

Strategic research for a global commercial bank

Bespoke solutions for strategy and group corporate development

Competitive intelligence and benchmarking for the banking sector

Market intelligence and insights on disruption by challenger banks and fintechs

CLIENT PROFILE AND CHALLENGES

- Among the top 10 global [commercial banks](#), with a diversified business portfolio
- Strong footprint in emerging markets
- Key challenges faced:
 - Low visibility on increasing market competition and potential disruption
 - High cost of the function
 - Onshore teams required fast turnaround of bespoke analysis

OUR APPROACH

- Set up a pyramid-structured offshore team to deliver project-based [strategic insights](#) to senior bankers such as MDs, EDs and directors
- Defined a well-structured training and roll out plan for the team
- Regularly monitored and tracked client-focused business sectors; shared all updates within the defined timelines
- Provided bespoke research and analysis support
- Prioritised key research themes such as fintech, launch of challenger banks and technological disruption to deliver high-quality analysis centred on actionable [market/competitive intelligence and sector insights](#)

IMPACT DELIVERED

- Conducted a detailed white-boarding session to scope out support levels and complexity
- Provided regular updates on disruptive market segments, enabling the client to define new market opportunities and track competition
- Improved the in-house team's efficiency through saving time on desk-based research and analysis
- Set up a sector-focused team with a deep understanding of the banking industry, able to track competition and benchmark incumbents and challenger banks

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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