

Industry and competition research for a Fortune-200 payments behemoth

40%
Cost savings

10%
Additional bandwidth

CLIENT REQUIREMENTS

- High-quality industry, competition and partner research
- Key requirements were
 - Payment 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 and market shares
 - Events research: blockbuster e-commerce sales events (Single's Day, Cyber Monday, etc.) - GMV sold, market shares, promotions, historical growth
 - Weekly economic updates: GDP, employment, consumer spending, savings rate, etc.

OUR APPROACH

- Pyramid-based offshore team setup based on the complexity of work
- Well-structured training and roll-out plan
- Actionable insights delivered via detailed desk research on open and proprietary sources followed by analysis
- Close collaboration with [consultants](#) on projects to understand client needs, discussion of approach, refinement of output and final delivery

IMPACT DELIVERED

- Became an integral part of the client's strategy and insights team
- Helped the client team stay ahead of competition and fast-moving payments markets- competitor products/solution launches, partners, strategic moves; mapping of white spaces and potential opportunities

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 400+ financial institutions and consulting companies through a team of over 4,000+ 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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