



Cloud-enabled business transformation

KPMG–Microsoft D&A platform services

Enable business transformation by moving to a trusted cloud platform for data and analytics.

As a business leader, you want reliable data and analytics (D&A) to inform your important decisions. You also likely want to discover new business opportunities based on access to real-time data enabled by the cloud. Through unlocking the value of data and the cloud, you can create sustainable competitive advantage by increasing revenue, lowering costs, enhancing the customer experience, and reducing risk.

To achieve this transformation, you need advisers with deep knowledge of your company. Advisers you can trust to deliver the right advice to improve your company's performance; advisers able to guide you through business transformation in an environment of constant disruption; and advisers with stringent standards able to deploy secure, compliant services that can deliver dependable, accurate analytics.

You can trust KPMG member firms' and Microsoft's strong team of business and technology professionals to provide leading practice advice and guidance and to deliver a cloud-based technology platform relevant to your company. KPMG and Microsoft professionals can help you successfully introduce a value-added D&A platform that can enable you to reach your business objectives.

Using data to inform decisions can differentiate you in competitive and dynamic markets. The potential benefits of implementing a data platform include:

- **Improve decision making with accurate, timely, and unbiased data.**
- **Generate business insights from structured and unstructured data.**
- **Access high-quality, secure data across the organization.**
- **Align technology tools with the needs of the business.**
- **Implement efficient and effective analytics capabilities and governance.**
- **Reduce costs by removing redundant processes and data storage.**

KPMG member firms

KPMG member firms' D&A professionals have deep, practical experience helping clients across industries adopt a data-driven approach to decision making and enabling sustainable D&A capabilities throughout their organizations. Regulated KPMG member accounting firms are accountable for analytics quality, helping ensure that clients can make critical decisions with confidence. KPMG member firms are therefore distinctly positioned to guide clients in the journey from data to insight to value.

In addition to advice to help enable business transformation and sustain competitive advantage, this D&A platform offering includes a broad portfolio of services, ready-to-use architectural patterns, and leading practices that can help overcome the obstacles—both technology and skills-related—that prevent companies from extracting insight from their data. Expert hubs—groups of experienced professionals including data scientists, big data software engineers, visualization specialists, and analytics consultants—help you develop tailored D&A solutions using leading business and technology resources.

Microsoft

KPMG's D&A platform leverages Microsoft's hyper-scale, enterprise-grade, and cloud technology to create a foundation for secure, integrated, and high-performance solutions that help solve challenging D&A questions. Microsoft's platforms span storage and processing solutions, such as SQL Data Warehouse, advanced analytics enabled by Microsoft Azure Machine Learning, self-service business intelligence (BI) and collaboration capabilities provided by Microsoft Power BI or Office 365, and tools for building intelligent D&A applications in Cortana Intelligence Suite. In addition, the Microsoft Azure cloud platform can support a transitional journey to the cloud with strengths in hybrid solutions that combine both cloud-based and on-premises systems. A leader in Gartner's Magic Quadrants for cloud services, Microsoft provides the platform you need to execute your D&A strategy.¹

Why KPMG and Microsoft

To help your business transformation be successful, you need the capabilities and skills of your company, KPMG member firms, and Microsoft—all working together. KPMG specialists with broad business, industry, and process knowledge can help you discover growth opportunities that take advantage of rich data sources and the power of cloud computing. These specialists define how this D&A platform can support integration of new business models; they then map the integrations to Microsoft's powerful, agile technology. Combining KPMG professionals and leading practices with Microsoft's advanced technologies can help you gain valuable insights, make smarter decisions faster, and quickly adapt to change while managing risk, compliance, and security.

A core platform to transform your business

Technology by itself cannot convert data into insight and value. Yet, when combined with services from an adviser who understands your objectives, a technology platform can enable new business models and provide a competitive advantage. The KPMG–Microsoft D&A platform offering combines services, data, solutions, and cloud technology to transform your business.

Services

KPMG member firms provide D&A platform services tailored to business transformation and the discovery of new, cloud-enabled growth opportunities. Whether the challenge is function- or sector-specific, these professionals understand what drives your business.

Data

The KPMG–Microsoft D&A platform helps collect, manage, and secure your data. This platform can provide access to internal and external data sources, as well as KPMG-certified data pools.

Strategy

Preconfigured, customizable patterns and processes based on years of refined methodology and rigor help enable your business to efficiently deploy and scale D&A solutions.

Cloud technology

Leveraging Microsoft technology, KPMG's D&A platform services support cloud, on-premises, and hybrid solutions, depending on what makes most sense. KPMG member firm specialists provide deep knowledge of evolving D&A technology and are able to align cloud models to address pragmatic business needs.

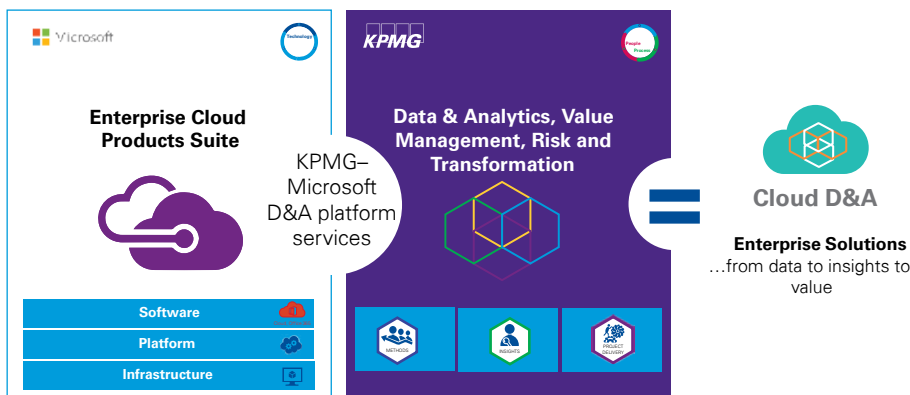


¹ 2015 Gartner Magic Quadrant for Cloud Infrastructure as a Service, 2015 Gartner Magic Quadrant for Application Platform as a Service, 2015 Gartner Magic Quadrant for Cloud Storage Services, 2015 Gartner Magic Quadrant for Server Virtualization

A foundation for secure, high-performance D&A

D&A professionals in KPMG member firms provide business integration services complemented by Microsoft's technology to create a foundation for secure, integrated, and high-performance solutions that help solve D&A challenges. Platform services include:

- **Ideation to prototype.** Idea generation workshops led by KPMG member firms and hackathons conducted with Microsoft help you understand D&A's role in the organization, determine highest priorities, and innovate prototypes. Instead of focusing solely on the underlying technology, these teams can examine implementing innovative use cases that can deliver significant return.
- **Platform migration.** KPMG professionals' broad experience across a variety of platforms as well as years of experience in platform consolidations and migrations enable us to help ensure business continuity and reduce downtime and cost overruns during your transition.
- **Data science and visualization.** KPMG's D&A provides rich analytics, including rule-based and predictive analytics, clustering, simulation, and statistical algorithms. You can explore machine learning and cognitive capabilities to discover new use cases of D&A becoming available through artificial intelligence. To visualize that data, KPMG professionals design interactive dashboards, reports, and BI applications that your customers, employees, and partners can intuitively understand.
- **Solution acceleration, benchmarking, and process optimization.** The KPMG–Microsoft D&A platform offers a broad set of leading D&A technology solutions. Ready-to-use architectural patterns are included, to help maximize speed-to-market and return on investment. The platform allows you to benchmark against internal and industry key performance indicators to help enhance your business processes, continually improve, and stay ahead of your competitors.
- **Security and compliance for all operational models.** How your data and services are managed ultimately affects the quality of your information and the integrity of your business. Therefore, the KPMG–Microsoft D&A platform supports a variety of service models—on-premises, in the cloud, or hybrid—hosted either by Microsoft, a KPMG member firm, or your company. Microsoft's core services—high-security data centers, data encryption, and identity and access management—are leveraged with KPMG member firm's leading Information Security consulting services to help ensure safety and compliance throughout your D&A journey.



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