



Privately Speaking

Insights on private company growth
from private company insiders

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Transforming the business

In today's disruptive marketplace, private market companies need to be continuously transforming and evolving. Those who stand still risk being left behind.

In this edition of *Privately Speaking*, we look at some of the key challenges facing private market leaders as they strive to embed a culture of continuous transformation within their organization.

Why transform? To survive!

Your customers' needs are continuously changing. Business models are rapidly evolving. New technologies are driving unprecedented efficiency. The ways people work and interact are reshaping the way business is conducted. The only way to survive in this environment is to continuously transform.

To be clear: this isn't about changing what makes you special in the first place. It's about finding ways to accentuate those differentiators to improve the customer experience, grow the business and reduce costs.

Rethinking the customer

One of the biggest challenges facing many private market organizations is understanding the changing needs, desires and expectations of their customers.

Are you ready?

91% of U.S. CEOs are confident about their ability to lead their companies through radical transformations.

Source: CEO Outlook 2018, KPMG International

Taking the best of transformation

As the owner of the world-famous Katz's Deli in New York explains in this video by KPMG, transformation doesn't mean changing the sandwich but rather changing the way they deliver it. "We're continuously transforming our shipping," says Jake Dell, owner of Katz's Deli "That's where technology starts to factor in to help me grow the business in a way that also gives the customer something they want."

Watch the full video featuring Jake Dell, Grammy-nominated music producer Young Guru and journalist Joie Chen.



“It's easy to get distracted by the day-to-day requirements of running a business – particularly when you are in a period of rapid growth. But your business will suffer if you lose track of what your customers want and expect from your organization. Staying close to your customers is critical.

–**Brian Hughes**, KPMG National Private Markets Group (PMG) Leader, National Venture Capital Coleader”

Connecting the enterprise

To become a truly customer-centric organization and deliver experiences that create value for both the customer and the company, private market companies need to become better connected. That means not only connecting with your customers to provide differentiated value, clear opportunities and personalized interactions. It also means connecting your organization's front, middle and back offices so that you can consistently deliver a seamless experience from end-to-end.

Is your business a connected enterprise? Check out [our free diagnostic tool](#) to see how you perform.

Is it time for an operational model change?

Shared service and outsourcing models have been around for ages. But—coupled with new technologies and driven by new capabilities—we have seen the rise of a new type of digitally enabled business service that could deliver massive benefits to private market companies: enhanced customer experiences, greater data-based insights and increased organizational agility and flexibility, to name just a few.



Today's Global Business Services approach could help your organization:

Improve the way the business operates: Expand the enterprise service portfolio and improve service delivery models.

Enhance innovation and growth: Win the war for digital talent and engage your resources in meaningful and well-supported work.

Deliver better customer experiences: Connect the enterprise through shared and integrated business services to deliver on customer expectations.

Want to learn more?

Learn about the evolving value proposition of Global Business Services models.

Check out this report by KPMG's Shared Services and Outsourcing Institute.

[Read more >>](#)



We can help!

Regardless of where you are in your transformation journey, KPMG professionals are available to prepare you for the transformation journey, assist in responding to the associated challenges, and help you realize the significant value from your investments. [Click here](#) to contact your local KPMG member firm.



Don't miss a thing

The environment for private companies is changing rapidly, and new opportunities are emerging every day.

Do not let an opportunity pass you by—sign up to receive KPMG's **Privately Speaking** series and make sure you are making the best decisions possible for your private company.

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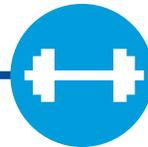
Starting your
business



Growing your
business



Strengthening
your business



Transitioning
your business



Privately Speaking focuses on the issues that matter most to privately held entities, including private equity- and venture capital-backed companies.

KPMG LLP's (KPMG) Private Markets Group understands what it takes to drive private company growth. In each edition of **Privately Speaking**, we share our insights—along with practical and actionable tips—to help boards, executives, and management grow, strengthen, and transition their privately held businesses.

For more information, click here to visit our **Privately Speaking** Web page.



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