



Digital Product Management

# Digitally enabled technology architecture

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.



## Aligned for a Digital World: Embracing Disruption

Disruption is the new norm in today's rapidly evolving financial services sector. Customers are seeking new ways to interact with businesses, and new challenges are emerging in the market. To remain competitive, companies are embracing digital product management's cloud-based technology, future-proofing technology, and becoming more agile at scale.

## Empowering Collaboration: The Power of Digital Product Management

Project management software is the backbone of collaboration and information sharing across your organization. This technology encourages team collaboration by breaking down departmental barriers. The ability to gather, analyze, coordinate, and share information drives seamless partnerships, innovation, and targeted digital products for customers.

## Unleashing Future Success with the KPMG Connected Enterprise:

Harnessing the power of data-driven decision-making through digital product management, the KPMG Connected Enterprise empowers financial services organizations to unlock new opportunities, gain actionable insights, and stay ahead of the competition. By embracing a holistic approach to digital transformation, businesses can adapt to changing customer expectations, counter emerging competition, and pave the way for long-term success in a digitally driven world.



## Key considerations

- Is your organization equipped with the flexibility and agility required to navigate the financial services sector's ever-changing digital landscape?
- Have you explored the potential benefits of optimizing the integration of various technologies within your organization to drive high performance and operational efficiency?
- Have you considered the power of automating your business and technology processes to enhance responsiveness to customer needs and streamline operations?
- Are you confident that your organization has implemented robust security measures to safeguard your valuable data, systems, and products from potential threats and breaches?



## How KPMG can help

KPMG leverages its expertise in technology and finance to assist businesses in navigating the digital era and achieving success. By understanding customer needs, we develop customized strategies that not only address current challenges but also set your company up for future growth and success. With our distinctive approach, we help you create value and capitalize on opportunities in the ever-evolving digital landscape

## We focus on:

- Bridging the gap between business and technology teams for improved outcomes.
- 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.

## Case Study: Activating Digital Product and Technology to Enable Banking Teams

A regional bank engaged KPMG to help them with the modern delivery of their new Customer Relationship solution to enable field teams and drive revenue. They engaged a skilled team of product managers and engineers from KPMG to design and develop the solution, focusing on scalability and value.

To drive consistency across the program, the Product Managers established leading practice artifacts to guide the decomposition of the work and prioritization of feature functionality and provided coaching. Aligning teams against a standard set of tools helped to drive a more efficient set of delivery and releases.

**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



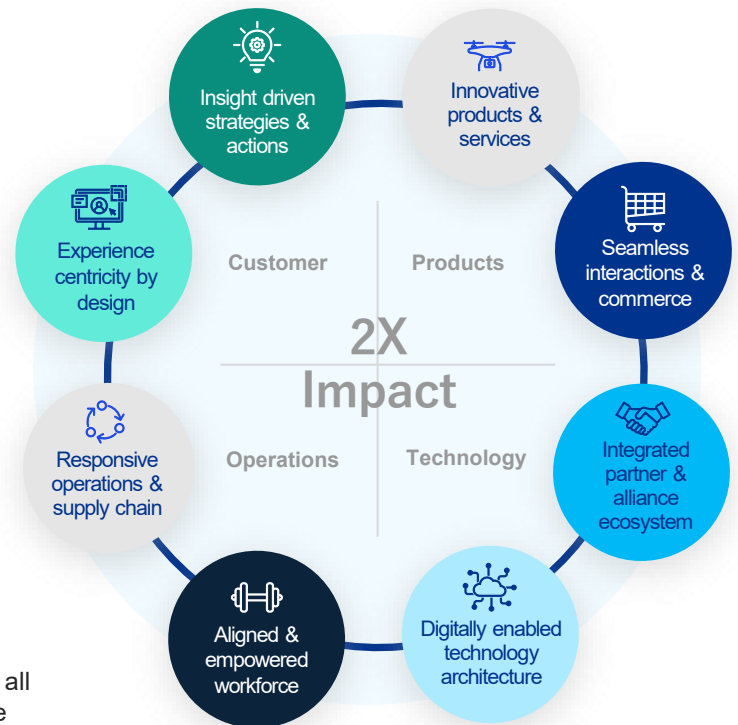
Empower and enable your people to align the organization for agility and performance



Engineer secure architectures to drive agile, high-speed innovation

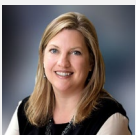
### What does a Connected Enterprise look like?

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.

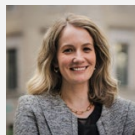


KPMG-commissioned research by Forrester Consulting

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