

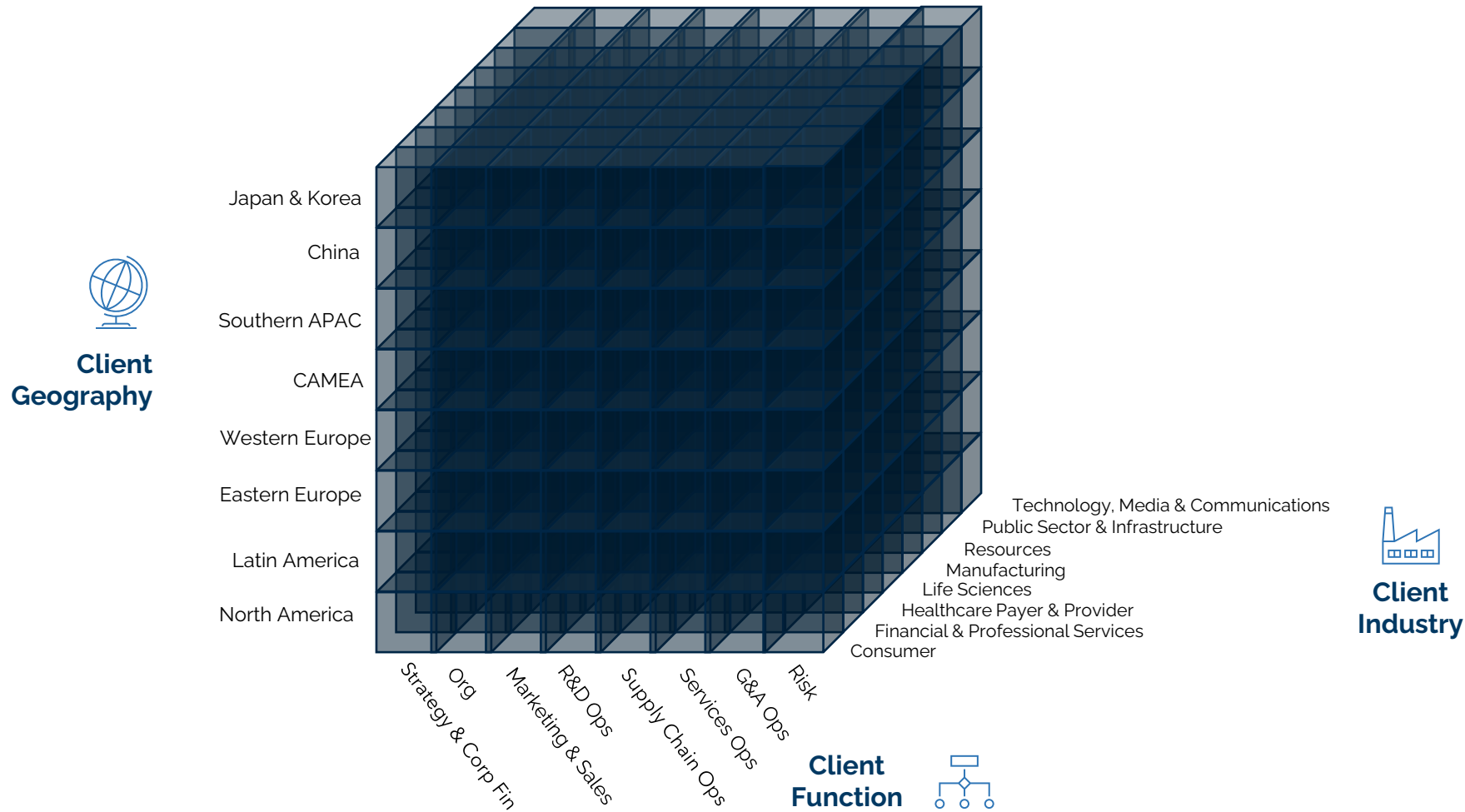
KRR Transformation Consulting Market Taxonomy

A Framework for Analyzing the Demand and Supply for
Transformation Consulting Services

2023

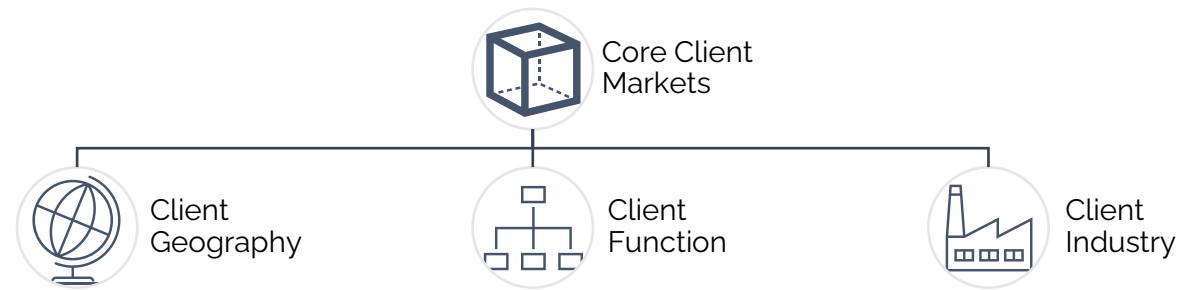


KRR Offers Consulting Market Data at the Intersection of Core Client Segments...

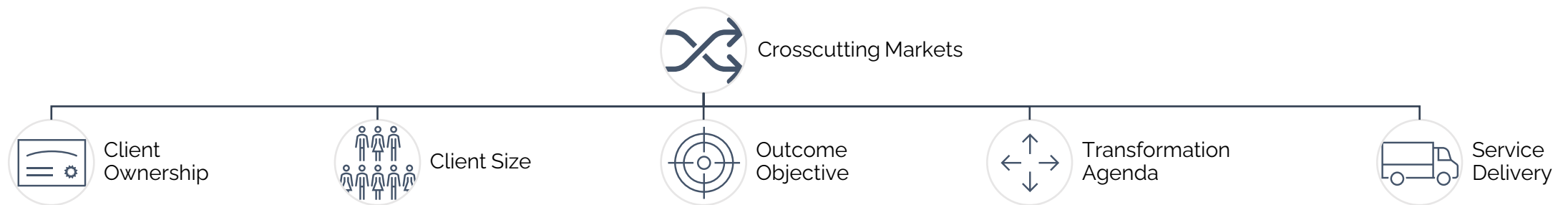


...Plus the Ability to Dive Deeper Through a Modular Architecture Easily Customized to Your Objectives

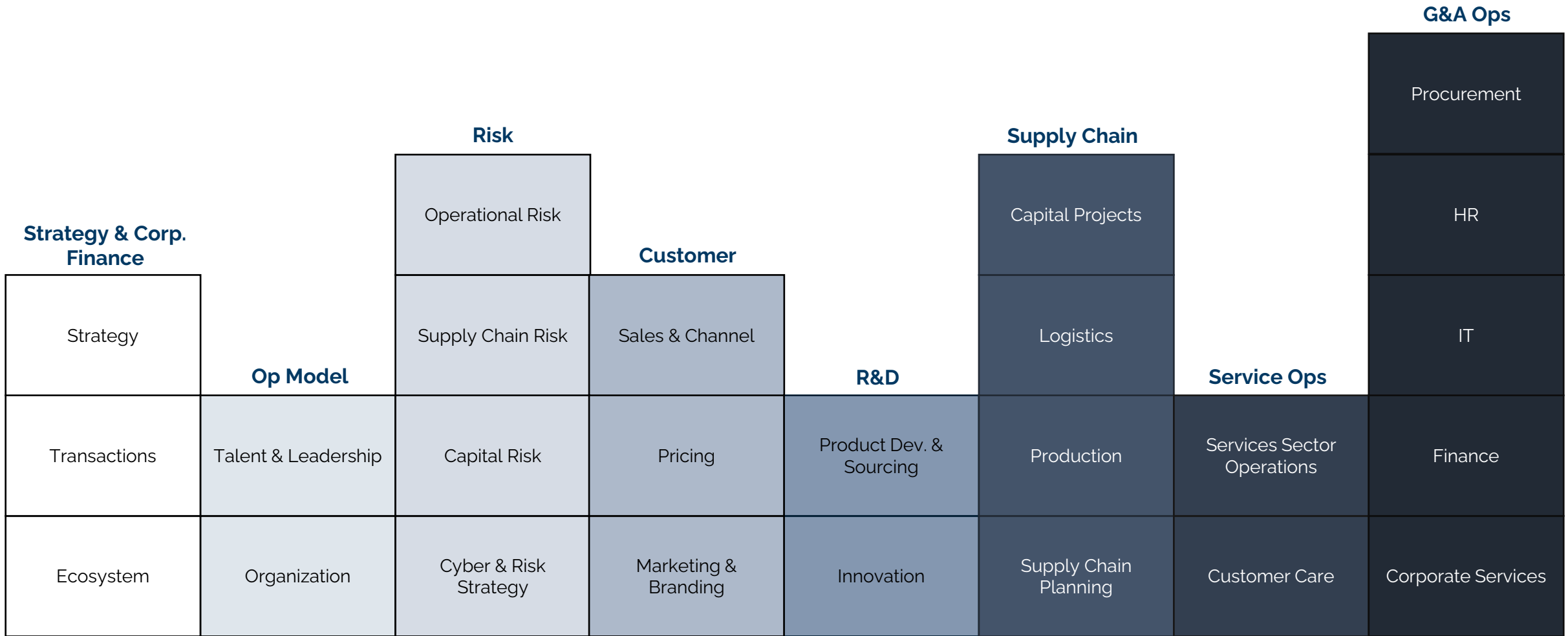
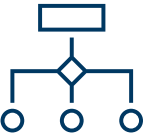
Into sub-segments of core client markets...



...Or other crosscutting markets based on demand or supply characteristics



Core Client Markets: Sub-Functions



Source: Kennedy Research Reports LLC



Kennedy
Research Reports

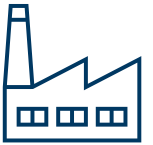
Core Client Markets: Sub-Regions



		China		CAMEA		Latin America	
Japan & Korea		China	Southern APAC	Central Asia	Eastern Europe	Western Europe	
Japan	Hong Kong	Australasia & Polynesia	Middle East	East Central Europe	UK & Ireland	Caribbean	
South Korea	Macau	Southeast Asia	North Africa	Eurasia	Germanic Region	Mexico	North America
North Korea	Mongolia	South Asia	Sub-Saharan Africa	Southeastern Europe	Southern Europe	Southern Cone	United States
						Andean	
						Brazil	

Source: Kennedy Research Reports LLC

Core Client Markets: Sub-Sectors



	Financial & Prof. Services				Resources		
Consumer	Banking				Agriculture		
CPG	Insurance	Healthcare Payer & Provider		Manufacturing	Energy	Public & Infra.	Tech., Media & Comms.
Retail & Wholesale	Capital Markets	Payer		Aerospace & Defense	Metals & Mining	Defense & Security	IT
Travel, Transport & Logistics, Leisure	Business Services	Provider	Life Sciences	Automotive	Utilities	Other Government	Media
Private Housing	Professional Services	Government Health	Pharma & Biotech	Industrial Equipment	Chemicals	Higher Ed., Not-for-Profit, International Organization	Communications
			Medical Devices	Other Manufacturing		Infrastructure	

Source: Kennedy Research Reports LLC



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Research Reports

Crosscutting Markets: Demand and Supply Segments



		Outcome Objective	Transformation		Service Delivery	
		Grow			Interim Management	Managed Services
		Optimize	ESG	Customer Experience	War Room	Products
Client Ownership	Client Size	Innovate	Operations	Data & Analytics	Best Practice	Technical & Process Automation
Private Equity	Small & Medium	Protect	Turnaround & Restructuring	Enterprise Technology	Implement	System Integration

Source: Kennedy Research Reports LLC

About Kennedy Research Reports LLC

For more information, please visit
www.kennedyresearchreports.com

Kennedy Research Reports (KRR) offers two primary products:

KRR Market Monitor

Biannual Consulting Market Size & Growth Forecast and Investment Tracker

Our Kennedy Market Monitor provides a detailed look at consulting industry growth by client functions, industries, and geographies, with market share breakdowns of the top firms. The report also details internal and external investment activities by providers within six competitive groups. The 100-page Market Monitor, with more than 50 charts and graphs, is published at the beginning of the year and updated with the most current market data at the end of Q2.

KRR Market Landscapes

Customized Reports on Specific Consulting Markets

Our Market Landscapes are based exclusively on buyers' input and our extensive research on different consulting markets and the providers that serve them. Each report is tailored to any combination of functional areas, client industries, and geographic regions. There are three sections to any KRR Market Landscape:

- **Kennedy Buying Radar** – KBRs quantify how buyers think of different consulting firms in different markets (by industry, function, and role). Unlike other market maps, there are no embellishments from providers. KBRs gather perspectives exclusively from client-side subject-matter experts, senior executives, business unit heads, and procurement to plot consulting landscapes.
- **Provider Journey Maps** – Journey Maps extend KBRs' foundation by explaining providers' multi-year investments – internal and external – as they launch new initiatives and test strategic alternatives, and go-to-market strategies. We uncover the innovators and explain providers' go-to-market strategies and their underlying engagement model, commercial approach, and branding.
- **Market Size, Forecasts and Market Share** – Our highly referenced proprietary data and sizing methodology frame the actual spend on consulting services. We measure consulting market revenues by any combination of client industry, function, geographic area, and service delivery model, including market shares of top providers