

Case Study
Competitive Intelligence on Audit & Advisory
Sourcing Models



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Competitive Intelligence on Audit & Advisory Sourcing Models



About the Client



- The client is an audit and advisory firm based out of UK

Client Objectives / Goals



- Identify various audit functions that can be offshored
- Analyse various sourcing models and strategies adopted by competitors and benchmark them against the industry leaders

Approach and Methodology



- Conducted an analysis of the audit offshoring market. Identified various functions being offshored by the Big 4 firms
- Analysed the drivers affecting the offshoring decisions and identified the activities in the audit space, which can be offshored
- Analysed the offshoring strategies adopted by the client's competitors
- Provided benchmark cases, along with details such as sourcing model used, skill set deployed and services provided from the offshore facilities
- Analysed the delivery capabilities of the independent service providers

Sample Output



Sample Only
Engagement Model Standard

XXe is more mature in offshoring audit services as compared to other large audit firms

Front Office - activities that generate income			
Relationship Management	Sales / Opportunity Identification	Proposals	Deal Management - Engagement Level
Engagement Admin	Contract Delivery	Numerical Analysis	Engagement Management
Middle Office - activities that support the generation of income			
Proposal Support - Research	Proposal Support	Document Production	Risk Management - (Deal Level)
Research - Engagement / Industry / Deal	Marketing, Strategy & Sales Support	Operative Management	Knowledge Management
Back Office - activities that support the business as a whole			
IT - Engagement Support	IT - Sales Support	IT - Support & Infrastructure	Client Admin
HR - Recruitment	HR - Admin and Support	HR - Payroll	HR - Transformation
Finance - Billing	Finance	General Administration	

Services offshored
Source: RocSearch Analysis

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Results / Value-add



The findings of the study helped the client understand the audit offshoring space better, and **develop a comprehensive approach based on learnings from competitors**