



# Innovative products and services

## KPMG Connected Enterprise

2022

**In today's environment of digital disruption, customers have the power. A connected enterprise doesn't just realize that success is in its customers' hands, it innovates with them in mind, building business models around the customer. Compelling customer value propositions with the right mix of pricing, products and services can help you target the most attractive customer segments to help drive profitable growth.**

Agility and curiosity can be key to igniting expansion. By creating innovation labs to launch new products and services with customers, harnessing emerging technologies or seeking new partnerships, you can take advantage of customer insights in your business model.

With a roadmap to guide you to customer-centricity, you can expand or target your offering to your most relevant audiences. By anticipating customer needs, you'll be on your way to a competitive advantage in the market.

### Key considerations

- Do you have a consistent brand position and experience across all of your channels?
- Does your strategic planning process balance perceived value to customers with value to the organization?
- Do your customer insights and segmentation help you target customers and prospects with the right products?
- Do you design new products and services leveraging deep customer insights and anticipating future needs?

### How can KPMG professionals help?

Identifying emerging changes or threats that could lead to disruption, and showing you how to deal with them.

Developing and testing new business model opportunities, using a design-thinking approach.

Understanding the technology and resources you need to become more responsive and innovative.

## Navigating the course for the future

A global car manufacturer asked a KPMG member firm to help them respond to unprecedented market disruption, caused by the rise of mobility-as-a-service, new market entrants and the increasing primacy of customer experience. After designing the organization's future product and experience landscape, KPMG professionals helped them identify the strategic set of capabilities required to realize this vision. This led to a multi-year customer strategy and transformation roadmap for the entire organization and set them on the path to becoming a customer-centric mobility services provider instead of a product-centric vehicle provider.

**We work with you to get things done.**

## What does a connected enterprise look like?

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



\*Note: Base: 1,299 professionals involved with customer-centric strategy decisions.  
Source: A commissioned study conducted by Forrester Consulting on behalf of KPMG, September 2018

## Make the connection

Generate business value at various stages 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.

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Designed by Evalueserve.

Publication name: Innovative products and services | Publication number: 138221-G | Publication date: August 2022