

# KPMG launches a new digital attack

The digitalization of the economy continues to gather momentum. New production and distribution methods as well as interactive communication technologies are having a radical impact on business models, value chains, data infrastructures and customer relationships. This is forcing Swiss companies to take a critical look at their business models while simultaneously giving them a chance to seize these opportunities to tap future markets. KPMG has rigorously realigned its processes and its own service portfolio to better meet these demands.



## Digital ecosystem

KPMG offers its clients a unique range of data analytics support services in areas such as artificial intelligence, for instance, where we have collaborative alliances set up with partners including Microsoft, IBM Watson and McLaren. The options opened up by these partnerships are being incorporated seamlessly into our auditing and advisory services to facilitate companies' transformation processes and also help them identify opportunities. Here, KPMG can draw on a highly specialized Digital Board that drives innovation forward at the required pace.



## Engagements & networks

In addition, KPMG Switzerland is actively involved in several important digital initiatives such as digitalswitzerland. Leading, innovative specialist events like Digital Festival Zurich, Hack Zurich, the Swiss IT Conference, the Risk & Security Forum and the Swiss IT Sourcing Forum take top priority at KPMG. Furthermore, regularly published studies and surveys conducted in cooperation with universities and network partners enable KPMG to make relevant contributions to digitization-related topics such as cybersecurity, data & analytics, business transformation and fintech.



## Latest publications

A KPMG white paper published in November 2016 looks at shaping Switzerland's digital future. Addressing Switzerland's potential as a location for initiating future growth in the digital economy, the paper looks at seven visionary business opportunities for positioning Switzerland as a global leader. Promising ideas are given a great deal of room to ensure that Switzerland's digital business community emerges from the fourth industrial revolution a winner. The white paper is available online at: [www.kpmg.ch/digital](http://www.kpmg.ch/digital)



Opportunities for digitalization, but also the pressure to digitalize and to automate often go hand-in-hand with fundamental transformations. As Head of Consulting, Ulrich Amberg is driven by the strategic orientation and further development of KPMG's consulting services in Switzerland. Current major focuses in providing consulting services to companies are digitalization of business models, radical automatization of processes and the use of technology to take advantage of big data.

"RADICAL AUTOMATIZATION OF PROCESSES WILL SUSTAINABLY ALTER BUSINESS MODELS."

**Ulrich Amberg**  
 Head of Consulting and Business Transformation



In a digital economy, cyber risks endanger operative business, private spheres, the security of products and, not least, clients' trust. Guided by companies' strategic business targets, Matthias Bossardt supports clients worldwide in safely overcoming the challenges of digital transformations and sustainably taking advantage of the opportunities they offer. In October 2016, in the Bilanz special "Digitalization," Matthias Bossardt was elected as one of the 100 most influential leading personalities in Switzerland in the field of the digital economy.

"CYBER RESILIENCE AND DATA PRIVACY ARE THE FOUNDATION FOR TAKING ADVANTAGE OF THE CHANGES OFFERED BY THE DIGITAL ECONOMY."

**Matthias Bossardt**  
 Head of Cyber Security



Nowadays, companies are living with more comprehensive and progressive interaction with the theme data & analytics. Firms use information not merely for reporting, but also use data in real time in their own business processes. As Partner in the KPMG Group in the field of data & analytics, Gerben Schreurs focuses on supporting companies in designing and developing tailored solutions, in order to get the best value out of data.

"DATA & ANALYTICS IS THE FUEL DRIVING DIGITALIZATION OF BUSINESSES."

**Gerben Schreurs**  
 Head of Data & Analytics



Buildings and infrastructure are long-term investments which, in some cases, last for thousands of years. Digitalization alters the way in which these assets are constructed, used, managed and recycled. Beat Seger bridges the gap between digital space and built-up space. He supports owners, service providers and suppliers in overcoming the challenges of the digital development of buildings, the Internet of Things, automatization in construction and management as well as the totally new, dynamic demands of the increasingly mobile user.

"DIGITAL CONCEPTS ARE THE NEW FOUNDATION OF BUILT-UP SPACE."

**Beat Seger**  
 Head of Real Estate Technology



Today's investment in the field of robotic process automation and cognitive computing has opened the next era in digital transformation. Prafull Sharma advises and supports companies in the implementation of client-centric solutions with a focus on such investment. He also appears at national and international events speaking on the subject of disruptive innovation, digital transformation and the changing roles of technology leaders in the digital age.

"THE NEXT ERA IN DIGITAL TRANSFORMATION IS CHARACTERIZED BY ROBOTIC AND COGNITIVE COMPUTING."

**Prafull Sharma**  
 Head of CIO Advisory