



Digital Product Management

Integrated partner alliance ecosystem

KPMG Connected Enterprise for Financial Services.

In today's rapidly changing business 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.



Capturing the Value of Connected Partnership Ecosystems

In an era where consumer needs and digitization are ever-so evident, businesses that proactively cultivate strategic partnerships and alliances will gain a significant edge. The process of identifying the right partners and establishing robust communication and data-sharing structures can open doors to untapped markets and drive unprecedented growth. The key to success of these alliances lies within a business model that is both adaptable and resilient; seamlessly integrating people, processes, and the wider enterprise.

Leveraging Digital Product Management for Cohesive Partnership Success

Digital product management plays a pivotal role in creating synergies within complex environments both internally and between different organizations. Utilization of a leading product management principles can link organizations by facilitating seamless integration, promotion of data sharing, and partner ecosystem collaboration. By leveraging this approach, organizations can strengthen their connections, drive growth, and remain competitive in the ever-growing digital landscape.

Adopting a Data-Centric Approach for Strategic Alliance Decision Making

Through Digital Product Management, organizations can become more data-focused by leveraging analytics to ensure strategies align with user preferences and expectations both internally and amongst partners. Utilizing predictive analysis allows organizations to be ahead of the market and anticipate future customer needs. Data-driven insights help market leaders make informed decisions that optimize product strategies and ultimately drive success by enabling organizations to create unique, market-differentiating products.



Key considerations

- What strategies and tools can you employ to accurately identify partners, alliances, and vendors that can fill your capability gaps and propel your organization's growth?
- What measures are in place to ensure that your shared services approach is cost-effective, consistent, and provides the optimal distribution of resources?
- What protocols do you have to encourage effective communication and information flow between your organization and your alliance partners?
- What safeguards are implemented to protect sensitive shared data and information in your alliance ecosystem?
- How does your organization adapt to changes in the digital landscape and scale the partnership ecosystem?
- Can your current IT infrastructure effectively support your partnership ecosystem?
- How do you manage conflict resolution within the integrated partner alliance ecosystem?



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:

- Creating synergy between business and technology teams to optimize outcomes.
- Helping identify and select efficient partners, manage shared services, and integrate new partners seamlessly.
- Building and managing Integrated Partnership Alliances, with a strong emphasis on cultivating and sustaining solid alliances.
- Establishing systems to monitor partner performance and ensure alignment with mission and goals.

Simplifying Ecosystem Complexity with a Leading Insurance Company

A leading insurance company with multiple lines of business and distribution channels was looking for a strategic way to simplify policy administration, and underwriting. KPMG partnered with the company to design a new solution with straight through processing using a low-code platform. The resulting solution enabled customer and agent self-servicing through a single pane of glass and integrated with 20+ systems which provided a foundation for more scalable and efficient operations.

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



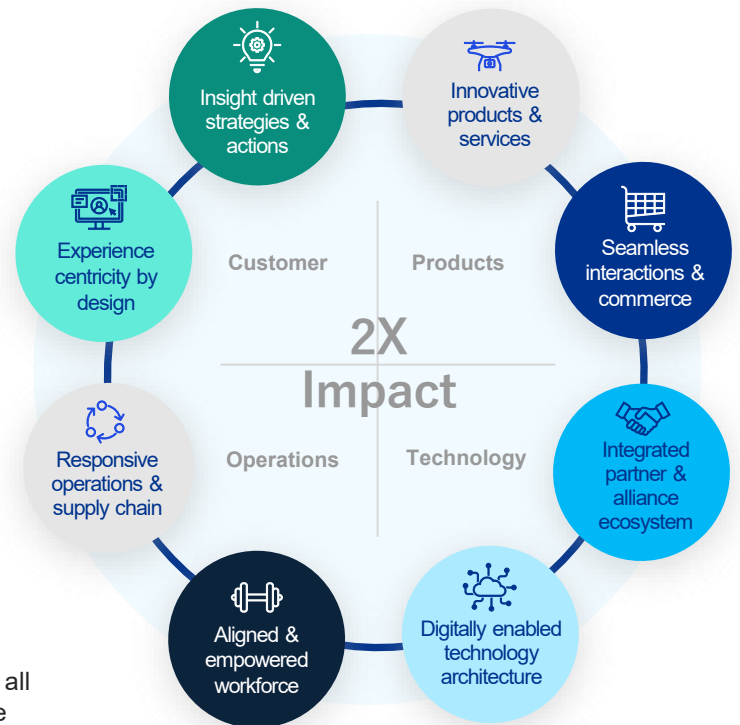
Empower and enable your people to align the organization for agility and performance



Engineer secure architectures to drive agile, high-speed innovation

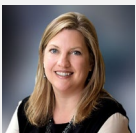
What does a Connected Enterprise look like?

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.

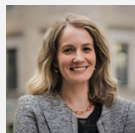


KPMG-commissioned research by Forrester Consulting

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