



Turning data into insights. And insights into value.

KPMG Insights Center

Digital made tangible

Turning data into insights

The quantity of data available is growing day by day. As a result, the demand for smart and intelligent data analysis is continuing to grow.

To help our clients turn data into insights, KPMG Switzerland has created the Insights Center – an executive digital workspace with Data & Analytics at its core. Our next-generation high-tech environment and interactive touchscreen video wall facilitate collaboration and creativity to explore, discover and innovate – transforming the way clients experience data.

Inside the Insights Center, executives interact directly with their data and new technologies to address their most critical risk, performance and growth challenges in ways never imagined possible.

Insights that lead to valuable outcomes

By combining cutting-edge technology, predictive analytics and deep business knowledge, our experts work together with you to customize D&A solutions tailored to your needs.

In sessions ranging from analytics showcases and demonstrations, to facilitated workshops, you will experience your data in action and better understand its business implications.

Discover what's possible with data and analytics

The KPMG Insights Center takes you beyond what you already know, to see the art of the possible. Offering a virtual canvas to visualize and analyze data streams, we help you harness data and advanced analytics to generate tangible business results and better compete in today's increasingly dynamic and global environment.

By test-driving solutions in our truly immersive environment, you can accelerate innovation, enhance transparency, build a common understanding and make insight-based business decisions with confidence.

Expert knowledge makes the difference

Using real-time data exploration and scenario testing, our data specialists and industry experts will help you interpret your data, identify pain points and find the right digital use case to address them. We can, for example, design rapid prototypes for:

- Big data systems
- Data visualization
- Machine learning
- Optimization
- Predictive analytics







The KPMG Insights Center brings together cutting-edge technology, D&A solutions and deep business knowledge to offer customized solutions that drive competitive advantage.

Driving business outcomes

We understand that algorithms and models have little or no value unless they are anchored in a strong understanding of the business context. New and enhanced insights can only be delivered by advanced analytical techniques that are grounded in **deep business understanding**. Real value often only comes with scalability, repeatability and effective deployment.

Four key features make the Insights Center experience a game changer:

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| <h2>Demonstration</h2> <p>Fully integrated into KPMG's global suite of the latest D&A technologies, KPMG Switzerland's Insights Center showcases our portfolio of solutions addressing growth, risk and cost agendas.</p> | <h2>Collaboration</h2> <p>With interactive touchscreen video walls and breakout screens, the Insights Center is designed to offer KPMG experts and clients an innovative approach to addressing business issues together.</p> | <h2>Acceleration</h2> <p>Employing proven facilitation techniques, the Insights Center sessions serve as a change tool to align key stakeholders quickly, accelerate the generation of ideas and readiness for the future.</p> | <h2>Execution</h2> <p>Designed around interactivity, the Insights Center enhances our Audit, Tax & Legal and Advisory services by easing the way requirements are captured, deliverables are showcased, and results become concrete actions.</p> |

Expertise from around the world

Our Insights Center belongs to KPMG's global Data & Analytics network. Together, we offer solutions across industries and continents thanks to KPMG's global Data & Analytics network of 4,300 D&A specialists from 155 countries.

KPMG also has Insights Centers in Frankfurt, London, Paris, Madrid, Milano, Amsterdam, New York, Vancouver, Melbourne, Sydney, Hong Kong, Singapore and Tokyo.

Contact

KPMG AG

Räffelstrasse 28
PO Box
8036 Zurich

kpmg.ch/insightscenter

Mark Meuldijk

Partner
Head of Assurance Technology

+41 58 249 48 84

markmeuldijk@kpmg.com

Ralitsa Dimitrova

Insights Center Lead

+41 76 466 45 64

ralitsadimitrova1@kpmg.com

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