



Accelerating growth in a trusted cloud environment

KPMG is a global network of professional service firms that provide audit, tax, and advisory services to clients. Each firm is a legally distinct and separate entity affiliated with KPMG International Cooperative (KPMG International), a Swiss company headquartered in Amstelveen, the Netherlands. All told, the worldwide network employs a total of more than 174,000 people in 155 countries.

KPMG member firms' clients come in different shapes and sizes, from start-ups to some of the world's largest corporations, as well as governments and individuals and many types in-between. The company's aspirations however, stay consistent across industry and size. "We want to be the clear choice for clients and people," said John Veihmeyer, Chairman, KPMG International. "We believe our global footprint, status as a trusted advisor, and the diversity of our offerings makes us unique in our industry."

Helping clients transform

KPMG International has a long, established history as intelligence leaders that deploy smart, cutting-edge technology in support of their services. An alliance with Microsoft plays a large role in this success story, delivering solutions that help transform member firms'

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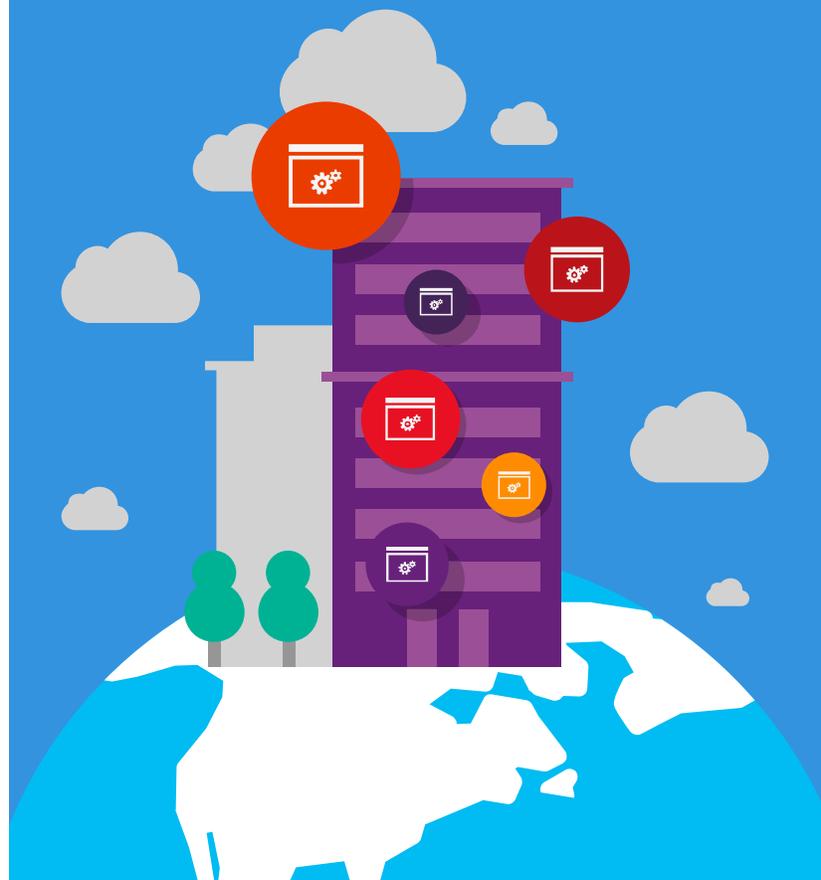
Website: **kpmg.com**

clients and accelerate growth in a trusted cloud environment. "Clients consistently tell us they want KPMG to combine our leading business expertise with the power of new technology to help them transform their businesses," said Veihmeyer. "So leveraging our long and successful relationship with a technology leader like Microsoft seemed like a very good fit."

So what exactly does KPMG bring to the alliance? KPMG member firms offer broad business, industry, and process knowledge. Microsoft delivers advanced cloud technologies that helps clients gain valuable business insights. These insights help improve decision-making and simplify adapting to change – all while managing risk, compliance, and security. "Through our alliance, we can offer a set of globally available, scalable solutions that draw upon the collective strengths of both organizations. Together we can deliver solutions which enable clients to successfully transform their business and accelerate growth in a cloud environment," said Jens Rassloff, KPMG Global Lead Partner for the Microsoft Alliance, KPMG in Germany. These offerings include Cloud Transformation and Compliance, Data and Analytics and Dynamics.

Cloud interest surging

Currently, more than 40 KPMG member firms have dedicated teams working with Microsoft. More and more member firms' clients are looking for KPMG to implement cloud solutions for them. "The journey to the cloud is a strategic issue, so it is certainly a board-level agenda item," said Lisa Heneghan, Partner, and Global Head of CIO Advisory. "KPMG firms offer a holistic approach to business and cloud transformation that goes significantly further than pure IT implementation."



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Microsoft Alliance*

KPMG professionals consider all aspects of change, from operational to cultural. As such, they work side by side with CIO's to help transform their businesses. With the help of Microsoft, KPMG member firms can address clients' compliance and security concerns, clearly identifying where and how the cloud will enable the business. The result is an implemented cloud architecture that integrates a rationalized legacy environment and adapts IT organization and management capabilities.

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Global Head of CIO Advisory*

A joint approach

KPMG's Data & Analytics (D&A) solutions – built on the core D&A platform based on Azure – address member firms' clients' most critical P&L issues in risk, cost, and growth as well as organizational issues in sales, marketing, operations, supply chain, and so on. “Our joint approach combines KPMG's D&A capabilities, methodologies with Microsoft's advanced technologies to help clients evolve to a business model that uses data strategy to make business decision faster and create competitive advantage,” said Rassloff.

Member firms work with their clients to help prepare them for migration to the cloud. As most are still in transition, KPMG teams within the member firms leverage industry knowledge, transformation experience, and risk and regulatory competence with the cloud. This gives their clients greater confidence that their transition from on-premises to the cloud will be as seamless as possible.

Cloud-based hyperscale computing, cognitive automation, and other technologies will increasingly play a significant role in helping KPMG member firms develop innovative approaches and enhance the quality of service offerings. “We see significant potential with the cloud to augment the services KPMG firms currently perform,” said Veihmeyer.

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