

## Report: IBM Global Business Services Ranked #1 for Mindshare and Quality in the Gulf Cooperation Council (GCC)

IBM Global Business Services also named as most recommended consulting organization in the region

ARMONK, N.Y., July 19, 2017 [PRNewswire/](#) -- IBM (NYSE:[IBM](#)) announced today that IBM's consulting organization, [Global Business Services](#) (GBS), was ranked first for Mindshare and Quality and also named the most recommended consulting organization in the Gulf Cooperation Council (GCC) in 2017. This was based on findings in the "Perceptions of Consulting in the GCC in 2017" report by Source Global Research, a leading research and strategy firm for the global management consulting industry.

The report assesses the reputation of consulting firms from a client stand point and reveals the top-ranked organizations in the region on four categories: mindshare, quality, value, and most recommended. The 2017 report evaluates the perception of consulting firms in the GCC based on 600 survey responses and bases the ranking on four evaluation criteria: quality, value, recommendation, and attributes. The GCC consists of six Middle Eastern countries—Saudi Arabia, Kuwait, the United Arab Emirates, Qatar, Bahrain, and Oman.

"As the number of consultancy firms continues to rise every day across the globe, it is increasingly difficult for businesses to keep their edge and continue to differentiate themselves from the rest," says Alison Huntington, Head of Client & Brand Insights, Source Global Research. "Despite such a challenge, IBM continues to remain at the top of clients' minds in this region for its quality and the value it brings to the industry."

"Today's organizations are continuously trying to find ways to keep pace with business demands and asking how to succeed in the rapidly changing digital landscape," says Amr Refaat, General Manager, IBM Middle East and Pakistan. "This is where our consultants can answer their most pressing questions. IBM's consulting leadership is the result of our investments and strategy to help resolve our customers' most critical challenges, and our commitment to deliver innovation."

IBM GBS was [recently named](#) globally as the industry's top producer of thought leadership for the sixth time in a White Space Report by Source Global Research. According to the report, IBM-produced [thought leadership](#) leads all 25 major global consulting firms in appealing to individuals, making them want to read a piece of content and then continue reading past the introduction.

For more information on the Source Global Research's "Perceptions of Consulting in the GCC in 2017" report, visit <http://www.sourceglobalresearch.com/report/3041/perceptions-of-consulting-in-the-gcc-in-2017> (subscription required).

### **About IBM Global Business Services**

For more information, visit <http://www.ibm.com/services/gbs>

### **About Source Global Research**

Source Global Research (Source) is the leading research and strategy firm for the global management consulting industry. Set up in 2007 and with offices in London and Dubai, Source serves both consulting firms and their clients with expert analysis, research and reporting. Source draw not only on our extensive in-house experience, but also on the breadth of our relationships with both suppliers and buyers. All of our work is underpinned by our core values of intelligence, integrity, efficiency and transparency.

Source was founded by Fiona Czerniawska. Fiona is one of the world's leading experts on the consulting industry. She has

written [numerous books](#) on the industry including: [The Intelligent Client](#) and *The Economist* books, [Business Consulting: A Guide to How it Works and How to Make it Work](#) and [Buying Professional Services](#).

For further information, please visit: [www.sourceglobalresearch.com](http://www.sourceglobalresearch.com).

**Contact(s)**

**Katie Leasor**

IBM Global External Relations

1 (212) 671-9356

[kleasor@us.ibm.com](mailto:kleasor@us.ibm.com)

Lina El Desouky

IBM Media Relations

External Relations Leader, IBM Middle East and Pakistan

+971 54 307 2694

[lina.eldesouky@ae.ibm.com](mailto:lina.eldesouky@ae.ibm.com)

View original content with multimedia: <http://www.prnewswire.com/news-releases/report-ibm-global-business-services-ranked-1-for-mindshare-and-quality-in-the-gulf-cooperation-council-gcc-300490583.html>

SOURCE IBM

---