



Digitally enabled technology architecture

KPMG Connected Enterprise for Consumer & Retail

In the consumer and retail (C&R) sector, disruption is everywhere. It's changing the way customers interact with your business and encouraging new competitors to enter your market. To overcome the challenges, it's time to become a connected enterprise.

A connected enterprise has an agile organizational structure that's ready for anything. Teams embrace change and support the company in recruiting, attracting the right people at the right time.

Cloud-based technology can help you respond to challenges more quickly and show where your efforts can be focused most valuably. It gives you the tools you need to tap into the enormous potential of digital transformation. You can develop deeper customer insights, win more business, and keep your clients coming back for more.

Key considerations

- Is your organization designed to be flexible and agile?
- How can you optimize the integration of various technologies to support high performance?
- How can you automate business and technology processes to respond to customer needs more effectively?
- Is the necessary security in place to protect your data, systems, and products?



How KPMG can help

- Planning and creating the leading operating model for your business, your people, and your technology investment
- Providing preconfigured processes and technologies to get you started faster, which can be adapted to suit your business
- Reducing the risks and challenges of digital transformation, drawing on extensive experience in technology implementation
- Providing customer-centric digital architectures that integrate new digital platforms with legacy systems for a better employee experience



Bold ingredients for growth, baked in

In its century of operations, Dawn Foods had gone through two revolutions—the first when it entered the distribution business, the second when it expanded outside of the U.S. Faced with profound shifts in industry and customer buying behavior, Dawn prepared itself for a third, and asked KPMG to help. The mandate: Think boldly from an “art of the possible” perspective, and then shape an enterprise-wide digital transformation journey. KPMG helped Dawn Foods design, build, and deploy a new digital bakery business platform, established a customer onboarding program to support the successful adoption of new technology and processes and much more. Dawn Foods is on its way to business growth and a renewed customer value proposition, using digital innovation and Google Cloud Platform as sustainable competitive advantages.

We are on your side, all the way.

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 efficiently 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



KPMG Connected Enterprise for Consumer & Retail

Connected C&R is an approach, supported by a suite of customizable technology designed expressly for C&R businesses. It connects all areas of your organization, and it connects you with your customers across all digital channels. By capturing more accurate and impactful consumer information, you can develop insights to inform your decision-making. KPMG Connected Enterprise moves you from siloed to efficient and turns intelligence into action plans. See what it can do for you.

Contact us



Matt Kramer
National Sector Leader,
Consumer & Retail
KPMG LLP
T: 614-241-4666
E: mattkramer@kpmg.com



Duleep Rodrigo
National Advisory Leader,
Consumer & Retail
KPMG LLP
T: 213-817-3150
E: drodrigo@kpmg.com



Sam Ganga
National Consulting Leader,
Consumer & Retail
KPMG LLP
T: 312-665-1736
E: sganga@kpmg.com



Sunder Ramakrishnan
Principal, Advisory Strategy
KPMG LLP
T: 212-739-6328
E: hsramakrishnan@kpmg.com

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

kpmg.com/socialmedia



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 upon such information without appropriate professional advice after a thorough examination of the particular situation.

© 2022 KPMG LLP, a Delaware limited liability partnership and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved. NDP373050-1D

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.