Enable business transformation by moving to a trusted cloud platform-related services approach to data and analytics.

As a business leader, you want reliable data and analytics (D&A) to inform your important decisions. You also 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 deliver dependable, accurate analytics.

You can trust KPMG LLP’s (KPMG) and Microsoft’s strong team of business and technology professionals to provide leading practice advice and guidance and to deliver cloud-based technology services relevant to your company. KPMG can help you successfully introduce value-added D&A services 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 data platform services 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

KPMG’s D&A team has deep, practical experience helping clients across all industries adopt a data-driven approach to decision making and enabling sustainable D&A capabilities throughout their organizations. As a regulated accounting firm, we are accountable for the quality of our analytics, helping ensure that clients can make critical decisions with confidence. We are therefore distinctly positioned to guide clients in the journey from data to insight to value.
In addition to delivering advice to help enable business transformation and sustain competitive advantage, our D&A platform-related services provide 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. Specialist 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-related services leverage 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 make your business transformation successful, you need the capabilities and skills of your company, KPMG, and Microsoft—all working together. KPMG specialists with broad business, industry, and process knowledge help you discover growth opportunities that take advantage of rich data sources and the power of cloud computing. These specialists define how KPMG’s D&A platform-related services can support integration of new business models; they then map the integrations to Microsoft’s powerful, agile technology. Combining KPMG’s people and processes with Microsoft’s advanced technologies helps you gain valuable insights, make smarter decisions faster, and quickly adapt to change while managing risk, compliance, and security.

D&A platform-related services 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. KPMG’s D&A platform-related services offer combines services, data, solutions, and cloud technology to transform your business.

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

Data
KPMG’s D&A platform-related services help collect, manage, and secure your data. We can provide access to internal and external data sources, as well as KPMG data pools.

Solutions
Pre-configured, 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-related services offer support cloud, on-premises, and hybrid solutions, depending on what makes most sense. KPMG’s specialists provide deep knowledge of evolving D&A technology and are able to align cloud models to address pragmatic business needs.

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A foundation for secure, high-performance D&A

KPMG’s D&A team provides 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. The platform-related services include:

- **Ideation to prototype.** Idea generation workshops led by KPMG 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, we examine implementing innovative use cases that deliver significant return.

- **Platform migration.** KPMG’s broad experience across a variety of platforms as well as our 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 platform-related services provide 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, we design interactive dashboards, reports, and BI applications that your customers, employees, and partners can intuitively understand.

- **Solution acceleration, benchmarking, and process optimization.** KPMG D&A platform-related services deliver a broad set of solutions at the forefront of D&A technology. Our ready-to-use architectural patterns help maximize speed-to-market and return on investment. The platform-related services allow you to benchmark against internal and industry key performance indicators so you can 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, KPMG’s D&A platform-related services support a variety of service models—on-premises, in the cloud, or hybrid—hosted by Microsoft or your company. We leverage Microsoft’s core services—high-security data centers, data encryption, and identity and access management—and KPMG’s leading Information Security Consulting Services to help ensure safety and compliance throughout your D&A journey.
To get started on your D&A platform-related services and maturity assessment please contact:

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**Take the next step.**  
At KPMG, we are not here just to implement information technology systems. Our team of experienced professionals is dedicated to helping you make the most out of your technology investment so you can achieve genuine business value.

To learn more, please visit us at [kpmg.com/us/microsoft](http://kpmg.com/us/microsoft).

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