

Industry and competition research for a top-tier consulting firm

40%cost savings through
offshore support**10-12%**

more client-facing time

CLIENT REQUIREMENTS

- High-quality industry research on a broad range of fintech topics, to be able to provide advisory solutions to the end client (a Fortune200 payments behemoth)
- Key requirements:
 - Payments player profiles: offerings, geographic footprint, financial performance, stock charts, M&A and investments
 - Partner research: payment modes and partners of major e-commerce platforms globally, GMV sold, market shares
 - Events research: blockbuster e-commerce sales events (e.g., Singles' Day, Cyber Monday) - GMV sold, market shares, promotions, historical growth
 - Weekly economic updates: e.g., GDP, employment, consumer spending, savings rate

OUR APPROACH

- Pyramid-based offshore team setup based on the complexity of work
- Well-structured training and rollout plan
- Actionable insights delivered via detailed desk research on open and proprietary sources followed by analysis
- Close collaboration with the consultants on every project to understand the endclient's needs, discussion of approach, refinement of output and final delivery

IMPACT DELIVERED

- Integral part of the client's research and advisory team
- Better understanding of client's competitors - products/solutions, partners, strategic moves; mapping white spaces and potential opportunities
- Efficiency improvement channelled to deliver higher volumes, adhoc projects and high complexity of work

About Acuity Knowledge Partners

Acuity Knowledge Partners is a leading provider of high-value research, analytics and business intelligence to the financial services sector. The company supports over 350+ financial institutions and consulting companies through a team of over 3,000+ subject matter experts who work as an extension of the clients' teams based out of various global delivery centres.

We empower our clients to drive revenues higher. We innovate using our proprietary technology and automation solutions. We enable our clients to transform their operating model and cost base.

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