



# Seamless interactions & commerce

KPMG Connected Enterprise for Life Sciences

The Connected Enterprise is a relationship business, engaging with providers and patients at multiple touchpoints to ensure an integrated experience. A seamless, frictionless and personalized experience helps build loyalty, trust, and deeper relationships.



» Wherever providers or their patients meet you, you want to provide relevant, tailored content to help them along the journey. A Connected Enterprise lets you create digital connections that work across marketing, sales and service—so you can be agile at scale.

» The need for seamless experiences is especially acute in the life sciences sector. With the boundaries between marketing, sales and service blurring, you can serve your markets more effectively with integrated systems that support common goals, promote ease of use, and remediate security risks.



## Key considerations

- Is your experience design informed by user insights and needs, and does it meet customer expectations at every stage?
- Do you have effective communication channels in place to serve customers both internally and externally?
- Are your product information management and content management systems customizable to drive value?
- Can your platform integrate internal systems with partners and third-party providers?
- Do you apply industry best practices for security, privacy and fraud detection in safeguarding end-consumer and trade-customer data?
- Do you continuously test for system vulnerabilities as well as transaction vulnerabilities?



## How KPMG can help

- Understanding and tracking the true economics of the provider experience – right down to the individual journey and the level of interaction
- Designing and engineering journeys that can offer an optimal blend of experience and operational performance
- Providing the tools that enable continuous business improvement and deliver the best outcomes
- Leveraging the power of data to anticipate customer needs and wants even before they interact with you – and automating process elements using sophisticated AI
- Enhancing the way your people already work with patients and providers, using AI and cognitive technology to help employees deliver an ever more seamless experience

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## Getting the best out of technology

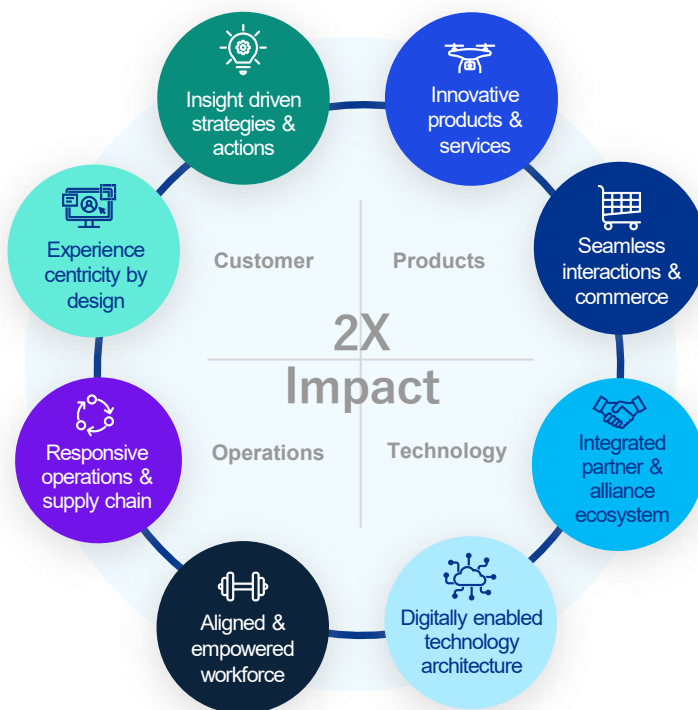
A distributor of healthcare products and solutions had built its global franchise on delivering white-glove service to its clients. But as the emergence of medical practice groups and B2B digital commerce redefined customer purchase expectations, the company moved quickly to compete in the new environment and asked KPMG to assist in a top-to-bottom digital transformation of its operations.

Combining life sciences industry knowledge, digital transformation insight and the KPMG Connected Enterprise framework of leading practices and pre-built tools, KPMG helped take the company from strategy and design through implementation and adoption. With the support of KPMG, the company moved decisively, repowered its value proposition, and set the stage for growth.

**We deliver the results that matter.**

## 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 your 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



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