

Driving reputation-building programmes for a global digital transformation advisory firm



- GCC setup, comprising a dedicated pool of resources
- Research calendar framed

Business need

- A global digital and IT transformation advisory firm, as part of its proactive initiative to increase eminence, wanted to publish points of view (PoVs) covering digital trends across diverse sectors.
- Abridged versions of these reports are published on the company's website, and full versions are sold on subscription to member companies.
- The client's core offering is advisory services, and it wanted a partner who could take over the entire research publishing function.

To publish points of view (PoVs) covering digital trends across diverse sectors.

The client outlined two key reasons for selecting RocSearch:

- Our research and analytics capabilities and nearly three-decade-long experience in the field.
- Our extensive experience in building GCCs from scratch.

Approach & Methodology

- We set up the GCC, comprising a dedicated pool of resources with diverse skills: subject matter specialists, research specialists, editors and designers.

The engagement started with: Agreement on SLAs; finalisation of a narrative framework, report structure, design and branding guidelines; review of the mobilisation plan; and onboarding and training of resources on the above aspects.



- At the start of every year, in collaboration with client stakeholders, we frame a research calendar covering the list of topics to be covered, tentative publishing dates and scope of coverage. This calendar is also published in advance on the client's website so that current and potential subscribers know what to expect during the year.
- Team size is ramped up based on the envisioned number of publications within a given month.

- Subscriber feedback is taken into consideration for improvements in subsequent reports

Business outcomes

- The client has saved time and effort to focus on core advisory services.
- It has created additional sources of revenue through subscription services; a high subscriber base acquired in the very first year of launch.
- It has multiplied inbound business leads for advisory services.

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About RocSearch

Founded in 1999, RocSearch has been a pioneer in empowering our clients to overcome challenges and realize their goals. Our strength is delivering research and advisory solutions through managed and dedicated teams that produce the expert intelligence our clients require to gain a true competitive advantage.

We draw on proven expertise to deliver consistent value across all types of business requirements: ranging from digitization and analysis of business, financial, or customer data to the provision of 'act-on' insights for the most challenging business problems.

Our longstanding client relationships bear testament to the enduring value we create, alongside our consistent reliability and absolute discretion. We take great pride that many of the brightest global companies rely on us to help them achieve top-line growth, operational efficiency and increased profitability.

www.rocsearch.com



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