

Insight-driven strategies & actions

KPMG Connected Enterprise



Every business is a data business and building a Connected Enterprise can help your data work smarter. In a time when customers are increasingly empowered, connected and eager for seamless experiences, insight-led companies can be better equipped to understand their customers' needs and wants as well as the health of their businesses.

With the roadmap and tools to meet your company's unique needs, you'll be able to enable, activate and harness data, analytics and actionable insights. You'll have a real-time, multi-dimensional view of your customers, allowing you to develop and shape, meaningful and effective customer strategies and a personalised approach to executing them.

Stay ahead of global shifts in social, technological and geopolitical trends. Measure customer sentiment around the world. Harness data from social media, online surveys and transactions. Insights are everywhere. Connected Enterprises can turn them into opportunities.

Key considerations

- Is your Data & Analytics (D&A) strategy foundational to your business growth?
- Do your D&A capabilities give you a holistic understanding of your business ecosystem?
- How do your data practices help you to provide a real-time, 360 view of your customers?
- Are you equipped to adopt both basic statistical and advanced tools to help meet emerging analytical needs?
- Do you have detailed policies in place to ensure information security and privacy?

How can KPMG help?

Developing an enterprise data and insights strategy, with a measurement framework and the insight ecosystem to support it

Assessing and integrating data assets across departments and systems, aligning with the voice of the customer to create a coherent picture

Implementing a bespoke framework, which is designed to enable you to understand your customers' behaviour, and where to invest to meet their expectations

Using predictive analytics to anticipate customer needs, personalise the experience and improve the customer experience overall

The next generation of policing is around the corner

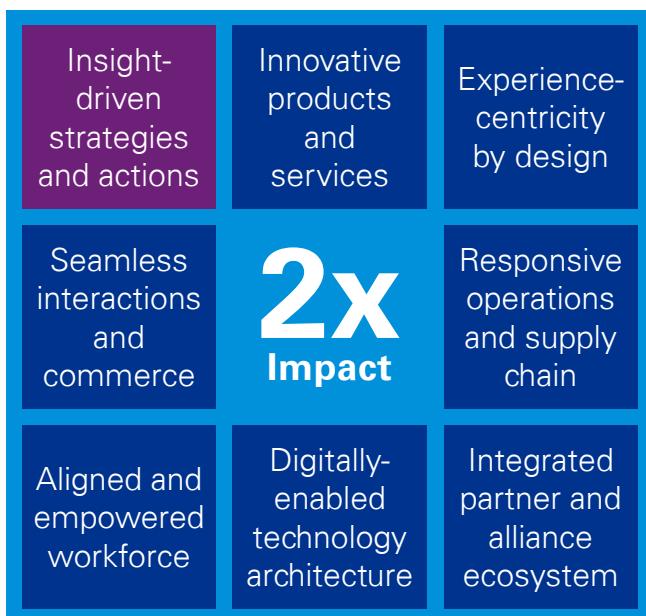
One of the UK's largest police forces had an ambition to become a world leader in 21st century policing and needed a trusted advisor to define their new insight led strategy and operating model.

A bespoke Data Office design provides the foundation for the force to organise and grow their data capabilities. Advanced Analytics Proofs of Value showed the officers a future they could strive towards

We deliver the results that matter.

What does a Connected Enterprise look like?

The most successful organisations exhibit eight characteristics that span all aspects of the enterprise. The capabilities of front office, middle office and back office integrate seamlessly to support the brands, products and services, interactions and workforce.



Make the connection

- Generate business value at every stage of your transformation journey
- Build an insights-driven, digital and customer centric business
- Empower and enable your people to align the organisation for agility and performance
- Engineer secure architectures to enable agile, high-speed innovation



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