



Digital Product Management

Aligned & empowered workforce

KPMG Connected Enterprise for Financial Services

In today's rapidly changing customer landscape, an increasing number of financial services firms are embracing a customer-focused approach and transforming into Connected Enterprises by empowering Digital Product Management teams to harness insights into action.



» Revolutionizing through Digital Product Management

Digital Product Management is the key to successfully navigating a connected transformation in an ever-evolving digital world. This powerful framework empowers organizations to create, manage, and monitor digital and traditional products while aligning employees to deliver exceptional customer experiences. By placing the customer at the core of your business, Digital Product Management fuels innovation and propels your organization forward.

» Becoming Aligned for a Digital World

The essence of Digital Product Management lies in its ability to connect all facets of your organization with a customer-centric approach and a flexible, collaborative mindset. By shattering departmental barriers, it facilitates a diverse range of perspectives and streamlines workflows. This collaboration between business and IT teams shifts the focus from producing outputs to achieving outcomes, ensuring effective and efficient delivery.

» Building a Future-Forward, Data-Driven Culture

Digital Product Management builds a foundation for a cohesive and empowered workforce, fostering a culture of creativity and agility. It equips your organization with the ability to attract and retain individuals possessing the necessary talents and skills required now and in the future. By harnessing the power of data, it provides insights that inform decision-making, leading to more informed and successful product strategies.

By embracing Digital Product Management, your organization can position itself at the forefront of the digital landscape, leveraging its capabilities to align your workforce, drive innovation, and deliver exceptional customer experiences.



Key considerations

- How effectively is your current environment aligning your workforce to drive business success?
- Are your existing communication and collaboration features enhancing teamwork and facilitating cross-functional collaboration within your organization?
- How well does your current environment facilitate knowledge sharing and empower your employee's fostering innovation and growth?
- How effectively is your current environment supporting continuous learning and professional growth for your employees, ensuring they remain competitive and adaptable in the ever-evolving digital landscape?
- How effectively does your current environment facilitate cross-functional collaboration and knowledge transfer, breaking down departmental silos and fostering a cohesive and collaborative work environment?
- Are your current dashboards and reporting features personalized to empower your employees with real-time insights, enhancing their sense of ownership and accountability towards project goals?



How KPMG can help

KPMG is dedicated to guiding your business towards success in the digital era. Our approach combines unparalleled technological and financial expertise with a deep understanding of customer needs to craft strategies that ensure your business not only addresses today's challenges but is also primed for future growth.

We focus on:

- Bridging the gap between business and technology teams for improved outcomes.
- Aligning key stakeholders and employees in support of the business transformation, and helping you communicate the benefits
- Coordinating processes such as recruitment and talent management to reflect your customer-centric goals.
- Empowering more informed decisions with our extensive knowledge of the financial industry.
- Highlighting immediate priorities while paving the way for long-term success.
- Leveraging customer insights to rapidly and effectively tailor digital product strategies to market demands.

Empowering Product Teams to drive business outcomes at a Financial Services Client

A major financial services firm was facing cost reduction pressures and was experiencing challenges with driving accountability to effectively execute projects through to completion. KPMG worked with the firm to build a product taxonomy, identifying key needs and skills and realigned product owners and technology leads, build artifacts and coached team members to drive greater ownership for client-outcomes and business outcomes. This resulted in greater ownership for product leads which lead to increased engagement between the business and technology to produce more efficient projects, which in turn, reduced project spend.

We deliver results that matter.

KPMG Connected Enterprise for Financial Services

Connected Financial Services is an approach supported by a suite of customizable technology designed expressly for Financial Services businesses.

Connected Enterprise moves you from siloed to efficient and turns intelligence into action plans. It connects all areas of your organization while connecting you with your customers across digital channels.

Discover the transformative power it holds for your business.

Make the connection



Generate business value at every stage of your transformation journey



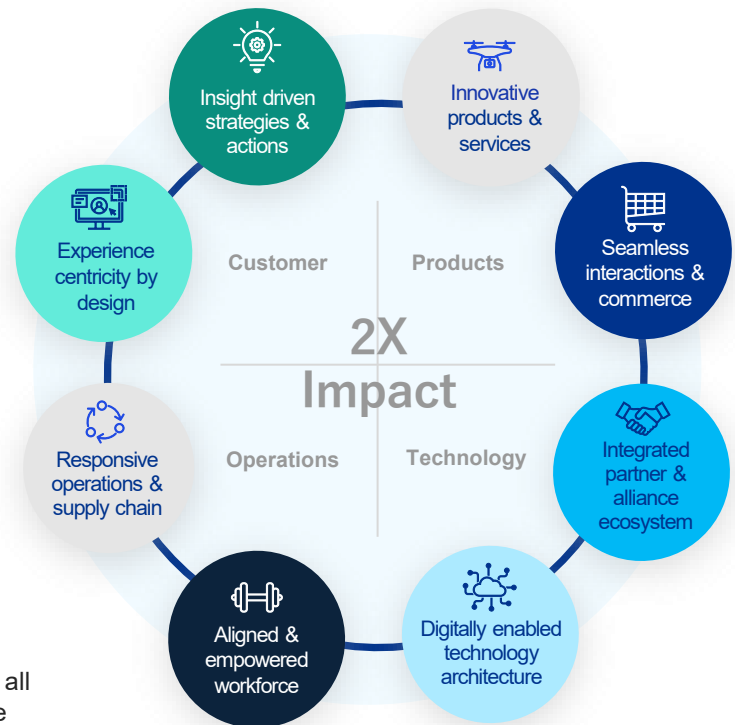
Build an insights-driven, digital, and customer-experience-centric business



Empower and enable your people to align the organization for agility and performance



Engineer secure architectures to drive agile, high-speed innovation

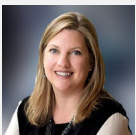


KPMG-commissioned research by Forrester Consulting

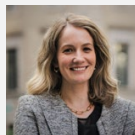
What does a Connected Enterprise look like?

The most successful organizations exhibit eight characteristics that span all aspects of the enterprise. The capabilities of front, middle and back office integrate efficiently to support the brands, products and services, interactions, and workforce. See what it can do for you.

Contact us



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