

MOODY'S

CASE STUDY

Unlocking hidden growth

How Moody's data revealed \$7.8 billion in untapped market potential for a global professional services firm

The organization

A leading consulting firm worked with Moody's to cleanse, enrich, and analyze its client portfolio of 65,000 entities to unlock new growth opportunities. Moody's data uncovered thousands of high-potential prospects it had never engaged.

The challenge

Like many large professional services firms, this organization's growth strategy relied heavily on existing client relationships and partner networks. While effective, this approach left significant blind spots.



Incomplete market visibility:

The firm had no systematic way of knowing which companies in Australia it had never spoken to. High-value prospects were invisible simply because they weren't in the CRM.



Data quality issues:

A client master file of approximately 65,000 entities contained duplicates, inconsistencies, and gaps that undermined segmentation and targeting efforts.



No structured whitespace analysis:

Without external benchmarking data, the firm could not quantify the size of the untapped Australian market or prioritize sectors for expansion.



Limited cross-sell intelligence:

Revenue opportunity within existing accounts was difficult to quantify without comprehensive financial, industry, and corporate hierarchy data.

The firm needed a data-driven approach to identify where to accelerate growth and the intelligence to act on it.

The solution

Moody's delivered a comprehensive customer intelligence engagement by matching and enriching the firm's entire client portfolio against [Orbis](#), Moody's comprehensive database with detailed company information on over 625 million entities globally.

01

Data match and cleanse

Moody's reviewed and matched the firm's client master file of 64,650 entities against Orbis. After removing 633 duplicate records, 61,753 entities were validated, achieving a 97% match rate. This created a clean, enriched foundation for all subsequent analysis.

02

Whitespace identification

Using Orbis, Moody's identified all companies in Australia with operating revenue of AU\$10 million or above, then cross-referenced this universe against the firm's validated client list.

The result: 6,415 companies that the firm had never worked with, reached out to, or marketed to. These were not fringe prospects — they were businesses with profiles matching the firm's ideal client, operating in the same industries, of similar size and business profile to its best existing clients.

03

Deep enrichment and segmentation

Each whitespace entity was enriched with Moody's proprietary data across multiple dimensions: industry classification, size segmentation (SME, mid-market, large enterprise), operating revenue, legal status, corporate structure, beneficial ownership, and cyber risk ratings. This enrichment facilitated more precise segmentation across the firm's business lines and industry verticals.

04

Market sizing and revenue modelling

Moody's mapped the 6,415 whitespace entities across the firm's service lines and industry sectors, applying estimated deal sizes by segment to calculate a total addressable market of AU\$7.8 billion. Conservative modelling projected that even 1% market penetration would generate AU\$78 million in year one, with cross-selling across business lines yielding an estimated AU\$258 million over three years at 10% year-on-year growth.

05

APAC expansion intelligence

Beyond the domestic market, Moody's identified 16,821 subsidiaries in Asia belonging to Australian-registered businesses within the firm's existing client base, and 229 multinational corporations headquartered across APAC that had a presence in Australia but no engagement with the firm — creating a clear pathway for regional growth.

The results

The analysis transformed the firm's growth strategy from intuition-led to data-driven, making hidden revenue visible and actionable across every business line and sector.

WHAT DOES THE FIRM KNOW NOW THAT IT DIDN'T KNOW BEFORE?

- **6,415** companies in Australia with revenue over \$10 million that the firm had never engaged — completely absent from its CRM and marketing outreach
- **32%** of the total whitespace sits in the Consumer & Retail sector, followed by **23%** in Asset & Wealth Management
- **440** companies with over **\$1 billion** in revenue had no prior relationship with the firm
- **61** of the fastest-growing companies in Australia in **FY2023/2024** had never been contacted
- **17%** of the whitespace (1,092 firms) were in financial distress — potential restructuring and advisory opportunities
- **125** companies within the existing client base had rumored M&A activity, capital raises, or IPOs in 2024 — immediate trigger events for engagement
- **229** APAC-headquartered MNCs with Australian presence identified for joint targeting with regional member firms

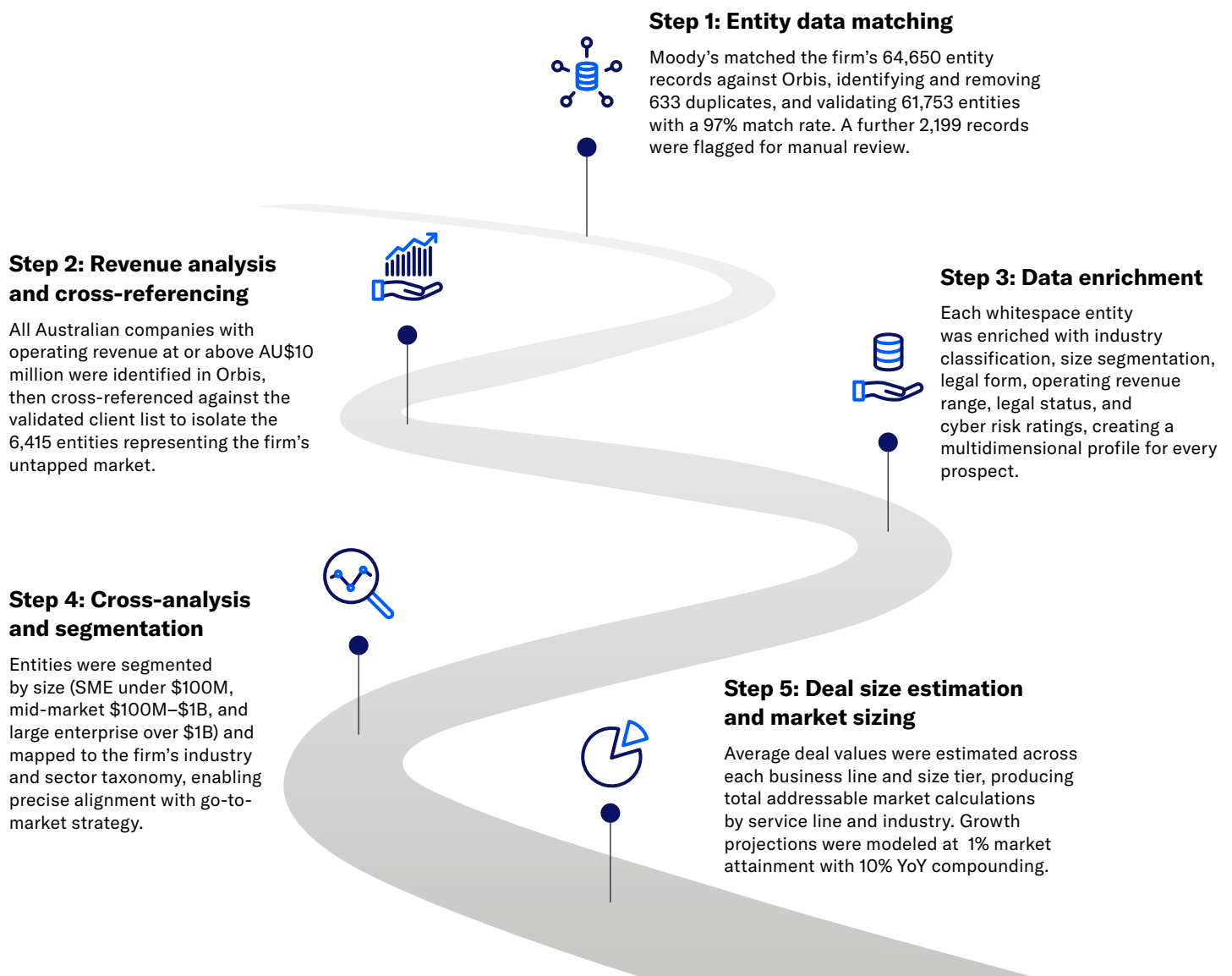
Potential revenue impact by business line

By overlaying whitespace findings with the firm's published FY2024 results, Moody's quantified the revenue uplift potential across each major service line:

Service Line	Revenue Opportunity	Growth Impact
Audit & Assurance	\$28M additional	Could increase from 9% to 17% growth
Consulting Service Line	\$103M additional	Could take total consulting revenue to over \$1B
Deal Advisory Service Line	\$171M additional	Sustained fast growth through mid-market expansion
Tax Service Line	\$22M additional	Could increase from 4% to 12% growth

The approach: From raw data to revenue intelligence

The engagement followed a structured, five-stage methodology designed to turn fragmented CRM data into a prioritized growth roadmap.





Looking ahead

Building on the success of the proof-of-value, the firm and Moody's have identified several avenues for deepening the engagement:

- **Automated client intelligence:** Periodic dashboards and insight reports powered by Moody's data, delivering strategic intelligence directly to partners and business development teams to support account planning and sales execution.
- **Risk and opportunity monitoring:** Alerts on financial distress, M&A activity, credit sentiment changes, and regulatory developments across both existing clients and target prospects.
- **APAC expansion:** Leveraging the 229 identified APAC-headquartered multinationals for coordinated targeting with regional member firms across Asia.
- **AI-powered insights:** Testing Moody's data within the firm's internal AI tools to generate automated client briefings, propensity-to-buy scoring, and industry trend analysis for partners.
- **Go-to-market collaboration:** Both organizations are exploring potential joint go-to-market approaches, building on their shared ecosystem partnerships.

Unlock your hidden growth potential

Moody's solutions for Growth and Strategy turn CRM data into revenue intelligence. Whether you need to cleanse and enrich your client data, identify whitespace, or build a data-driven growth roadmap, our team of specialists can help you uncover the opportunities you're missing.

If you would like to explore how this approach could benefit your organization, [get in touch](#).