

PwC named a Leader in
The Forrester Wave™:
AI Consultancies, Q3
2019.

© 2019 PwC. All rights reserved.



Sep 17, 2019 17:00 +08

PwC rated as a Leader in AI Consulting

PwC doesn't come to fix the plumbing but instead to transform a client.

PwC announced that it was cited as a Leader in The Forrester Wave™: AI Consultancies, Q3 2019.

On firms that provide Artificial Intelligence (AI) consulting services, Forrester notes that “offering, breadth of support, and innovation are key differentiators.”

The report states that: “PwC doesn't see a technology problem; it sees a

business problem. PwC's "reframing" approach for digital carries through to the firm's AI practice: PwC doesn't come to fix the plumbing but instead to transform a client. While many AI engagements address business process and customer experience, PwC doesn't stop there. The firm also illustrates how AI can change the way executives work by presenting interactive simulations of markets that they aren't in, they aren't optimised for, or don't exist. This allows leaders to imagine and execute on new business models and new products."

It further notes that "Humans are always in the AI loop. PwC takes into account where employees need to guide, govern, and use the AI capability. Data is always at the forefront, even when it's not available. PwC has expertise and techniques to create synthetic data to backfill critical information needed in a model."

Flavio Palaci, Global Data Analytics Leader , said: " "We are delighted that Forrester has not only recognised us as a leader in this AI Consultancies Wave, but also how we at PwC can utilise our AI capabilities to transform how our clients work. Our responsible AI Framework and Toolkit is resonating with our clients, and is allowing us to innovate with them in ways that set us apart. This allows us to help them increase their productivity, create new value for their businesses, and transform how they do business, which are true differentiators for PwC in the market."

Notes

1. For more information on how PwC helps clients determine what success looks like, innovate their business, and create new value, visit <https://www.pwc.com/gx/en/issues/data-and-analytics/artificial-intelligence.html>
2. To find out more about how PwC has been evaluated by leading business, technology and industry analysts visit pwc.com/analystviews

About PwC

At PwC, our purpose is to build trust in society and solve important problems.

We're a network of firms in 158 countries with over 250,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com/sg.

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 for further details.

© 2019 PwC. All rights reserved

Contacts



Siew Ling Ong

Press Contact

Manager, Brand and Communications

siew.ling.ong@pwc.com

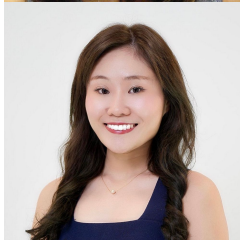


Candy Li

Press Contact

Team Lead - Brand & Communications

candy.yt.li@pwc.com



Verlynn Heng

Press Contact

Senior Associate

Brand & Communications

verlynn.wy.heng@pwc.com

81251483