



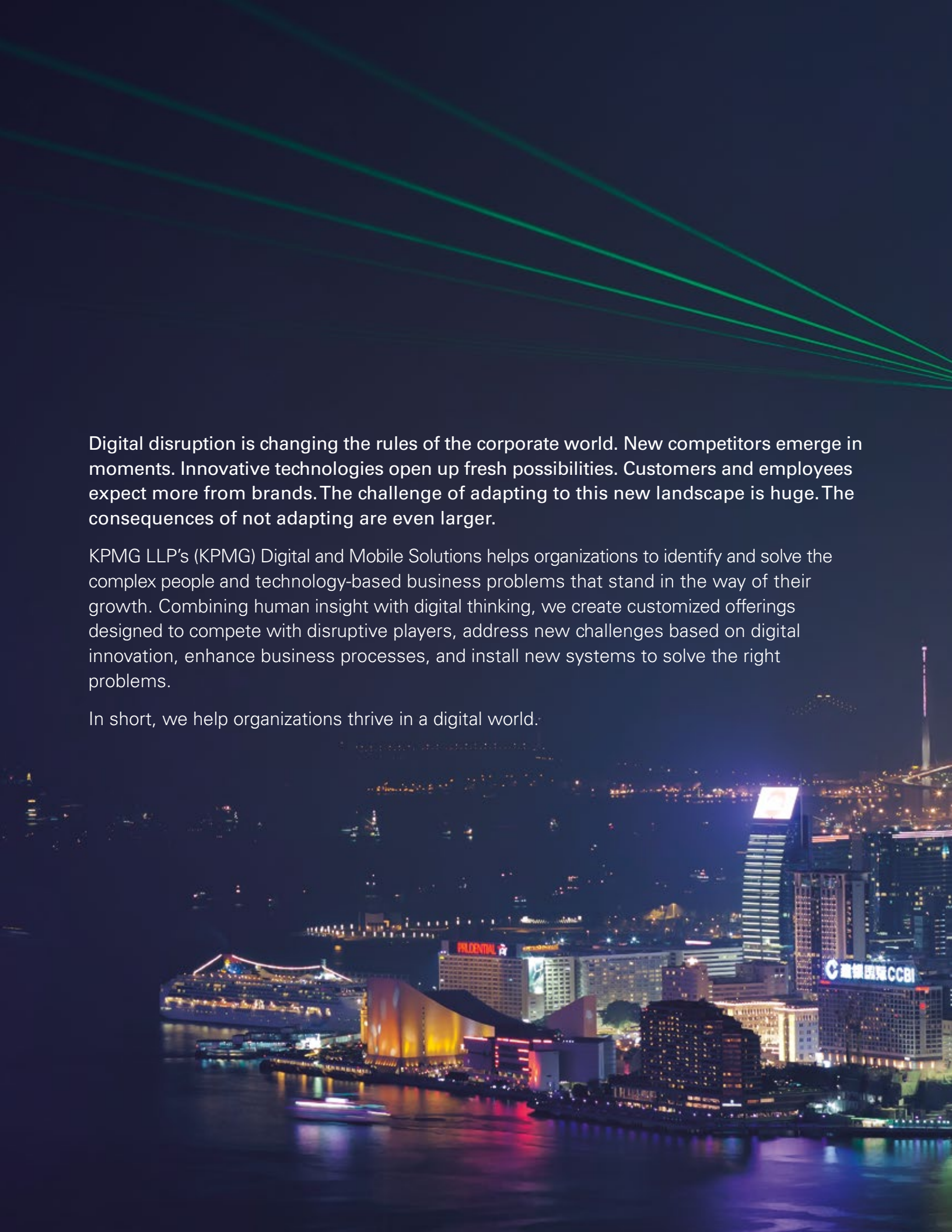
Digital and Mobile Solutions

Services and capabilities for
thriving in a digital world

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kpmg.com



A nighttime photograph of a city skyline, likely Singapore, with numerous illuminated buildings and a body of water in the foreground. Several bright green laser lines are projected across the dark sky from the top right towards the center. The city lights are reflected on the water, and various building signs are visible, including 'PRELIENTAL' and '渣打銀行 CCB'.

Digital disruption is changing the rules of the corporate world. New competitors emerge in moments. Innovative technologies open up fresh possibilities. Customers and employees expect more from brands. The challenge of adapting to this new landscape is huge. The consequences of not adapting are even larger.

KPMG LLP's (KPMG) Digital and Mobile Solutions helps organizations to identify and solve the complex people and technology-based business problems that stand in the way of their growth. Combining human insight with digital thinking, we create customized offerings designed to compete with disruptive players, address new challenges based on digital innovation, enhance business processes, and install new systems to solve the right problems.

In short, we help organizations thrive in a digital world.

An established approach

Based on our experience helping hundreds of organizations across major industries, we have developed an established approach to addressing business challenges in a digital world.



Focus on the problem first: Organizations often recognize they have a problem, but do not know what it is. We help them approach problems in a collaborative, cross-functional way by spending more time in the problem space with an “outside-in” approach that involves intensive research and a focus on human outcomes.



Design for people, not processes: We help identify human motivations through in-depth field research to understand the full spectrum of touchpoints. This gives organizations clear insights into the rational and sometimes irrational ways that people interact with their offering.

Armed with these insights, organizations can better define customer and employee engagements, map out future interactions, and design experiences that align human motivations with business strategies.



Deliver small, fast, and often: We identify and support small wins that meet human expectations and connect to business outcomes, and then build on them. These wins can be either digital or analog. What defines them is that they are developed with a people-centric perspective.



Always look for improvements: Innovation is achieved through a continuous process of discovery and development. By assessing the impact of market trends on a regular basis, organizations can anticipate unarticulated needs and deliver against them for competitive advantage.

Tools and capabilities for business transformation

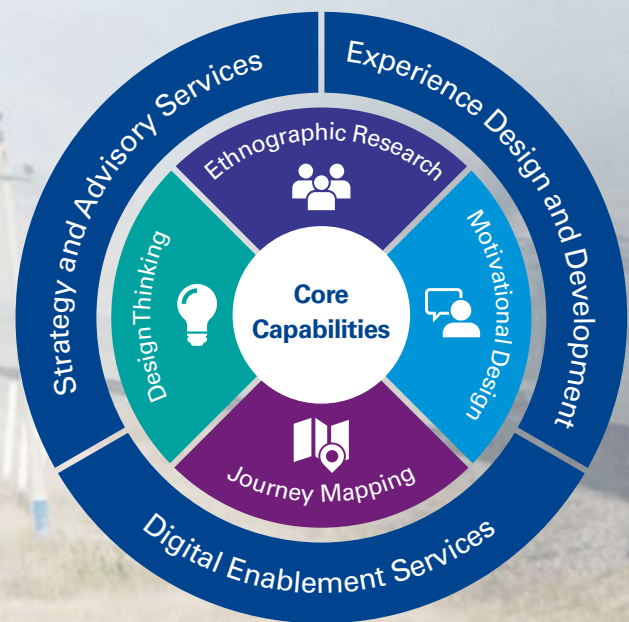
We begin with design thinking, a holistic and people-oriented approach to creative problem solving. It is informed by ethnographic research, interviews, trends sensing, divergent thinking, and surveys to help develop a deep understanding of how customers and employees act in specific business contexts.

This understanding is expanded with a range of tools and capabilities:

KPMG Motivational Design: Creating experiences that can change behavior by directing the right experiences to the right audience at the appropriate time through the most effective channels.

KPMG Digital Customer Journey Mapping: An easy-to-use, proprietary, drag-and-drop authoring tool designed to help business experts capture the customer's experience with a high degree of accuracy.

KPMG CYCLE: A design thinking and collaboration platform that supports the rapid prototyping of ideas by cross-functional teams. With CYCLE, organizations can increase the efficiency of creating complex journey maps while decreasing the time and cost normally required for development.







Solutions for thriving in a digital world

We provide a range of digital services that help organizations address complex business problems.



Digital strategy and advisory services

The strategy phase of our services involves in-depth research, organization-specific goals, and in many cases, collaboration with the organization.

Research: We observe, analyze, and synthesize every aspect of the business, including people and technology. We apply what we learn to develop a clear set of user insights, user goals, and business requirements.

Goals: At all times we work to develop experiences that are specific to the organization and the organization's industry, avoiding a one-size-fits-all approach.

Collaboration: In many cases, organizations have already conducted valuable research. If that is the case, we can quickly validate and complement the findings so we can move to the design and development phase.



Digital experience design and development

A persuasive—even transformative—digital experience is much more than pixels. It is the result of creatively solving challenges in alignment with practical, business goals.

A wide-ranging approach: Our design process begins with information architecture and moves into workflow, motion, gestures, usability, branding, typography, color, and style—all in the context of the targeted delivery medium and devices.

Frequent iterations and feedback: We understand that design excellence does not happen in a vacuum. Our design approach is both iterative and collaborative and the organization is always a critical part of the experience. We stress face-to-face kickoff meetings, frequent iterations of wireframes, high-fidelity designs, and a constant feedback loop.

The right technology: We know that not all technologies will fit with existing processes or legacy systems so we invest in supporting a wide breadth of technologies, from PCs to mobile devices. That way, our offerings can be designed to deliver the right experience for the right person on the right device, every time.



Digital enablement services for sustainable projects

The goal of digital enablement services is to develop sustainable projects that can be fully managed and enhanced by the organization to meet ongoing and evolving business needs. Project development involves four key areas:

People: We help organizations assess their digital talent, quantifying aggregate skill distribution across multiple areas. If deficiencies exist, we help organizations fill those gaps by attracting the best talent to meet the organization's specific needs. Once the talent is assembled, we help structure teams by providing improvement strategies that tap into natural motivations and retention recommendations.

Capabilities: When we evaluate an organization's capabilities, we look at both the talent and infrastructure associated with established delivery models. Depending on specific needs, we make recommendations that provide the right blend of investment to help that the organization has what it takes to succeed.

Tools: The backbone of any digitally sustainable organization includes leading class tools that are easy to use and help organizations achieve their business goals. Organizations are trained on KPMG proprietary tools, enabling in-house team members to incorporate their findings directly and efficiently into the design and development phase of their digital project.

Operations: We bring focus to operations through project management standards that identify the highest value projects and bring greater transparency to the pipeline of projects. We also help to ensure that the right managerial oversight and mentoring is delivered so that the proper roles, responsibilities, and accountability accompany every position.

Thrive in a digital world with KPMG

Is digital disruption transforming your business sector? Are you adapting to meet evolving customer expectations? Can digital thinking improve your bottom line?

KPMG Digital and Mobile Solutions can help you adapt to the demands of the new digital landscape and sharpen your competitive edge.

To learn more about KPMG Digital and Mobile Solutions, talk with your KPMG representative today.



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