

THE ANALYTICS ECOSYSTEM

*The best
partners may
be those you
don't expect*



Introduction:

THE END OF THE STANDALONE CONSULTING FIRM, AT LEAST IN ANALYTICS CONSULTING?

When consultants talk about “intelligent analytics”, they’re referring to the sophisticated analysis of data—often very large datasets—aimed at developing deeper insights than have traditionally been generated by an organisation, and at helping to predict the future rather than simply explaining the past.

However, “intelligent analytics” is only the latest manifestation of the broader data and analytics consulting industry, and it’s often hard to distinguish between where analytics start and data stops. The relationship between the two has also changed over time, and it will change again in the future.

For a consulting firm to navigate this evolving market, success will depend on the extent to which its ecosystem goes beyond the usual partnerships and alliances.

The best partners may be those you least expect.

This white paper is an excerpt taken from our report on [Intelligent Analytics](#). The aim of this report is to explore how buying patterns are evolving, the types of data & analytics services clients are likely to want, and which firms they’re likely to turn to in the future.

This report feeds into our wider Strategic Planning Programme, which takes a detailed look at the big trends in the global professional services industry, interpreting them in terms of what they mean for firms and who is best placed to exploit them. To find out more information on this report, please contact [Alice Noyelle](#).

About Source

Source Global Research is a leading provider of information about the market for management consulting. Set up in 2007 with a London office, Source serves both consulting firms and their clients with expert analysis, research, and reporting. We draw not only on our extensive in-house experience but also on the breadth of our relationships with both suppliers and buyers. All of our work is underpinned by our core values of intelligence, integrity, efficiency, and transparency.

Source was founded by Fiona Czerniawska and Joy Burnford. Fiona is one of the world's leading experts on the consulting industry. She has written [numerous books](#) on the industry including [The Intelligent Client](#) and [The Economist books Business Consulting: A Guide to How it Works and How to Make it Work](#) and [Buying Professional Services](#).

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