



# Data Driver

Discover where your data can take you

[home.kpmg/ca/datadrivers](https://home.kpmg/ca/datadrivers)



In the digital economy, data is the lifeblood of every organization. When harnessed correctly, it can enable business leaders to make better, faster, and more confident business decisions.

## Staying ahead of the curve

As organizations continue to digitize capabilities across their front- (marketing, sales and CRM), middle- (supply chain and operations), and back-office (procurement, finance, HR, IT and risk) business functions, a variety of critical challenges have emerged tied to their data posture.

Faced with the exponential growth of data (volume and variety); new entrants and converging industries disrupting the competitive landscape; scarcity of qualified talent increasing the difficulty of workforce planning and shaping; system, environment and architecture integration challenges; and an increasingly sophisticated cyber-threat landscape, businesses need to stay on top of their data-driven capabilities to successfully navigate this complex and evolving market.

## Questions for your leadership team:

- Is your Data & Analytics (D&A) strategy foundational to your business growth?
- Do your D&A capabilities give you a holistic understanding of your business ecosystem?
- How do your data practices help you to provide a real-time, 360 view of your customers?
- Are you equipped to adopt both basic statistical and advanced tools to help meet emerging analytical needs?
- Is the necessary security in place to protect your data, systems and products?
- How are you balancing pressures to focus on innovation while keeping pace with regulatory change?
- How prepared is your business to respond effectively and adapt to unforeseen disruptions?
- Are you making the right investments in data science, artificial intelligence and automation to deliver new value to your customers and employees?

### 67%

of Digital leaders are planning to increase investments in automation over the next 12 months

Source: Canadian insights from a commissioned study conducted by Forrester Consulting on behalf of KPMG, 2021

### 68%

of Canadian CEOs are prioritizing investing in new technologies over investing more in developing their workforce's skills and capabilities (32%).

Source: KPMG 2021 CEO Outlook – Canadian Insights

### 35%

Only 35% of respondents say they have a high level of trust in their organization's use of different types of analytics

Source: A global study of over 2,190 executives (KPMG International)

## Driving new value

To help organizations leverage their data to support growth, improve operational efficiency and preserve key assets, KPMG in Canada has developed KPMG Data Driver – a platform to help you unlock new value that will drive growth, manage risk and optimize business performance. We combine our data-driven technologies and capabilities with deep-rooted domain experience and industry insights to accelerate innovation, drive speed and relevance, and address current and future opportunities and challenges.



## Becoming data-driven

To address your critical challenges, our team works shoulder-to-shoulder with you to create new services and products, from **ideation** to **productization**.

Starting with your primary challenge... we align our pertinent data-driven capabilities....



...delivering a product or service best aligned to your organizational needs / through your preferred approach.



## Why KPMG

With a network of over 14,000 data and technology professionals in various KPMG member firms – including leading data scientists and engineers – and alliances with some of the top global technology providers, our team (including KPMG Lighthouse, our centre of excellence for data, AI and emerging technologies) leverages the latest data, analytics, intelligent automation and artificial intelligence technologies to help build and deliver solutions for your unique business needs.

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