



Digital Product Management

Innovative products and services

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.



Elevating Digital Transformation with Innovative Products and Services

In today's digital age, Digital Product Management is key to a connected enterprise transformation. KPMG's Digital Product Management framework provides a comprehensive toolkit that allows organizations to steer the creation, management, and oversight of both digital and traditional offerings. This fosters an environment where business and technology teams come together with a shared focus on customer-centricity.



Unified Vision, Strategic Execution

Digital Product Managers equipped with cutting-edge, automated tools can transform real-time customer data into actionable insights. These insights fuel innovation, guiding organizations to craft products and services that precisely cater to customer demands and differentiate them in competitive markets. This strategic focus optimizes resources to deliver maximum value to customers.



Empowering the Financial Services Industry

The KPMG Connected Enterprise solution is designed to elevate organizations' capabilities across an expansive spectrum of products including online and mobile banking solutions to digital wallets, payment platforms, and even cryptocurrencies. Consumers increasingly seek seamless, comprehensive online experiences that parallel physical experiences, and the financial sector evolve with technology. Whether it's managing mortgage payments, exploring online trading, or simply reviewing account balances, today's customers expect effortless digital interactions. Enabling Digital Product teams is no longer optional; it's a critical pillar for any organization aiming to thrive in the digital marketplace.

Embracing Digital Product Management is about fostering innovation, customer satisfaction, and growth. Effective product teams align their strategy with business goals, maintain and refine a product roadmap based on feedback and market trends, and understand their target market through user research and testing.



Key Considerations

- How can you align your organization behind a product-focused, value-driven vision?
- Which insights are key to driving your product strategy, and how do you keep your Digital Product Team equipped with relevant insights?
- How frequently do your Digital Product Managers talk to customers?
- How should you align your Digital Product Taxonomy and teams to enable exceptional digital experiences and rapid time to market?
- How do you leverage metrics and data to communicate the value of your product's outcomes to your organization and align it with business value or financial outcomes?



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 White Glove Digital Experiences for a Wealth Management Firm

A leading wealth management firm partnered with KPMG to expand into digital channels and drive digital adoption. KPMG developed a roadmap, user journeys, and reprioritized features to align with client needs and business value. The outcomes included delivering digital experiences for clients and advisors, improving usability and accessibility of documents and quantifying expected and realized value.

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



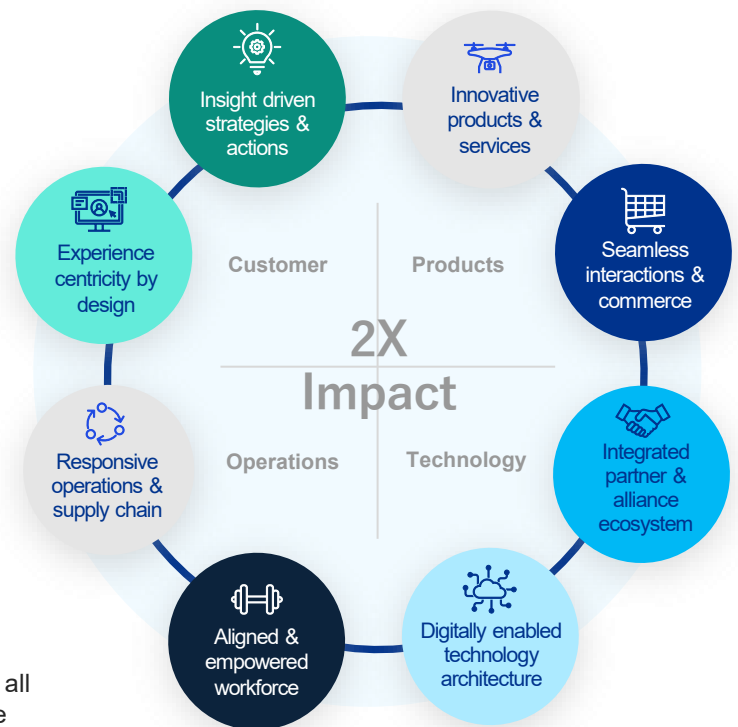
Empower and enable your people to align the organization for agility and performance



Engineer secure architectures to drive agile, high-speed innovation

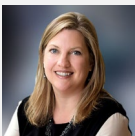
What does a Connected Enterprise look like?

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.

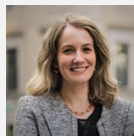


KPMG-commissioned research by Forrester Consulting

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