



# 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 personalized 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' behavior, and where to invest to meet their expectations

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

Disclaimer: Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.

## It's "game on" for one of the world's first smart stadiums of the future

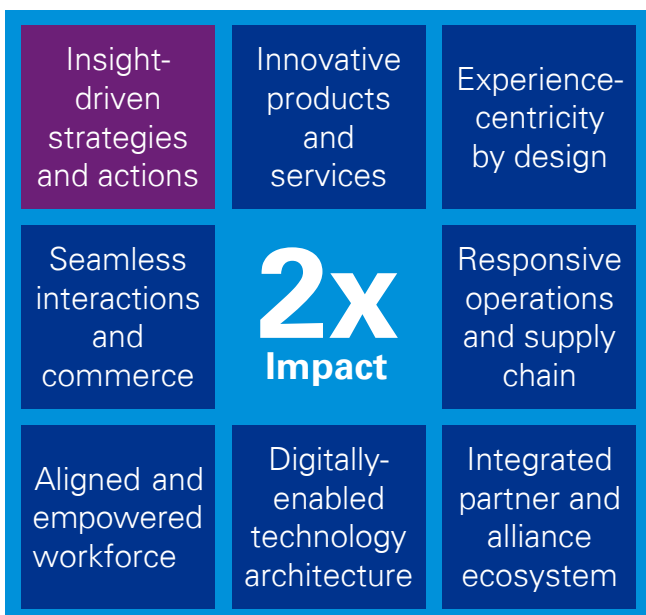
Amsterdam ArenA needed a special team to create one of the world's first "smart" stadiums of the future and KPMG in the Netherlands produced the winning proposal.

A data-driven ecosystem now guides fans from home to their seats via smartphone, while monitoring everything from the playing field's grass health to beer consumption during events. Amsterdam's ambitious initiative is a winner.

**We deliver the results that matter.**

## What does a Connected Enterprise look like?

The most successful organizations 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 organization for agility and performance
- Engineer secure architectures to enable agile, high-speed innovation

Disclaimer: Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.



### Miriam Hernandez-Kakol

Global Customer & Operations

**T:** +1 973 912 6227

**E:** mhernandezkakol@kpmg.com



### Stephanie Terrill

National Leader Canada, Management Consulting

**T:** +1 416 777 8994

**E:** jsterrill@kpmg.ca



### Daniel T. Ornstein

Connected Enterprise Champion Canada, Customer Practice

**T:** +1 416 777 8294

**E:** danornstein@kpmg.ca

## [home.kpmg/ca/connected](https://home.kpmg/ca/connected)

The KPMG name and logo are registered trademarks or trademarks of KPMG International. The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2019 KPMG LLP, a Canadian limited liability partnership and a member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss entity. All rights reserved.

Designed by CREATE | CRT112363

Throughout this document, "we", "KPMG", "us" and "our" refer to the network of independent member firms operating under the KPMG name and affiliated with KPMG International or to one or more of these firms or to KPMG International. KPMG International provides no client services. No member firm has any authority to obligate or bind KPMG International or any other member firm vis-à-vis third parties, nor does KPMG International have any such authority to obligate or bind any member firm.