

Expanding our advisory services

Ernst & Young aims to distinguish itself and attain market leadership in both auditing and advisory, while maintaining an even balance between the two segments in the overall portfolio.

The auditing business is a stable one, based on annually recurring engagements. Ernst & Young has always been a strong contender in auditing in Switzerland, with just under a third of the country's listed companies as clients. Shifts in market share are slow to happen. Our advisory services have greater growth potential, but they are also confronted with stronger fluctuations. During difficult economic phases, companies tend to reduce their outside costs, one of which is advisory services.

We can also offer our advisory services to our auditing clients as long as they do not involve any area that is audited by Ernst & Young. In Switzerland however, the focus is not so much on offering audit clients more auditing services, but rather on expanding the independent advisory segment. The go-to-market approach that was adopted some years ago has proven to be ideally suited to the advisory sector, and particularly where there is no auditing engagement.

NEW VISUAL IDENTITY

Three years ago, a common visual identity was adopted in Switzerland. In spring 2008, Ernst & Young launched a single binding global brand communication as part of its repositioning ("Achieving Potential - Making a Difference").

In this way we have visualized the targets of the new organization - uniformity is to be the future defining factor not only in our methodologies and quality standards, but also for our culture and brand.

Ernst & Young's new culture is underscored by its visual look and feel. The new logo demonstrates the input to output process, i.e. the realization of potential, in a simple manner.

Ernst & Young's new visual identity is modern, dynamic and highly recognizable. The combination of images, colors and lettering creates an effective overall picture of the Ernst & Young brand. This visual image is used worldwide in all communications, including print and electronic media, client reports, business cards, letterheads, and events.

