

Trends in Research & Knowledge Support in Consultancies

A Benchmark of Knowledge & Research
Functions in Strategy Consulting Firms



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Foreword

This benchmark examines and compares how strategy consulting firms are organizing their knowledge and research functions internally and where they've chosen to locate them globally.

To provide a well-rounded view of the main consulting firm research and knowledge management strategies, we selected seven of the largest specialized strategy consulting firms for this benchmark; namely, **McKinsey & Company, The Boston Consulting Group, Booz Allen Hamilton, Bain & Company, A.T. Kearney, Oliver Wyman and Roland Berger.**

Our findings revealed that consultants have placed much more focus on research and the strategies applied are very diverse. All the consulting firms benchmarked seem to have opted to open captive centers, in nearshore and offshore locations, such as Costa Rica, Boston, Madrid and Poland. This growing trend to **establish research centers and hubs in different regions** is a result of the need to address different markets with a 'tiered' approach, acknowledging the higher research intensity of projects in emerging markets.

Furthermore, consulting firms are progressively **deviating their research and knowledge functions to include analyst roles**, which require strong analytical skills, and less of the traditional librarian roles, which are more focused on gathering and organizing data and research.

BENCHMARKED FIRMS

McKinsey&Company

BCG

THE BOSTON CONSULTING GROUP

Booz | Allen | Hamilton

BAIN & COMPANY 

 OLIVER WYMAN

ATKearney

Roland Berger
Strategy Consultants



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