

# Market Insights

For investors and  
professional services  
professionals

## Can technology consulting be credible without assets?

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The latest data from our model of the global professional services industry shows that **technology consulting is worth a staggering US\$428bn and represents just under 40% of the total market.**

It has also been growing consistently by around 9% over the past three years. Arguably this should not be a surprise: As we talk with clients it is apparent that virtually every project nowadays will include a technology component. The impact of the COVID-19 pandemic has only accelerated this development as digitisation has become such an essential part of our all our lives and reached deep within sectors and demographic groups to an extent that would have been highly unlikely only 18 months ago.

With growth has come evolution: Our model has had to adapt to accommodate an increasing breadth of technology-related capabilities. Right now, these range from strategy through to programme management, data & analytics, application development, vendor selection, and systems implementation. Add cybersecurity, outsourcing, and managed services into the mix and it becomes clear that the scope of technology services as a professional services discipline is not only vast already, but will continue to grow over time.




# ALANTRA

## About Alantra

Alantra is a global alternative asset management, investment banking, and credit portfolio advisory firm focusing on providing high value-added services to companies, families, and investors operating in the mid-market segment. The Group has over 540 professionals across Europe, the US, Latin America, and Asia. Its Investment Banking division provides independent advice on M&A, debt advisory, financial restructuring, and capital markets transactions, and has advised on over 300 deals for a total value of £33bn in the last two years.

This piece has been produced in collaboration with [Alantra](#). If you'd like to know more about how Alantra could help you, then please do get in touch with [Richard Holden](#), Partner in Corporate Finance.



## About Source

We analyse the way in which economic, business, behavioural, and technology change drives how organisations use professional services, and the implications that has for professional services firms.

We've been analysing the consulting and wider professional services sector for more than a decade. We've invested in sophisticated, proprietary research techniques that give us unique insights on current and future trends. We carry out the largest regular quantitative surveys of the professional services sector anywhere in the world, and are constantly talking to professional services firms' clients in order to understand how changes in their behaviour will reshape the industry in the future.

We're independent. Our analysis and recommendations are derived from our data and experience. Our information and insights have underpinned some of the most strategic investment decisions made by professional services firms. We don't recommend firms to clients, and we will never tell you what you want to hear just because you've paid us.

We have opinions: Our job isn't to give you reams of data to sift through, but to use that data to develop clear conclusions about what it means for you and your situation.

We're easy to work with, whether we're providing you with off-the-shelf data or custom research and consulting. We're generous with our time and don't have complicated licensing that limits who can read our material.

If you have questions about our research, or would like to know more, please get in touch.

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