



# Innovative products & services

KPMG Connected Enterprise for Energy, Natural Resources & Chemicals (ENRC)

In today's digitally-enabled environment, customers hold the power. That means that ENRC companies need to focus their entire organizations on delivering seamless, superior customer experiences. That's what a Connected Enterprise does. It uses technology to build innovative, customer-centric models with the right mix of pricing, products and services.



» By delivering better insights through enhanced data capabilities, a Connected Enterprise makes you a more agile, responsive, and customer-friendly ENRC organization. It enables faster service and stimulates creative thinking. Innovation labs accelerate the development of new products and processes.

» With a roadmap to guide you to customer-centricity, you can precision-target your offerings to your most relevant target audiences. By anticipating their 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 KPMG can help

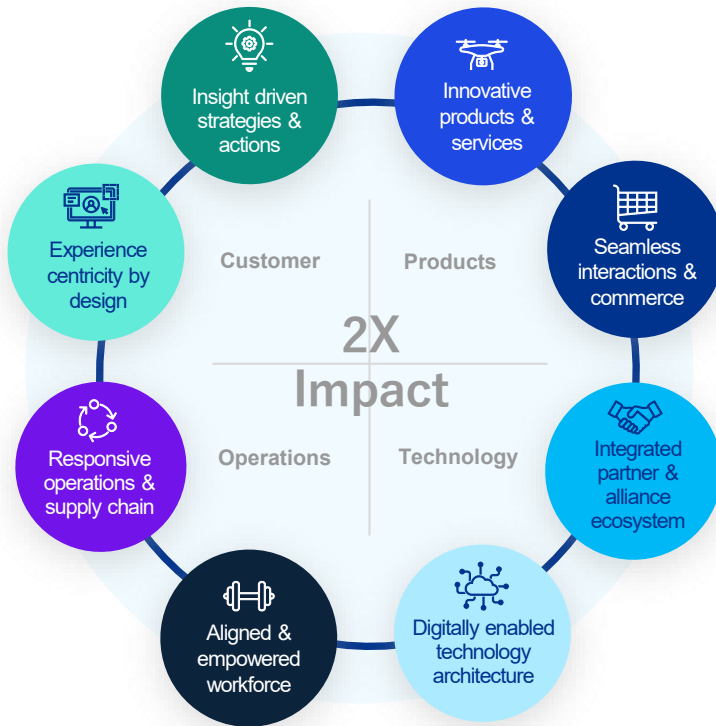
- Leveraging our industry experience to smooth your transition to a future-fit organization
- Developing and testing new business model opportunities, using a design-thinking approach
- Using our knowledge and tools to deliver successful outcomes at every stage of your journey

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### 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 seamlessly 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

### Contact us



**Rick Rose**  
Principal, Commercial Lead  
KPMG LLP  
T: 267-256-2759  
E: emrose@kpmg.com



**Bradley Stansberry**  
Partner, Advisory  
Energy and Chemicals Industry  
Consulting Lead  
T: 214-840-6026  
E: bstansberry@kpmg.com

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