

Case Study

# Market Entry and Intelligence Support to a Consulting Firm in the US Retail Banking Sector

## About the Client

- The client is a multinational Business and IT consulting firm, with headquarters in UK. It has built a strong brand presence and reputation for consistently driving business performance through the deployment of technology

## Business Objective

- Due to the economic impact of 2008 and the resulting mergers between financial institutions forced by the collapse, our client recognized that business imperatives for the financial services industry would now shift towards cost effectiveness in operations
- While Tier 1 strategic consulting firms were most probably incumbent, our client recognized the potential for a more practical approach to cost alignment - an area in which they are highly regarded and have an enviable track record

## Results & Value Add

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Through expert analysis, RocSearch was able to derive specific insights that fuelled the clients' planning tasks.

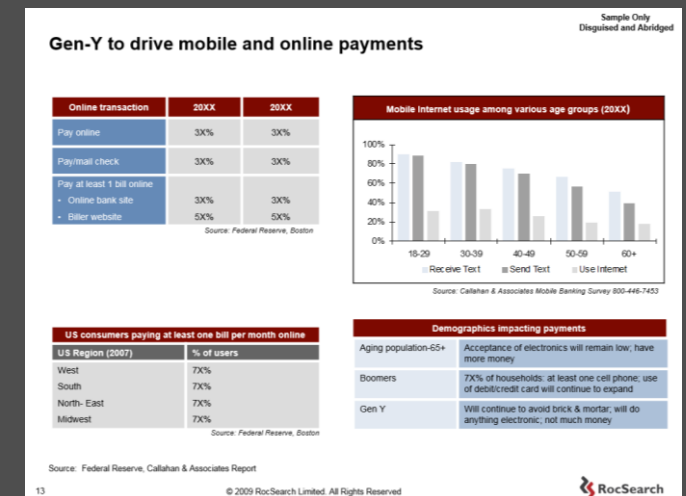
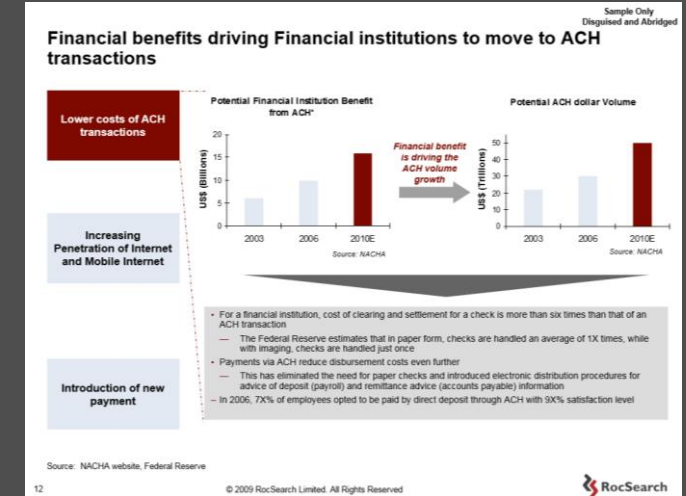
We helped the client:

- Gain in-depth knowledge of industry trends and challenges faced by various segments of the US retail banks
- Shortlist the target companies for new business development
- Develop a long term business plan to enter and sustain as a service provider to the US retail banking industry

# Research Methodology and Approach

- Phase 1:** Having established that the four key areas for analysis were Payments, Cards, Mortgagees and Cash Management (ATMs), the team undertook a thorough review of the North American industry and sub markets to identify those institutions that satisfied the aims of the client. We looked at:
  - Industry trends, growth drivers and challenges affecting various segments
  - Consumer preferences and behaviour towards new products and technologies within the banking sector
  - IT trends and detailed analysis of key IT vendors and software solution providers
- Phase 2:** Having successfully completed phase 1, the team moved on to the second phase. This included:
  - Ascertaining how several banks were performing with regards to various segments, to understand where these banks would need consulting services
  - Conducting news search over the last two years to retrieve information on any cost cutting measures undertaken by the target banks, including job cuts/layoffs
  - Creating “Power maps” with information on the management personnel of each bank to be contacted for pitching consulting services

# Screenshots





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advantage through intelligence

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## Contact Us

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