

Payments research for a boutique consulting firm

20-25%cost savings through
offshore support**18-20%**

more client-facing time

CLIENT REQUIREMENTS

- Tracking a broad array of solutions and market updates in the fintech landscape - industry solutions, players, innovations and upcoming trends for [fintech](#) consultations on behalf of a Fortune500 payments, risk and [capital markets](#) solutions provider
- Key requirements:
 - Industry research: e.g., market sizing, market mapping, [COVID-19](#) impact on payments players and fintech innovations ([AI](#), robo-advisory, AR/VR, [cyber security](#)) and segment analysis (C2C, C2B, B2B, B2C payments)
 - Startup/disruptor research: solutions, partner network (integrators, consultants, [technology](#) partners), funding, headwinds and tailwinds
 - [M&A](#) and deals tracking: target study, deal rationale/synergies, deal value
 - Players' customer wins by client, solution provided and region, and deal details
 - Newsletter: capital markets, competitor earnings, fintech investments and M&A, and industry updates (innovations, product launches, regulatory/policy updates)

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
- Crisp, executive-ready decks for the client's senior advisory team
- 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

- Freed up client's bandwidth for core advisory tasks
- Helped the client stay abreast of fast-moving fintech markets
- Helped the consultants to better advise the endclient's corporate strategy teams on how to stay ahead of the competition

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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