

# The market speed operating model

**A flexible, agile and dynamic omni speed operating model to respond to the needs of business**

Rapidly changing market dynamics require today's organizations to not only transform how they deliver their products to customers, but to also reimagine how they deliver technology within their own business – enabling their organization to adapt at the speed of the market.

## The challenge

In this new reality, organizations are experiencing a number of significant challenges:



> Increased complexity, data spread across hybrid, multi-cloud environment



> Architecture misalignment with business and not fit for purpose



> Challenges with scaling modern ways of working



> Increased attack surface and sophistication of threat actors



> Inability to adapt and continuously fund technology investments



> Challenging expectations of ways of working, leadership, and incentives

### Traditional IT delivery model:

Monolithic, one-size-fits most delivery methods

Broken supply and demand relationship with the business

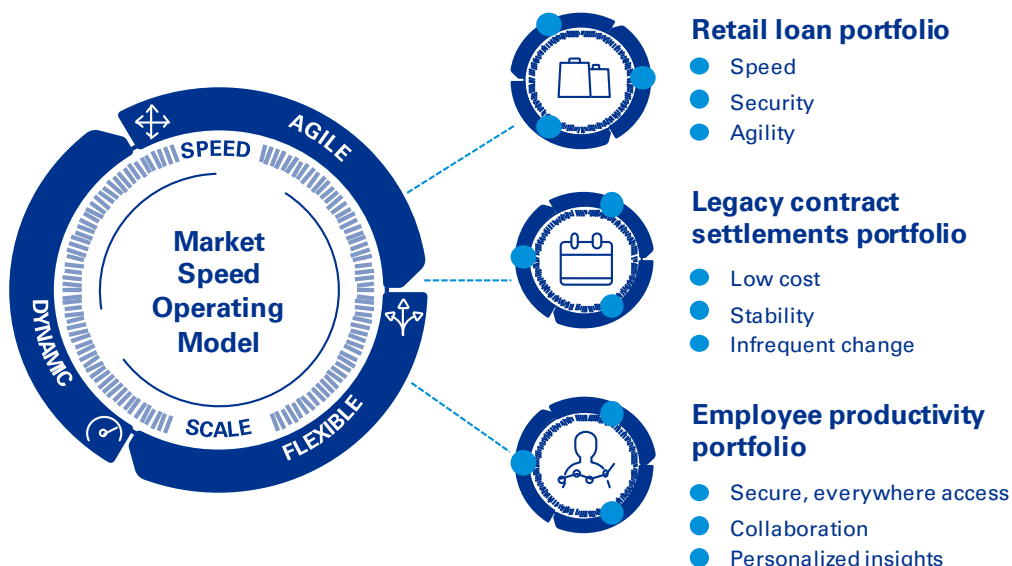
Limited empathy and understanding for the unique business drivers they are supporting

Long planning and funding cycles that leave little room for innovation

## The opportunity

The market speed operating model is a critical enabler of business performance. It is dynamic, with agility and flexibility built-in to **support the unique characteristics of each portfolio**.

All of these micro-operating models are designed to **coexist within the larger IT operating model** governance and structure.



Digital leaders are successful at making this shift by moving beyond people, process, and technology, and recognize the need to transform across 6 design layers of the operating model.



**Functional  
process**



**People**



**Service delivery  
model**



**Technology**



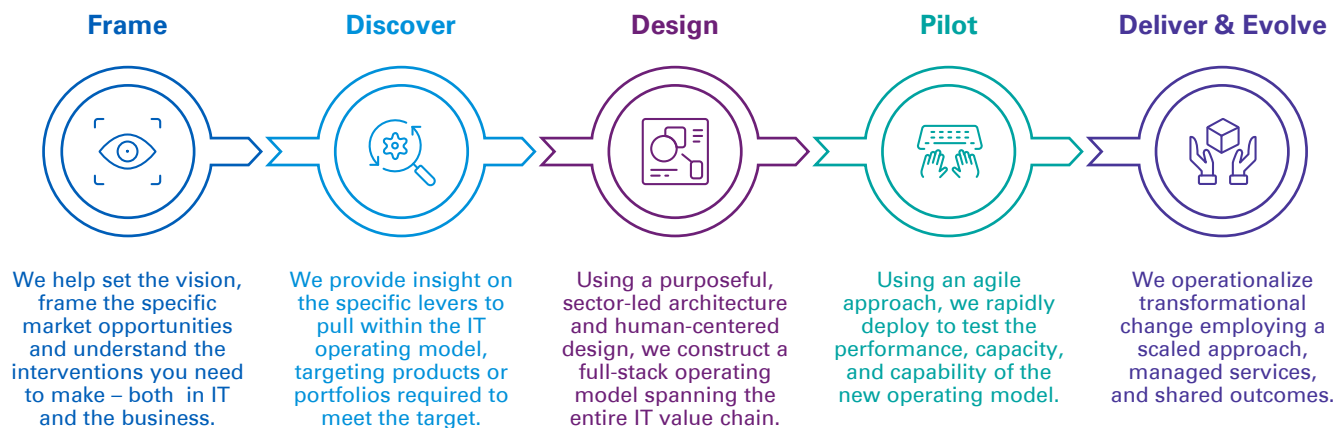
**Performance  
insights and data**



**Governance**

## The KPMG approach

Whether you are struggling to create a future vision, overwhelmed by the myriad of options available to you, or struggling with how to design your operating model, KPMG firms can help you across all five phases of the transformation:



## Getting started

The hardest part is often knowing where to start and taking that first step.



> KPMG firms are here to help, wherever you are on your transformation journey. To learn more about how you can become a market speed organization, please visit : [home.kpmg/Future-IT](https://home.kpmg/Future-IT)

## Contact us

For further information on how KPMG professionals can help your business, please contact us:

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