

# Uncover strategic opportunities in regional and international markets

**Capgemini's custom market-sizing analysis—based on robust financial modeling—provides a solid foundation for your strategy**

In industries that target the wealthy, firms must decide when to enter new markets and when to restructure their existing market footprints. How do you know where to best focus your firm's investments? Regardless of the operating environment, companies are always looking to capture the first-mover advantage in new markets or make up early ground lost to competitors.

To make the best strategic decisions, executives must fully understand the scale and potential of different markets and pursue the opportunities that align with broader business objectives. There are two main dimensions to the issue of strategic direction:

## **Identify New Growth Opportunities.**

In which key markets does your firm need to develop a presence? Which new regions should you enter, given the wide range of market and firm-specific variables?

## **Understand the Existing Footprint.**

Should your firm deepen, scale back or exit any part of its existing footprint? Does the firm need to redirect investment to previously overlooked opportunities within a given region?

When considering either dimension, firms need answers to a common set of questions:

- How is wealth distributed in different geographies?
- In which geographies is your target population of high net worth individual (HNWIs) or ultra-HNWIs growing, and how robust is that growth?
- What characterizes the average HNWI in a given geography?
- What degree of market penetration has your firm achieved in a given geography and what is the potential for improvement?
- Are there regions in which the firm has yet to establish a presence but needs one?

### Industry-Leading Modeling Capabilities

With years of experience providing strategic advice to the world's top wealth management organizations, Capgemini is uniquely positioned to help your firm evaluate and hone your strategic direction from entering new markets to reshaping an existing footprint.

Our modeling capabilities are built from years of experience working in a wide variety of industries. For wealth management clients, that expertise enables us to provide unparalleled analysis on the shape and size of potential markets and client segments (e.g., Mass Affluent, HNWI, Ultra-HNWI), and insights on future trends. Our proprietary tools include the [International Market Sizing Model](#)—used to develop both the *World Wealth Report* and *Asia Pacific Wealth Reports*—and the [US City Market Sizing Model](#). Both models offer an unmatched level of scalability.

### Extensive Global Reach, Detailed Breadth and Depth

The [International Market Sizing Model](#) can size 71 different countries across North America, Europe, Asia-Pacific, Latin America, Middle East and Africa. The countries in our model account for 98% of global gross national income (GNI) and 99% of global equity-market capitalization. The [US City Market Sizing Model](#) can size any specific geography within the United States—at the county, city or state level. Both models support a wide range of customized analysis.

### Collaborate, not Dictate, to Build Market-Sizing Insights

Capgemini works collaboratively with our clients to deliver value. Our modeling is flexible enough to produce insights for any strategic scenario. And in today's challenging global market, there is no better time for firms to re-evaluate their business priorities to stay ahead of the competition.

A typical market sizing engagement involves three information streams: Market Sizing; Economic Review and Market Penetration. Our final report offers a concise and germane set of recommendations. We work

closely with our clients to ensure we consistently meet expectations and remain focused on what matters most to their business.

Some of our collaborations go further still, with additional, deeper custom analysis designed to help clients test a variety of market and strategic scenarios.

### Capgemini Brings Unmatched Credentials

The *World Wealth Report* from Capgemini and Merrill Lynch Global Wealth Management has been the industry-benchmark publication for over a decade. Its findings offer a prime example of our [International Market Sizing Model](#) in action and the results of the HNWI market sizing are widely leveraged by media, wealth managers and advisors across the globe.

### How to Contact Us

For more information contact us at [wealth@capgemini.com](mailto:wealth@capgemini.com)

Learn more about our solutions for wealth management firms at [www.capgemini.com/wealth](http://www.capgemini.com/wealth)



### About Capgemini and the Collaborative Business Experience

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies.

Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience™.

The Group relies on its global delivery model called Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients.

Present in 40 countries, Capgemini reported 2010 global revenues of EUR 8.7 billion and employs around 110,000 people worldwide.

Capgemini's Global Financial Services Business Unit brings deep industry experience, innovative service offerings and next generation global delivery to serve the financial services industry.

With a network of 17,000 professionals serving over 900 clients worldwide, Capgemini collaborates with leading banks, insurers and capital market companies to deliver business and IT solutions and thought leadership which create tangible value.

For more information please visit [www.capgemini.com/financialservices](http://www.capgemini.com/financialservices)