

# Strategic Reflections from Experience

Experience in 40+ Countries: Solutions Beyond the Conventional



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EXCLUSIVE SOLUTIONS FOR VISIONARY COMPANIES

FROM GEOPOLITICAL INTELLIGENCE TO  
COMPETITIVE ADVANTAGE.  
WE PROTECT YOUR INVESTMENT,  
WE SECURE YOUR GROWTH.

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REFLECTIONS FROM EXPERIENCE: APPLIED INTELLIGENCE AND  
EXCELLENCE IN STRATEGIC CONSULTING







*JP&A: Beyond the Conventional*

## ALREADY ACHIEVING MILESTONES

At **Jose Parejo & Associates**, our "Associates" represent the core of our excellence: an elite group of international experts with direct experience in global strategic centers such as Washington, New York, Singapore, Hong Kong, Paris, London, Zurich, Rome, and Madrid, as well as in complex environments like Afghanistan, Libya, and Yemen. Each of them brings deep knowledge in fields like geopolitical analysis, artificial intelligence, business continuity, compliance, and organizational transformation, combining global perspectives with local solutions.

Since our founding, we have worked hand-in-hand with governments, multinational corporations, and NGOs, establishing ourselves as a trusted boutique firm. This personalized and rigorous approach has allowed us to sustain steady growth with an active network spanning more than 40 countries.

For our clients, this experience is not a theoretical asset; it is a pragmatic business tool. We translate complex geopolitical analysis into actionable strategies that answer critical business questions: How to de-risk a new investment in a volatile market? How to secure a supply chain exposed to regional instability? How to gain a decisive edge in a transnational dispute? Our value lies in turning global uncertainty into bottom-line certainty.

Where we  
**ARE**

## THE BUSINESS MODEL: BIG 4

The Big 4 (**Deloitte, PwC, EY, and KPMG**) are powerful companies offering a wide range of services. In some aspects, they share similarities, but they also have strategic differences that set them apart. Below is a brief yet thorough analysis based on updated information as of 2024:

### 1. Key Similarities in Their Portfolios

#### Common Service Areas:

- **Audit and Assurance:** All Big 4 firms have a strong foundation in financial auditing, regulatory compliance, and assurance services. This is their traditional core area and remains a key pillar.
- **Consulting:** They offer services in digital transformation, strategic operations, cybersecurity, and sustainability.
- **Tax and Legal:** Tax advisory, risk management, and regulatory services tailored to local markets.
- **Advisory on Transactions:** Mergers and acquisitions (M&A), financial and strategic due diligence, restructuring, and valuation.
- **Focus on ESG and Sustainability:** All Big 4 firms actively engage in sustainability initiatives, ESG reporting, and the green economy.
- **Digital Transformation and Data Analytics:** Investment in advanced technologies such as artificial intelligence, automation, and blockchain to deliver client-centric solutions.

## 2. Key Differences in Portfolios and Approaches

### A. Deloitte

- **Key Strength:** Leadership in consulting. It is the firm with the highest global revenues thanks to its focus on digital transformation and technology.
- **Technological Innovation:** Deloitte leads the way with its "Deloitte Digital" platform and strong investment in artificial intelligence, data analytics, and automation.
- **Differentiator:** Offers specialized services in large-scale energy strategies and sustainability initiatives focused on decarbonization.



### B. PwC

- **Key Strength:** Excellence in strategic consulting and regulatory compliance. PwC is a leader in ESG and sustainability, particularly with its initiative "The New Equation," combining sustainability with corporate transformation.
- **Differentiator:** Significant investment in digital business platforms, including Halo, and exclusive tools for regulatory reporting.
- **Market Presence:** Strong focus on financial services, healthcare, and telecommunications.



### C. EY (Ernst & Young)

- **Key Strength:** Innovation in transactions and business strategy. Its EY-Parthenon team is one of the top competitors in the global M&A and due diligence market.
- **Differentiator:** Recognized for its expertise in business restructuring and crisis-focused strategies.
- **Technological Initiatives:** EY has a solid approach to automation and blockchain technology to solve complex challenges.



### D. KPMG

- **Key Strength:** Specialization in audit and assurance. It excels in regulatory compliance and risk services.
- **Differentiator:** Offers highly specific services for niche industries, including energy and infrastructure.
- **Technological Initiatives:** KPMG is a technology leader, focusing on advanced cybersecurity solutions and platform-based fraud detection.



### Global Models:

The Big 4 are organized as global networks of independent firms operating under a common brand. They have a significant geographic presence in over 150 countries, enabling them to offer tailored solutions to multinational corporations.

# The Indispensable GIANTS

Although Jose Parejo & Associates (JP&A) is a boutique firm, the Big 4 are global giants, with both similarities and differences in the value they offer across service portfolios. These differences can be a strategic advantage for JP&A in positioning itself as a personalized, specialized partner with focused analysis and advisory services.





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## SIMILARITIES WITH THE BIG 4

At **Jose Parejo & Associates**, we acknowledge certain similarities with the Big 4:

### Diversification of Services:

Both JP&A and the Big 4 cover multiple strategic areas, such as:

- a. **Anticipating Regulatory & Compliance Risks:** We apply Enhanced Due Diligence (EDD), AML, and PEP analysis not as a checklist exercise, but to protect your reputation and your license to operate in challenging jurisdictions.
- b. **Business and geopolitical intelligence:** Comparable to the strategic consulting and risk analysis capabilities of the Big 4. However, JP&A excels in capturing geopolitical risks and opportunities that larger firms often overlook.
- c. **Organizational and digital transformation:** A focus shared with the Big 4, but JP&A tailors its approach more deeply to specific client needs.
- d. **Intelligence for Investment Protection & Expansion:** While others analyze market risk, we identify the competitive advantage hidden within geopolitical complexity, protecting your capital and maximizing your return in high-stakes environments.

### Focus on Sustainability and ESG:

1. While not JP&A's core focus, both JP&A and the Big 4 integrate sustainability into strategic business frameworks.

### Global Reach and Multi-sector Expertise:

1. The Big 4 operate in more than 150 countries, but JP&A's network of experts brings unmatched depth in key regions, positioning us as a global player in complex markets.

### Innovation and Technology:

1. Like the Big 4, JP&A adopts cutting-edge technologies such as advanced data analytics and digital platforms. However, JP&A also leverages state-of-the-art tools designed for highly specialized applications.

Where we are  
**SIMILAR**





*JP&A: Beyond the Conventional*

## KEY DIFFERENCES WITH THE BIG 4

- **Scale and Focus:**

Big 4: Deliver standardized, large-scale solutions to hundreds of clients, emphasizing a more generalist approach.

- **JP&A:** Focuses on highly personalized and specialized solutions, adapting each project to unique client needs. This allows for closer, more exclusive collaboration that the Big 4's high-volume business model cannot match.

- **Unique Specializations:** JP&A operates in high-risk environments (conflict zones, post-conflict regions, and emerging markets) and offers services beyond the scope of the Big 4, such as:

- **Protective intelligence:** Implementing protection programs for some of the world's largest and most complex infrastructures. Securing the operational uptime of your most valuable assets.

- **Advanced legal defense:** Direct support in complex litigation with enhanced due diligence. Delivering the evidence and intelligence that make the difference between winning and losing.

- **Agility and Speed:** Big 4: Slower processes due to bureaucratic structures. JP&A: Faster response times, especially in critical situations like reputational crises or geopolitical events.

- **On-the-Ground Expertise:** While the Big 4 often operate from financial hubs (New York, London, etc.), JP&A has hands-on experience in volatile regions, providing practical insights into real-world risks.

- **Audit Services:** While the Big 4 dominate financial auditing, JP&A focuses on compliance and strategic risk analysis tailored to individual needs.

Where we  
**DIFFER**



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## OUR SOLUTIONS: FROM INSIGHT TO IMPACT

At JP&A, we translate our unique expertise into concrete solutions, designed to be understood, budgeted, and engaged with clarity. We do not offer abstract analysis; we deliver measurable outcomes that address your most critical business challenges.

Business Challenge Area	Our Packaged Solution	The Outcome for Your Business
Complex Market Entry	Market-Entry Risk Assessment (MERA)	De-risked investment decisions, capital protection, and a clear path to operational success.
Supply Chain Vulnerability	Supply Chain Resilience Audit (SCRA)	Ensured business continuity, prevention of costly disruptions, and a fortified supply network.
Need for Strategic Foresight	Strategic Intelligence Subscription (INTSUM)	A continuous informational advantage for the C-suite, anticipating threats and opportunities competitors miss.
Transnational Disputes & Litigation	Advanced Litigation Support (ALS)	A strengthened legal position, fortified with the decisive intelligence and evidence required to prevail.

Where we  
**DIFFER**





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# WHY BIG CORPORATIONS CHOOSE THE BIG 4

## **The Strategic Role of the Big 4 in the Global Economy**

The Big 4—Deloitte, PwC, EY, and KPMG—are widely regarded as indispensable players in the corporate landscape. Their influence extends beyond providing standard services; they help shape the global economy by advising governments, multinational corporations, and financial institutions on critical decisions that affect millions.

However, their sheer scale comes with inherent challenges. Their focus on standardized processes and global scale often means that medium-sized businesses or niche markets may find themselves under-prioritized. Moreover, the complexity of their organizational structures can lead to slower decision-making and execution timelines, creating barriers for clients with urgent or highly specific needs.

Despite the unique advantages of JP&A, the Big 4 remain indispensable for many corporations. Here's why:

### **1. Established Reputation and Trust:**

Decades of experience and a solid brand inspire confidence among regulators, investors, and partners.

### **2. Scale and Resources:**

The Big 4 can deploy vast teams across jurisdictions for large-scale projects.

### **3. Institutional Connections:**

Their longstanding relationships with governments and regulators provide smooth execution of complex projects.

### **4. Comprehensive Portfolios:**

Acting as "one-stop shops," the Big 4 offer a broad range of services, from auditing to strategic consulting.

### **5. Perceived Risk Mitigation:**

Clients trust the Big 4 to minimize reputational risks, shifting accountability to the consulting firm when challenges arise.

# Big 4

## ESSENTIAL



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## WHY THE BIG 4 MAY NOT ALWAYS BE THE BEST CHOICE

The Big 4 undoubtedly deliver value to global corporations, but their size and standardized approaches often make them less effective in meeting the nuanced needs of certain clients. Here's why they may fall short:

### 1. **Lack of Specialization:**

- The Big 4's standardized solutions can lead to less tailored approaches.
- JP&A offers deeper, more focused strategies, fully customized for client needs.

### 2. **Bureaucratic and Slow Processes:**

- The Big 4's size creates delays in decision-making and execution.
- JP&A's smaller size ensures flexibility and rapid response times.

### 3. **High Costs:**

- The Big 4's overheads and brand power result in higher service costs.
- JP&A delivers exceptional value without inflated pricing.

### 4. **Limited in High-Risk Contexts:**

- The Big 4 often avoid engaging in politically or economically volatile regions.
- JP&A thrives in such environments, offering unmatched expertise.

### 5. **Less Attention for Medium-Sized Clients:**

- The Big 4 prioritize their largest clients.
- JP&A treats every client as strategic, fostering closer, trust-based relationships.

# When the Big 4

## FALL SHORT





**JOSE PAREJO  
& ASSOCIATES**  
APPLIED INTELLIGENCE

**JOSE PAREJO & ASSOCIATES** COMBINES APPLIED INTELLIGENCE, GLOBAL INSIGHTS, AND TAILOR-MADE STRATEGIES FOR VISIONARY LEADERS. WITH EXPERTISE SPANNING 40+ COUNTRIES, WE TRANSFORM CHALLENGES INTO EXTRAORDINARY OPPORTUNITIES.

- WEB: [WWW.JOSEPAREJO-ASOCIADOSAI.COM](http://WWW.JOSEPAREJO-ASOCIADOSAI.COM)
- EMAIL: [INFO@JOSEPAREJO-ASOCIADOSAI.COM](mailto:INFO@JOSEPAREJO-ASOCIADOSAI.COM)
- PHONE: +34.911.080.377
- C/ VELÁZQUEZ 10, P1, MADRID, SPAIN

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