KPMG | **Microsoft**

Realizing transformative value from data

KPMG–Microsoft Data & Analytics strategy services

In a world inundated with data, companies are becoming proficient at collecting information, but most still struggle to convert data into actionable insight, and insight into tangible business value.

Fortunately, realizing value from your data is possible. Leading companies with mature Data & Analytics (D&A) strategies are harnessing the power of data by accessing multiple internal and external data sources and breaking down silos within the organization as they do so. They are using sophisticated techniques to produce accurate insights and improve the quality and repeatability of the analytics solutions they implement. The explosion of the cloud, wider adoption of open source analytics technologies, and the reality of cognitive computing further enable analysis of complex data streams—even with the volumes of transactional data produced and growing data production via the Internet of Things.

Now is the time to develop an actionable D&A strategy and future state vision that deliver measureable benefits in cost reduction, revenue growth, and risk management. KPMG LLP (KPMG) and Microsoft can help.
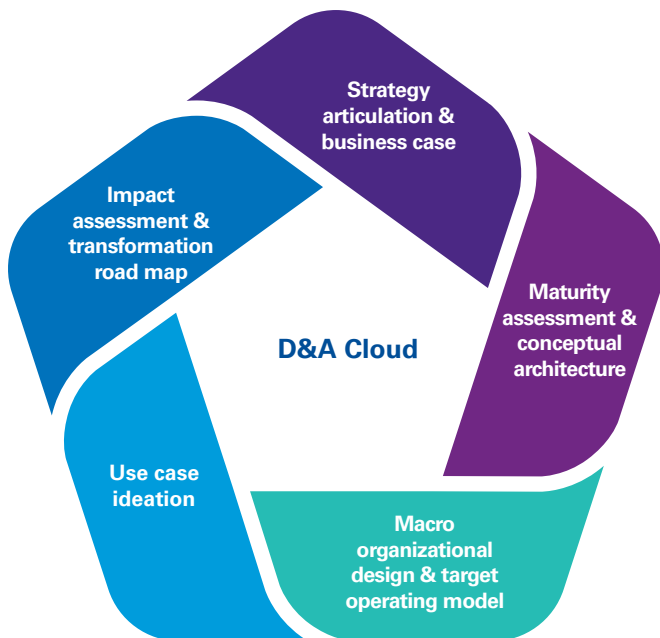
Could your company benefit from a D&A maturity assessment and road map? Consider these questions:

- **Does your business generate broad data sets?**
- **Can you identify all data projects and how they are coordinated across the business?**
- **Do you trust your data to make and support decisions?**
- **Do you have significant regulatory reporting requirements?**
- **Are you operating in a market with changing business needs?**
- **Does your organization apply analytics to predict future behaviors?**
- **Do you spend more time collecting and organizing data than analyzing it?**
- **Is a centralized or decentralized analytics organization more effective?**
- **Should an analytics organization be part of IT, or does it belong in the business?**

KPMG

KPMG's D&A Strategic Transformation team focuses on understanding your overall business landscape and strives to address your most pressing growth, risk, and cost concerns. Our experienced professionals—including data scientists, big data software engineers, visualization specialists, and analytics consultants—identify ways in which your organization can use D&A to help solve critical business problems, capitalize on strategic opportunities, forecast future trends and customer needs, manage risk, and improve operational efficiency.

Based on a thorough understanding of enterprise objectives, the D&A Strategic Transformation team assists organizations in assessing current D&A capabilities, constructs a strategy to help capitalize on high-value use cases, develops a road map from current state to future vision, and ultimately supports implementing new capabilities. Because KPMG takes a holistic approach that considers people/organization, processes, data, technology, and analytical approaches, strategic transformation clients are able to make better informed decisions by executing D&A processes that align analytics with strategic goals.

Strategy articulation & business case

Impact assessment & transformation road map

Maturity assessment & conceptual architecture

D&A Cloud

Use case ideation

Macro organizational design & target operating model

Source: KPMG LLP 2016

Microsoft

KPMG's strategy for D&A on the cloud provides the prerequisites for the adoption of the KPMG-Microsoft D&A platform: a navigational tool for business transformation combining data, technology, solutions, and services powered by Microsoft's hyper-scale, enterprise-grade, and cloud-based technology. The Microsoft Azure cloud platform delivers industry-leading infrastructure services, platform services, and hybrid solutions. It can scale to customer needs, deliver on programs, and support your D&A initiatives with less capital expenditure. In addition, the Cortana Intelligence Suite provides an integrated platform for advanced analytics, in a fully managed package. A Leader in all of Gartner's Magic Quadrants[1] for cloud services, Microsoft can provide the tools you need to execute your D&A strategy.

Why KPMG and Microsoft

The Microsoft-KPMG alliance delivers solutions that help transform your business and accelerate growth in a cloud environment you can trust. The joint approach to D&A is well planned and enterprise wide, so the insights provided can drive broad business transformation. Combining KPMG's D&A capabilities, methodologies, and solutions with Microsoft's advanced technologies enables you to make better business decisions faster; engage customers, employees, and vendors more meaningfully; and create competitive advantage.

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1   2015 Gartner Magic Quadrant for Cloud Infrastructure as a Service, 2015 Gartner Magic Quadrant for Application Platform as a Service, 2015 Gartner Magic Quadrant for Cloud Storage Services, 2015 Gartner Magic Quadrant for Server Virtualization

Begin with a maturity assessment and road map

If you want to transform into a more data-enabled enterprise, start by looking at what you already have in place. KPMG's D&A Strategic Transformation team can benchmark your D&A maturity by identifying existing capabilities as well as tangible opportunities for improvement. The maturity assessment begins with reviews of current analytics tools, customer-facing services, and internal applications. During the process, KPMG can uncover gaps in technology, data, process, and organizational structure, then identify a road map for advancement through action to help provide the highest return on investment. KPMG's D&A maturity assessments and road maps have been applied to companies across a range of industries and provide an evidence-based, transferable, and objective view of D&A activity.

Leverage data to transform your business

At its core, D&A is a focused way of solving problems through deeper insights arrived at using innovative methods. KPMG and Microsoft can help you move beyond mere data collection and evolve into a business that uses data strategy to better inform your most critical decisions. By analyzing reliable and accessible data from multiple streams and relating it back to strategic issues and opportunities, KPMG and Microsoft can help you realize growth opportunities, cost savings, strategic value, and/or reduced risk. With our joint guidance, you can make sense of your data and use it to gain competitive advantage.

Contacts

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Take the next step

At KPMG, we are not here just to implement IT systems. Our team of experienced professionals is dedicated to helping you make the most out of your technology investment—so you can achieve genuine business value.

To learn more, please visit us at **kpmg.com/us/microsoft.**

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