

# Connected Enterprise for Life Sciences

- » Since the COVID-19 pandemic, the pace and urgency of change in life sciences has accelerated. The rise of customer-centricity has focused the industry on delivering more than products. While traditional sales relationships were transactional and product-centered companies today are focused on building practice partnerships, providing their customers with frictionless, integrated experiences to help them build business.
- » Put simply, to meet and exceed expectations, life sciences organizations must help their customers succeed—by delivering a seamless experience that stretches from provider to patient. Becoming a Connected Enterprise, with an experience-centric, technology-enabled digital transformation, enables you to build true partnerships with every company you work with.
- » We'll provide our extensive life sciences expertise and digital accelerators to help you to harness all the potential in digital health while minimizing costs, so you can bring life-saving innovations to market at speed and scale.
- » Get the results that matter with our business-first, tech-enabled approach. Leverage data and insights to be connected directly to customers—patients and providers—and deliver new digital services, powered to drive change with world-class technologies, and trusted by all stakeholders to meet the ever-evolving demand for innovation in life sciences.



## Key considerations

- How do you do business when inconsistent data across platforms and functions means there's no visibility along the value chain?
- How do you deliver customer, employee and partner experiences that build loyalty and generate growth?
- How do you become ready for what comes next when disruptive technologies are impacting everything from R&D to commercial, fulfillment and support functions?



## How KPMG can help

- Designing the business and technology stack to focus on delivering a better experience across your ecosystem—with your people, patients, providers, and partners
- Developing stronger partnerships across the supply chain to improve responsiveness and resilience
- Uncovering data-driven insights to allow employees to act on critical issues quickly
- Delivering acknowledged leadership in customer experience and digital transformation<sup>1</sup>

<sup>1</sup>The Forrester Wave™: Customer Experience (CX) Strategy Consulting Practices, Q4 2022

## 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.

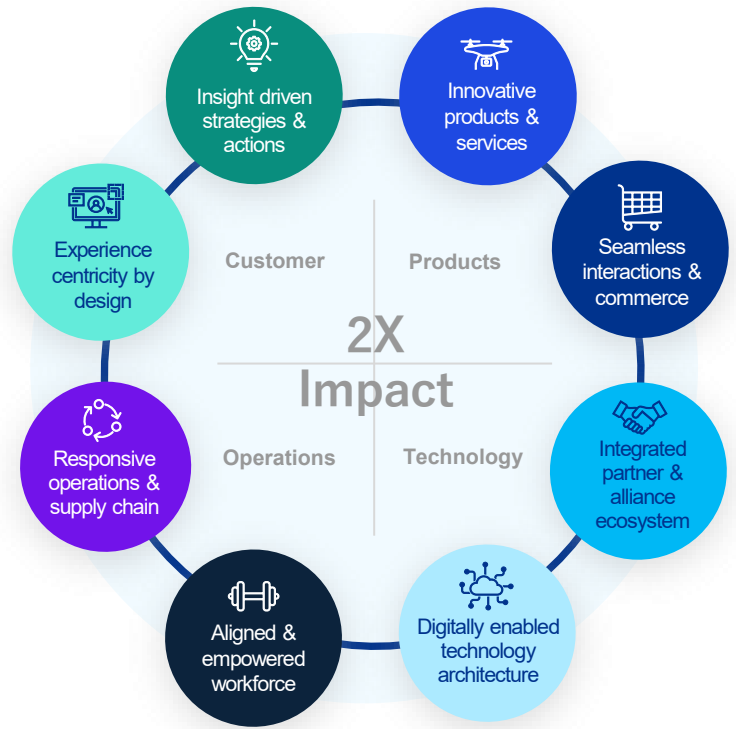
### Make the connection

- Generate business value at every stage of your transformation journey
- Build an insights-driven, digital, and customer experience 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 Life Sciences

Connected Life Sciences is an approach supported by a suite of customizable technology designed expressly for Life Science 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.



KPMG-commissioned research by  
Forrester Consulting, July 2020

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