

DIGITAL AND TECH-FREE WAYS **to drive growth in your consulting firm**



APU is a knowledge-based consultancy company providing research and analysis, data, technical and business advice and services, sought by business leaders and strategists, to help them capture tomorrow's opportunities, today.

APU delivers market research reports covering markets, industries, countries, companies and technologies.

By continuously updating our desk research, and leveraging market research publications from leading institutes and consultancies worldwide, we provide relevant, current and credible research, critical to the success of your business.

Our clients use our insights, critical analysis, statistics and forecasts to help make strategic business decisions and grow their organizations. Our approach combines deep insight into the dynamics of industries and markets to help clients build more capable organizations and sustain lasting results.

Global Business Intelligence

Trends and forecasts for 18 global industries and over 1200 industry subsectors in up to 60 economies.

Our subscription services for data, news, analysis and forecasts, help clients understand how the world is changing and how that creates opportunities to be seized and risks to be mitigated and managed.

Digital and Tech-free ways to drive growth in your consulting firm

IS YOUR FIRM SAFE?

Is consulting on the verge of disruption? Many have argued in favor, but, according to the Harvard Business Review, the very term *disruption* should be used sparingly. Its concept signifies a situation whereby a smaller company successfully challenges established businesses which improve their offerings for their most demanding clients, while systematically neglecting to target other segments. The new firms enter the market by focusing on those overlooked consumers, and the established providers, complacent in their status, fail to respond on time; once multiple segments start turning in high numbers to those new providers, the disruption has already occurred.

The consulting sector might have experienced a slight migratory wave towards smaller, niche providers, but yet again, major firms maintain a fair share of the market and have taken action towards updating their offerings and business models. However, even if disruption fails to describe adequately the current status-quo, firms need to safeguard their future in an ever-changing market.

But what are those opportunities that prevent market marginalization? Some are, of course, related to the ultimate buzzword: everything digital currently dominates any conversation related to professional competency; however, more conventional lines of defence can also prevent disruption: customer satisfaction—albeit the customer has now changed—, updated reward systems, and collaboration are tech-free solutions that can minimize the volatility of your revenues.

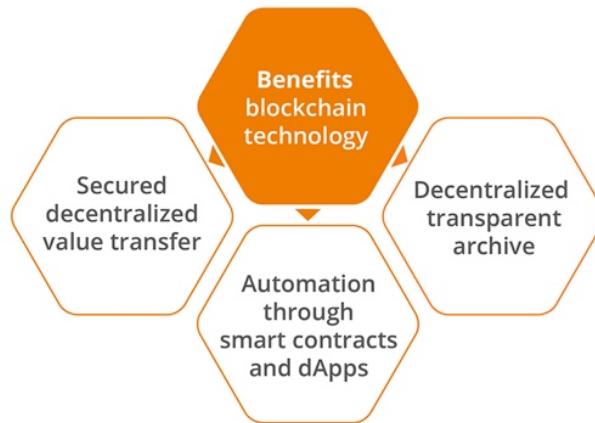
The background of the image features a large, stylized 'X' shape composed of four diagonal bands. The top-left band is dark orange, the top-right is light orange, the bottom-left is medium orange, and the bottom-right is dark red. This design creates a sense of depth and movement.

FUTURE-PROOFING YOUR BUSINESS



BLOCKCHAIN

Blockchain is a decentralized trusted data transaction system that occurs across a network of users. It helps businesses create new, trustful, and verifiable networks, as it guarantees the validity of a transaction by recording it on a connected and public system of registers. Consulting firms can yield significant gains through its utilization, such as:



- ***Improved Security:*** The blockchain is considered "hack proof, as it successfully prevents data breaches;
- ***Increased Transactional Transparency:*** A blockchain is open to the public and every transaction of data is recorded and accessible to everybody;
- ***Increased Efficiency:*** As the system works using a single digital ledger, everyone has access to the same information, making it easier to trust each other and work in a more efficient way.

PERFORMANCE-BASED BILLING

In performance-based billing, consulting firms define the outcomes they will deliver, with pricing based on the level of success in those outcomes. As such, consultancies share the client's risks and rewards, generate greater revenue streams, and eventually motivate consultants towards achieving certain performance goals.



DIGITAL MARKETING

Marketing is considered by many professionals as an activity needless in a field that favors reputation over advertising—indeed, only one in ten firms invest more than £20,000 per year in marketing. However, marketing investments do bring new clients along and are able to create awareness of a firm's niche; take, for example, content marketing which has evolved to be a top marketing choice: as consultancies offer services based on knowledge and expertise, organic content creation helps experts disseminate knowledge, increases traffic, builds a reputation for the firm, and creates credibility.



MULTISOURCING AND COLLABORATION

Firms often lack both the interdisciplinarity and the resources to have cross-expert teams that can successfully address emerging demands. In an effort to respond to new needs and navigate through the increasingly competitive market, collaboration between firms and providers emerges as a viable solution. At the same time, firms turn to freelancers and digital marketplaces in order to address skill shortages. PwC's Talent Exchange Platform, for instance, is a high-end consulting app and marketplace, but with a twist, as it essentially is the firm's new flex staffing program that aims to match the right talent with the right project.

PROFESSIONAL SERVICES AUTOMATION

Artificial Intelligence has evolved to be a household name; consultancies, also, take advantage of the capabilities it offers in an effort to upgrade their business models and their services towards clients. Through AI, consultancies can collect data in order to gain insights and detect patterns, streamline admin tasks—such as invoices, payrolls, and progress reports—, and improve their efficiency by employing smart data to unveil patterns and trends.



BETTER SAFE THAN SORRY

Developing a competitive advantage and staying ahead of the competition is a constant pursuit; however, no development strategy can be considered successful, if firms neglect to secure their very foundation: their reliability. As cyberattacks and data breaches become an everyday concern, designing a comprehensive risk mitigation plan is essential for any business, especially when considering that a simple leak can create a domino of consequences.

REFERENCES

Christensen, C. M., Raynor, M. E., McDonald, R., Harvard Business Review. (2016, December 19). What Is Disruptive Innovation? Retrieved August 7, 2019, from <https://hbr.org/2015/12/what-is-disruptive-innovation>

Blockchain consulting services. (n.d.). Retrieved July 19, 2019, from https://www.ey.com/en_gl/advisory/blockchain-consulting-services

Three benefits of AI and automation for consulting businesses. (n.d.). Retrieved August 7, 2019, from <https://www.consultancy.uk/news/18753/three-benefits-of-ai-and-automation-for-consulting-businesses>

Bitcoin Insider. (2017, November 23). Blockchain Unlocks Consulting Model for Experts of All Kinds, Worldwide. Retrieved July 19, 2019, from <https://www.bitcoininsider.org/article/10488/blockchain-unlocks-consulting-model-experts-all-kinds-worldwide>

Four Consulting Trends That Can Benefit Your Company. (2019, April 30). Retrieved July 19, 2019, from <https://www.graphite.com/blog/four-consulting-trends-that-can-benefit-your-company>





Product of APU Commercial Information Services LLC

Designed and produced by APU Insights Creative Studio

2019 © APU Commercial Information Services
All Rights Reserved