



Digital Product Management

# Responsive operations & supply chain

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 future

In a digital future, customer expectations are higher than ever, and companies must embrace change to stay competitive in the face of innovative start-ups. Accelerating supply chain responsiveness requires a transformation in technology and a shift in corporate culture.

## Adaptable, customer-centric products

Digital Product Management, a key component of a Connected Enterprise, is a powerful framework for creating, managing, and monitoring digital and traditional products. It enables the gathering, analysis, coordination, and transparent sharing of supplier information across the organization, driving agility at scale.

## Multiple perspectives, one connected vision

By providing real-time supplier data, Digital Product Management enables companies to make informed decisions. Additionally, it breaks down departmental barriers, fostering a collaborative workflow and encouraging a wider range of perspectives.

**Bottom Line:** Digital Product Management empowers companies to adapt to a digital future, meet customer expectations, and drive supply chain responsiveness. It facilitates data-driven, decision-making, collaboration, and a connected vision for success.



## Key considerations

- Do you have the capability to provide customers with a thorough omni-channel experience across touchpoints?
- Are you effectively leveraging data and analytics throughout the entire value chain to drive continuous improvement within your enterprise?
- Are your products and services aligned with a flexible management system that allows for adaptability and agility?
- Can your platform seamlessly integrate internal systems with partners and third-party providers to enable efficient collaboration and maximize operational efficiency?



## How KPMG can help

- Designing, automating, and streamlining the supply chain process to enhance efficiency and effectiveness.
- Offering enterprise decision analytics services to guide organizations in achieving optimal efficiency, effectiveness, and risk compliance.
- Developing digital operating models and conducting value-stream analyses to identify and optimize areas for operational improvement.
- Providing a comprehensive suite of integrated solutions aimed at enhancing procurement effectiveness and responsiveness.

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## Executing consistent digital experiences through insight-led operations

A major insurance brokerage was looking to transform its siloed business units and operations using a client-centric approach to streamline processes and drive a consistent high quality digital experience.

KPMG partnered with the firm and used a dual-track approach to align strategic objectives with the practical execution teams. Starting with a focus on the customer, they defined new processes across LOBs and developed a implementation strategy for the client-identified initiatives, addressing client pain points and focusing on persona-based journeys and moments that matter.

**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



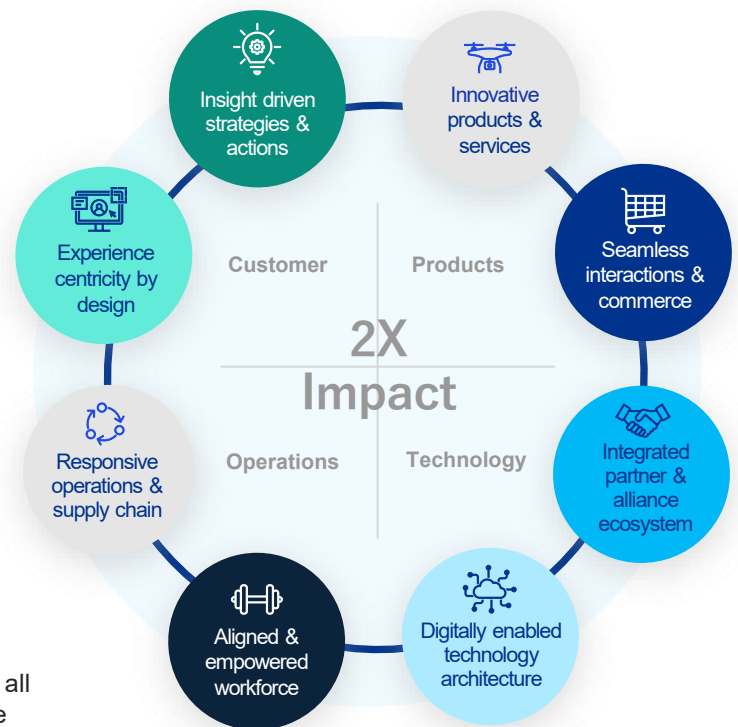
Build an insights-driven, digital, and customer-experience-centric business



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



Engineer secure architectures to drive agile, high-speed innovation

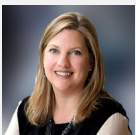


KPMG-commissioned research by Forrester Consulting

### What does a Connected Enterprise look like?

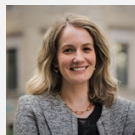
The most successful organizations exhibit eight characteristics that span all aspects of the enterprise. The capabilities of front, middle and back office integrate efficiently to support the brands, products and services, interactions, and workforce. See what it can do for you.

## Contact us



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