in the Asia/Pacific region, PwC is the most capable of all firms at challenging corporate culture, delivering value-creating innovation, and directly improving the client’s overall commercial performance.

Derek Kidley, CEO of PwC’s South East Asia Consulting added “This market is one of the fastest growing in the world, there are major opportunities for businesses to grow, and clients are responding positively to what we have to offer. Being named a leader by the IDC MarketScape report is a reflection of the commitment of the firm and its staff to serve our clients as well as a positive acknowledgment of our position and abilities in this market.”

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## 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.

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### **About PwC**

PwC helps organisations and individuals create the value they're looking for. We're a network of firms in 157 countries with more than 184,000 people who are committed to delivering quality in assurance, tax and advisory services. Tell us what matters to you and find out more by visiting us at [www.pwc.com](http://www.pwc.com).

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see [www.pwc.com/structure](http://www.pwc.com/structure) for further details.

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