

IDC MarketScape

IDC MarketScape: Worldwide Analysis of EMEA Business Consulting Services 2020 Vendor Assessment

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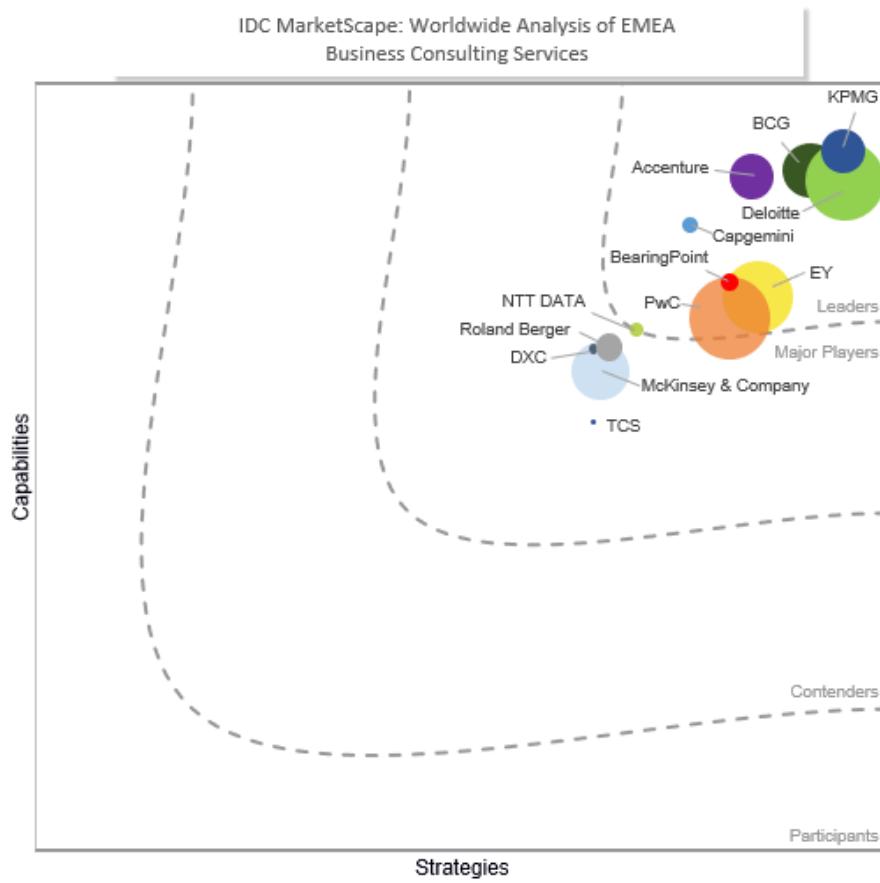
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THIS IDC MARKETSCAPE EXCERPT FEATURES NTT

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape Worldwide Analysis of EMEA Business Consulting Services Vendor Assessment



Source: IDC, 2020

Please see the Appendix for detailed methodology, market definition, and scoring criteria.

IN THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide Analysis of EMEA Business Consulting Services 2020 Vendor Assessment (Doc # US45630620). All or parts of the following sections are included in this excerpt: IDC Opinion, IDC MarketScape Vendor Inclusion Criteria, Essential Guidance, Vendor Summary Profile, Appendix and Learn More. Also included is Figure 1.

IDC OPINION

This study represents the vendor assessment model called IDC MarketScape. It is a quantitative and qualitative assessment of the characteristics that explain a vendor's current and future success in the marketplace. The evaluation assesses the capabilities and business strategies of many prominent business consulting firms. It is based on a comprehensive framework and a set of parameters expected to be most conducive to success in providing business consulting services during both the short term and the long term. A significant component of this evaluation is the inclusion of business consulting buyers' perception of the key characteristics and the capabilities of these consulting providers, both directly from the vendors' clients and through a survey. Overall, these firms performed very well on this assessment. Key findings include:

- In Europe, the Middle East and Africa (EMEA), consulting providers are generally perceived as being able to excel at understanding the unique needs of a client's business, meeting the project timeline, and integrating their project teams with the ones of the client. They are also considered very capable of providing technical insights and competence and offering high-quality staff and service.
- This evaluation discovered that generally clients in EMEA are less impressed with consulting providers' ability to directly improve their commercial performance, drive and support business change across the client organization, and integrate appropriate analytics into the engagement – all essential to many significant business transformation initiatives.
- Clients in EMEA rated their providers, in aggregate, best at helping them with the following business priorities: developing digital products and services, transforming critical processes, and driving innovation.

IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

This research includes analysis of the five largest business consulting firms based on worldwide revenue in IDC's Services Tracker and additional firms with broad portfolios spanning the different business consulting domains identified in *IDC's Worldwide Services Taxonomy, 2019* (IDC #US44916019, March 2019), and with regional importance in EMEA. These criteria were used because the scope of this evaluation covers the broadest definition of business consulting. The assessment is designed to evaluate the characteristics of each firm – as opposed to its size or the breadth of its services. It is conceivable, and in fact the case, that specialty firms can compete with multidisciplinary firms on an equal footing. As such, this evaluation should not be considered a "final judgment" on the firms to consider for a particular project. An enterprise's specific objectives and requirements will play a significant role in determining which firms should be considered as potential candidates for an engagement.

ADVICE FOR TECHNOLOGY BUYERS

Use this IDC MarketScape as one tool in your qualification and selection of potential business consulting providers. While all firms have capabilities to help you drive changes to your business across multiple domains, make the choice about which, if any, of these activities can be led by your consultant and which need to be driven by organizational insiders. Beyond that, consider the three areas cited in this EMEA evaluation where improvement is needed. These are business consulting firms' abilities to help clients:

- Expand into new markets and geographies.
- Identify and implement options for growth.
- Improve talent performance, retention, and engagement.

Determine which areas are important to you, and make sure you directly investigate each relevant area to understand the strategy and capability of each potential business consulting provider you are considering.

VENDOR SUMMARY PROFILE

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of the vendor's strengths and challenges.

NTT DATA

Based on IDC analysis and customer feedback, NTT DATA is positioned in the Major Players category in this IDC MarketScape for business consulting services in EMEA for 2020.

Headquartered in Tokyo, Japan, NTT DATA employs a team of more than 120,000 professionals worldwide to address digital transformation topics like the design and deployment of digital business strategy, reinvent the customer experience, streamline business processes, cloud migration, or upgrade aging infrastructure. As a division of NTT Inc., a global IT services provider with 303,350 employees in more than 50 countries, the company covers a broad portfolio of services offerings.

NTT DATA offerings cover business consulting, organizational change management, digital business consulting, project management, and IT consulting and integration. The company focus on helping clients automate and optimize business processes, integrating supplier, partner, and customer ecosystems, reinventing the customer and employee experience, providing new digital products and services, and creating new, disruptive business models. Furthermore:

- **Business consulting.** NTT DATA's business consulting arm covers a variety of industries, including telco and media, government, healthcare, manufacturing, finance, and insurance. Service areas include (digital) strategy, operations and processes, and governance, regulatory, and risk consulting.
- **Organizational change management (OCM).** NTT DATA's OCM services help ensure that clients approach change with direction, focus, and a common vision. The company uses a holistic approach that aims at improving communications, training, and governance while boosting productivity during transformation. NTT DATA's leadership and tactical delivery services focus on organizational adoption, stakeholder management, communications, and

training to support large-scale transformation programs, including advisory services, implementation support, and staff augmentation.

- **Digital business consulting.** NTT DATA helps clients implement digital technologies, develop a strategy built around the capabilities these technologies enable, and make the capabilities and strategy real through a comprehensive suite of supporting services. The company helps them address the challenges of their digital business strategy through its portfolio of consulting services. That way, NTT DATA enables clients to create a more meaningful customer experience, more effective engagement, and improved operational efficiency and insights.
- **Project management.** Technological advances and globalization are having a profound impact on the IT operating model. NTT DATA helps clients adopt a strategic project management office (PMO) that seamlessly works with existing resources to enhance IT efficiency, ensure delivery, and reduce costs. The company utilizes a patented and industry-recognized PM3 (portfolio, program, and project management) framework to effectively help clients deliver key strategic infrastructure initiatives and address their growing portfolio of project demands. Services include actionable reporting, PMO staff augmentation, PMO assessment, design and planning, and PMO managed services.
- **IT consulting and integration.** NTT DATA helps clients integrate business strategies and enabling technologies (such as digital, cloud, and enterprise resource planning). Services include cloud application advisory, network and security optimization, communication and collaboration, IoT advisory, datacenter transformation, and workplace consulting.

Strengths

Among clients in EMEA, NTT DATA is viewed as one of the strongest firms at providing industry insights and competence. On client engagements, NTT DATA is considered to be able to help clients create a more effective business and develop digital products and services.

Challenges

NTT DATA should improve perceptions of its ability to help clients increase operational efficiency. On projects, NTT DATA should improve the perception among clients that it can help them drive innovation and reduce cost.

APPENDIX

Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed.

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, the vendors' customer references, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

An additional component of this evaluation is the inclusion of the perception of business consulting buyers of both the key characteristics and the capabilities of these consulting providers. This insight is captured in a broad-based random global buyer value survey of consulting firm clients and reveals key insights regarding the capabilities of the individual firms.

Market Definition

Business consulting involves advisory and implementation services related to management issues. It often includes defining an organization's strategy and goals and designing and implementing the structures and processes that help the organization reach its goals. Business consulting includes three main areas: strategy consulting, operational improvement consulting, and change and organization consulting. The market is primarily served by four firm types:

- **Big 4:** IDC recognizes the well-known Big 4 firms as the four largest international accountancy and professional services firms – Deloitte, EY, KPMG, and PwC.
- **Multidisciplinary:** IDC describes multidisciplinary firms as large, diversified consulting organizations that offer a range of business consulting services to clients across a myriad of sectors. To distinguish these from other specialty firms, consulting services must address more than two business functional areas, in addition to providing strategy and operational implementations.
- **Technology led:** These are also large, multifaceted firms and are known for deep expertise in both technology and business consulting. IDC identifies these firms as those that expanded from information technology-centric businesses into more broad business consulting or vice versa.
- **Specialty:** Specialty firms have focused areas of consulting expertise in specific industries, functional areas, or technologies. Management and strategic consulting specialists that offer primarily strategy consulting and business intelligence (BI) models to specific sectors or industries including government fit into this category of firms.

LEARN MORE

Related Research

- *Worldwide and U.S. Business Consulting Services Market Shares, 2018: Marrying Strategy and Technology-Related Services Offerings Continues to Drive Growth* (IDC #US43248719, November 2019)
- *Market Analysis Perspective: Worldwide and U.S. Business Consulting Services, 2019* (IDC #US43248519, September 2019)
- *Global Client Value Survey, 2019: How Consulting Services Engagements Are Changing* (IDC #US43248319, June 2019)
- *Worldwide and U.S. Business Consulting Services Forecast, 2019-2023* (IDC #US43248419, May 2019)

Synopsis

This IDC study uses the IDC MarketScape model to provide an assessment of several providers participating in the EMEA business consulting services market. The IDC MarketScape is an evaluation based on a comprehensive framework and a set of parameters that assesses providers relative to one another and to those factors expected to be most conducive to success in each market during both the short term and the long term.

"In EMEA, business consulting providers are generally perceived as being able to understand the unique needs of a client's business, meet the project timeline, and integrate their project teams with the ones of the client. They are also considered very capable of providing technical insights and competence and offering high-quality staff and service," said Bjoern Stengel, senior research analyst, Business Consulting Services at IDC. "This evaluation discovered that generally clients in EMEA are less impressed with consulting providers' ability to directly improve their commercial performance, provide the required spectrum of strategy consulting services, and integrate appropriate analytics into the engagement – all essential to many significant business transformation initiatives."

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,100 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For 50 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

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