

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, formerly part of Moody's Corporation, is a leading provider of bespoke research, analytics, staffing and technology solutions to the financial services sector. Headquartered in London, Acuity Knowledge Partners has nearly two decades of transformation experience in servicing over 300 clients with a specialist workforce of over 2,500 analysts and delivery experts across its global delivery network.

We provide our clients with unique assistance not only to innovate, implement transformation programmes and increase operational efficiency, but also to manage costs and improve their top lines. These services are supported by our proprietary suite of Business Excellence and Automation Tools (BEAT) that offer domain-specific contextual technology.

Acuity Knowledge Partners is assisted by Equistone Partners Europe, a leading private equity organisation that backs specialist growth businesses and management teams.