

BCG and Mu Sigma Forge Partnership to Help Clients Leverage Big Data for Business Transformation

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Top management consultancy and leading decision sciences and big data analytics firm will join forces to translate big data and advanced analytics into actionable insights that drive strategic business decisions

The Boston Consulting Group (<http://www.bcg.com/>) (BCG) and Mu Sigma (<https://www.mu-sigma.com/>) today announced a new partnership that will enable their clients to leverage cutting-edge big data and analytics solutions to transform the way they do business. Mu Sigma's integrated ecosystem of 3,500 decision scientists, along with its unique Art of Problem Solving methodologies and innovation platforms, will complement BCG's existing strategy, technology, and analytics capabilities, further enhancing their mutual position in the market for global change management and data-driven decision making.

"Nearly every industry in the world is addressing the threats and opportunities of digital disruption," said Rich Lesser, president and CEO of BCG, "and speed is of the essence. In partnering with Mu Sigma, a global leader in data analytics and decision sciences, we look forward to providing our clients with even more tools and capabilities to quickly identify the areas where digital efforts can produce a step change in performance and embed those capabilities in their business models."

The partnership will enable organisations across all industries to gain a powerful set of capabilities:

- Pursue a multiyear business transformation supported by waves of data analytics
- Support a top-down, industry-hypothesis-driven strategy with data-driven decisions
- Build a sustainable capacity for analytics and decision sciences within the organisation

"Our partnership with Mu Sigma represents a great addition to our approach of partnering with leading players to provide world-class capabilities to our clients," said Ralf Dreischmeier, global leader of BCG's Technology Advantage practice. "With BCG's core strategy, transformation, analytics, and technology capabilities and Mu Sigma's unique approach to the art of problem solving and data analytics-as-a-service, this partnership provides our clients with an end-to-end value proposition in the data space."

"Today's Fortune 500 organisations are facing increasing complexity," said Dhiraj Rajaram, Mu Sigma founder and chairman. "Competing successfully and innovating in this environment requires a new art of problem solving that focuses on organisational consciousness rather than just on business intelligence. This needs a sustained culture of learning, extreme experimentation, and interdisciplinary thinking powered by analytics and decision sciences. Our partnership with BCG will accelerate this transformation for clients."

Both firms are market leaders in accelerating the transformation of global Fortune 500 companies. By combining forces, BCG and Mu Sigma will enable their clients to access world-class platforms and tools in decision sciences, fully integrate data analytics into all of their business decisions, and solve high-impact business challenges more quickly and effectively.

To arrange an interview with one of the authors, please contact Eric Gregoire at +1 617 850 3783 or gregoire.eric@bcg.com or Tom Pohlmann at +1 937 307 4676 or tom.pohlmann@mu-sigma.com.

About The Boston Consulting Group

The Boston Consulting Group (BCG (<http://www.bcg.com/>)) is a global management consulting firm and the world's leading advisor on business strategy. We partner with clients from the private, public, and not-for-profit sectors in all regions to identify their highest-value opportunities, address their most critical challenges, and transform their enterprises. Our customised approach combines deep insight into the dynamics of companies and markets with close collaboration at all levels of the client organisation. This ensures that our clients achieve sustainable competitive advantage, build more capable organisations, and secure lasting results. Founded in 1963, BCG is a private company with 85 offices in 48 countries. For more information, please visit bcg.com.

About Mu Sigma

Mu Sigma (<https://www.mu-sigma.com/>) is a category-defining decision sciences and big data analytics company, helping enterprises systematise better data-driven decision making. The company's interdisciplinary approach and integrated ecosystem of platform, processes and people are redefining how companies approach problem solving in areas of marketing, risk and supply chain. With more than 3,500 decision scientists working across 10 industries, Mu Sigma is consistently validated as the preferred decision sciences and analytics partner for 140 of the Fortune 500.