Digital Transformation stands for ongoing changes to business models, business processes and operations as well as customer interaction in connection with new information and communication technologies.

**Potential client issues**
- Strategy: Do you know the digital fitness of your company? Do you have a clearly defined roadmap for your digital landscape that is aligned with the business and IT strategy and addresses not only the web but also mobile, social media, data analytics and innovations?
- Culture: Is your business culture adapting to today’s digital environment needs? Do you engage with your employees and your clients in an authentic, open-minded and dialogue-oriented approach?
- Technology: Predicting the future has become virtually impossible. Changes in technology are happening very quickly, organizations have months rather than years to react.

**How can we help?**
The pace of digital and the race to innovate has left many organizations lacking an enterprise-wide digital roadmap. Digital innovation is dominating the leadership agenda, but many companies are struggling to manage it.

**Why KPMG?**
KPMG is a leader for digital business consulting worldwide. With the deep professional experience in digital transformation initiatives across industries including strategy and roadmap development, omni-channel management, social media management, digital customer experience, digital analytics and innovation management KPMG professionals can deliver high quality results. KPMG offers strong expertise from strategy through execution.
Client challenge

A Swiss client with a global reach turned to KPMG for help after realizing that they had missed the opportunities provided by Digital Transformation unlike their competitors. The new management demanded an aggressive market approach.

KPMG’s approach

- Identify triggers and events for transforming your business model
- Perform a digital maturity assessment
- Develop and reshape the digital value proposition
- Develop a comprehensive strategy hand-in-hand with the client leadership team and the most important stakeholders
- Initiate improvements and the digital process of change
- Measure the taken actions, reshape the alignment and improve the digital client capability
- Set up and audit the project portfolio management of a digital perspective

Client benefit

Our client was able to integrate the new digital opportunities in its go-to-market approach thanks to:

- Identification of potential factors lacking in the current digital approach
- Identification and advice on hidden processes between IT and Marketing teams
- Creation of a mid-term digital strategy with clear milestones in terms of cultural and technological changes
- Creation of holistic digital dashboards for Senior Management and the Executive Committee.

Service overview

- **Digital Maturity Assessment**
  Assessing your digital maturity is the first step in identifying the capabilities needed to deliver a digital strategy that can drive value for your business. KPMG’s Digital Maturity model can provide you with a valuable and insightful comparator of your organization’s digital maturity and highlight potential areas of improvement and identifies strengths.

- **Digital Strategy & Governance**
  For the successful management of digital transformation, a comprehensive approach is needed that takes account of the individual business model from the digital perspective. The strategy is structured on the basis of a roadmap. It defines individual fields of action and their interdependencies.

- **Digital Business Implementation**
  In the implementation phase, we help our clients to develop tactics to bring the strategic goals to the ground and to establish a dialogue-oriented and innovation-driven culture. Furthermore we support our clients to position the “Digital Touchpoints” as an effective success-factor within the company.

- **Digital Analytics & Performance Management**
  We help our clients in developing an omni-channel KPI Framework and a digital dashboards for a C-level audience hand-in-hand with internal stakeholders as well as establishing a data-driven culture.

- **Digital Portfolio Management & Project Assurance**
  Digital Program and Project Assurance creates efficiency in the implementation of digital projects and safety regarding to medium and long-term direction of your business objectives.

Contact

**KPMG AG**
Badenerstrasse 172
PO Box
CH-8036 Zurich

Rue de Lyon 111
PO. Box 347
CH-1211 Geneva 13

**René Koets**
Partner
Head of Management Consulting
+41 58 249 42 69
rkoets2@kpmg.com

**Christoph Marschner**
Senior Manager
Digital Transformation
+41 58 249 30 05
cmarschner@kpmg.com


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