



Mobile Solutions

**Services and Technology for
Mobile Success**

kpmg.ch

KPMG Mobile Solutions - transforming business inside & out

A key to future success is the ability to transform customer-facing and internal processes into mobile experiences. Customers and employees demand it, digital leaders show the way. This includes mobilizing existing business systems, enhancing the customer journey, streamlining corporate procedures, and adapting entire business models. The opportunities are great, but so are the challenges. KPMG Mobile Solutions brings expert support and enabling technology.

Main challenges

Mobile transformation requires new thinking, from redefining the customer experience to reengineering processes, all the while adhering to security standards and industry regulations.

Your issues

- Customer experience:** You want to enhance your customer interaction with attractive mobile experiences? By mobilizing your business systems and by using customer insights to create successful mobile services?
- Process efficiency:** You'd like to digitize and mobilize your corporate processes and workflows to make them more efficient and controlled?
- Lifecycle management:** You want to effectively monitor and manage your mobile applications, to measure success and optimize your app portfolio?
- Compliance assurance:** You need to effectively govern your mobile services, ensure security and comply with regulatory standards?

How we can help

- Designing **winning customer experiences**, leveraging mobile capabilities and employing best-practice mobile user interface design.
- Analyzing **customer insights** to develop optimal segments and user stories.
- Optimizing processes and creating efficient mobile **process management tools**.
- Developing applications** and mobilizing your current business systems.
- Providing a powerful mobile **app management platform** for efficient governance & optimization.
- Ensuring compliance** with data privacy and other regulatory requirements.

Mobile for customers and employees

Leverage mobile services to greatly enhance the customer journey and experience. Mobilize corporate processes and workflows to support and streamline your business functions.

Client-facing: Enhancing the Customer Journey



Internal: Supporting the Business & Processes



Expert services and a proven process

KPMG has a comprehensive service portfolio and highly experienced app developers to effectively support you from the first vision to the successful launch – and beyond. We deliver using agile or classical methodologies, tailored to match your operations. Profit from our unique mix of KPMG knowledge and mobile abilities to ensure success.

Concepts & consulting

We support you in defining mobile strategies and create with you app concepts that make the most of mobile possibilities.

UI/UX design & prototyping

Our designers create state-of-the-art mobile user experiences and provide rapid prototypes for immediate testing.

Development & integration

Our development experts, always on the pulse of mobile technologies, allow you to take full advantage of app and device functionalities.

Launch & deployment

We support you in the registration, approval and launch process – for a successful start with public and internal deployments.

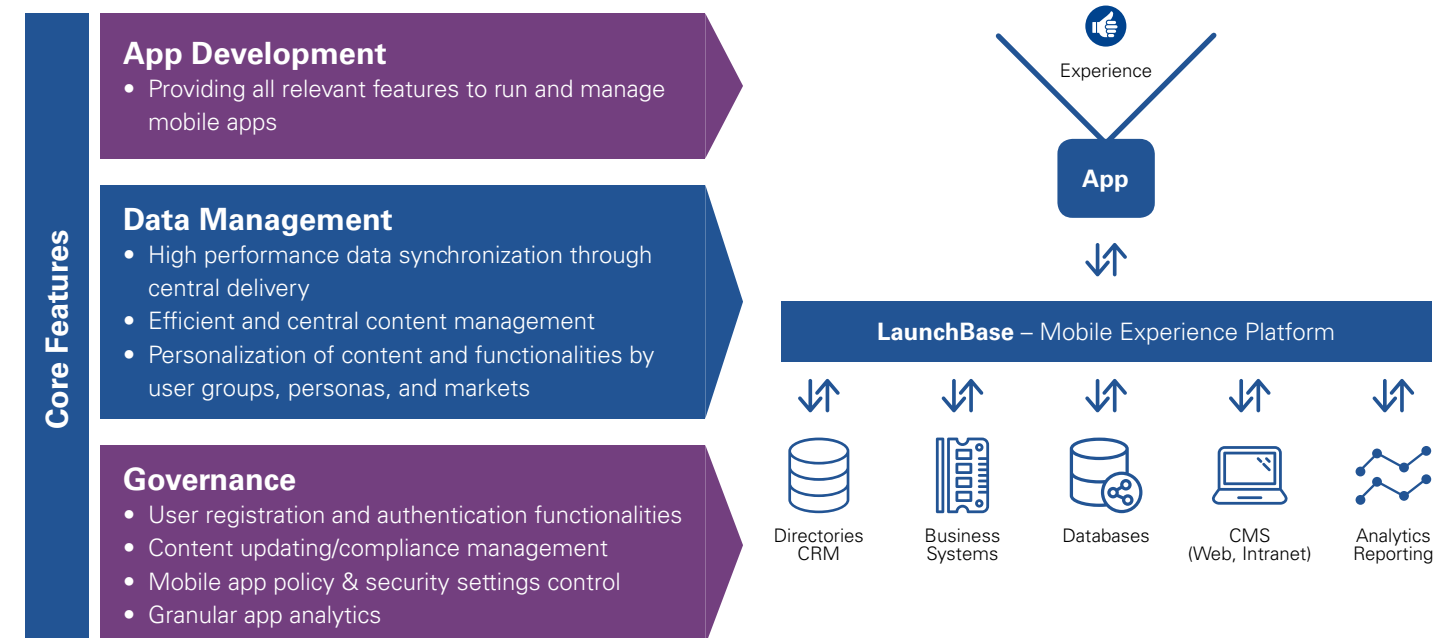
Maintenance & support

We offer tailored maintenance plans, support you through the agile extension of your apps, and provide the technology for an effective lifecycle management.

LaunchBase - Mobile Experience Platform

User experience is the key to mobile success. Everyone demands it: customers, employees, and partners alike. Deliver stunning mobile experiences quickly and safely with LaunchBase™. With all the right monitoring and control features to monitor and optimize. Use LaunchBase™ for your entire app portfolio, for public, partner, and internal apps.

- Personalized, mobile-optimized & context-aware delivery
- Flexible integration into existing corporate IT infrastructure
- Integrated, efficient content management
- Mobile authentication and user management
- Real-time analytics across apps and devices for deep user insights
- Enterprise-level app portfolio management
- Cloud/SaaS or on-premise/private cloud



Our unique mix of digital transformation services and mobile solutions create winning customer experiences, increase business efficiency, and enhance governance – boosting innovation and competitive advantage.

Benefits for KPMG clients

- **Higher customer satisfaction and new business:** State-of-the-art mobile customer experiences, for increased loyalty and new sales opportunities.
- **Lower costs due to streamlined processes:** Enhance processes to increase productivity across all business functions, with efficient monitoring and documentation.
- **Total flexibility:** Create mobile solutions that exactly fit your business and operations. 100% tailored to your needs.
- **Enhanced compliance with regulatory requirements:** Profit from our vast regulatory knowledge and the matching tools to ensure compliance.
- **Extensive lifecycle management:** Leverage the LaunchBase management platform to have the instruments and insights for an effective app and experience management.

Credentials

Industrial

Manufacturer:

IoT apps with Bluetooth to enhance the product experience and maintenance.

MedTech Provider:

Mobile tablet app to enable sales personnel and support the sales process.

International

Insurance:

Mobile apps for customer support and engagement program.

Chemicals

Manufacturer:

Mobile platform to govern regulated production and maintenance processes.

International Bank:

Content marketing channel to increase customer loyalty and generate leads.

Awards



Mentioned awards were presented to Terria Mobile prior to acquisition of the company by KPMG Switzerland in 2017.

Contact

KPMG AG

Badenerstrasse 172
PO BOX
8036 Zurich

kpmg.ch

Prafull Sharma

Partner
Consulting

+41 58 249 77 91
prafullsharma@kpmg.com

Robin Wirz

Director
Mobile Solutions

+41 79 686 66 27
rwirz@kpmg.com

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