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## **KENNEDY RATES DELOITTE FASTEST GROWING PRACTICE IN GLOBAL PUBLIC SECTOR MARKET**

*Deloitte's growth rate highest among competitors; differentiated through branding, client experience, breadth of offerings*

**Johannesburg, December 8, 2009**— Kennedy Consulting Research & Advisory, a leading research firm covering services markets, has ranked Deloitte as the fastest growing organisation in the public sector global market in its report, “*The Kennedy Vanguard for Public Sector Management Consulting Practices, 2009*”<sup>1</sup>. In 2008, aggregate revenues in the Deloitte public sector consulting practice grew at 27 per cent compared to 2007, to US\$1.5 billion.<sup>2</sup>

“Deloitte differentiates itself through its branding, emphasis on the client experience, distributed nature of its member firms, and breadth of offerings,” said Kelly Matthews, associate research director and lead analyst of Kennedy’s “Public Sector Consulting Marketplace 2009.”

“The firm also publishes a wealth of information on the public sector market, further differentiating itself.”

Kennedy rated Deloitte as a leading public sector practice, providing management consulting services globally compared to more than 20 market players. In addition, Kennedy stated that the acquisition of BearingPoint’s North American Public Services Practice<sup>3</sup> will make Deloitte a much stronger competitor in the U.S. federal market.

“We are honoured Kennedy recognised Deloitte capabilities as a leader in the public sector, especially in the current environment,” says said Greg Pellegrino, Deloitte Touche Tohmatsu Global Public Sector Industry Leader. “In today’s economy, public officials are forced to rethink all the ways in which they serve their constituents. Deloitte’s focus is to help government leaders address critical issues and challenges impacting government performance, economic competitiveness and citizen service. Influential government organisations currently benefit from the Deloitte deep industry expertise, breadth of services, and presence in 140 countries.”

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Lwazi Bam, Deloitte South Africa's Public Sector Leader, says, "This ranking is confirmation that our approach to partner with the Public Sector to deliver a better service to all South Africans is adding value and is appreciated by our clients. The firm's global public sector experience and knowledge, tailored with local insight and willingness to get stuck in and work alongside our public sector colleagues to solve particular problems is being acknowledged."

Kennedy's extensive annual public sector services research provides in-depth views of all market players and provides insight into key differentiators for organisations like Deloitte. According to Kennedy, "Deloitte boasts myriad strengths in its Public Sector practice. The firm recruits top industry veterans as advisors and directors, leveraging their deep industry expertise." In addition, "Deloitte's ability to connect with senior officials in government helps it foster long-term government business."

Kennedy says that the public sector consulting market is more competitive than ever. Deloitte will be among the largest public sector consulting practices worldwide in 2009, post-BearingPoint acquisition, based on Kennedy's look ahead to the future of the market.

\* As used in this release, "Deloitte" means Deloitte member firms.

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