



# Turning data into insights. And insights into value.

KPMG Insights Center

## Digital made tangible

### Turning data into insights

The quantity of data available is growing day by day. As a result, the demand for smart and intelligent data analysis is continuing to grow.

To help our clients turn data into insights, KPMG Switzerland has created the Insights Center – an executive digital workspace with Data & Analytics at its core. Our next-generation high-tech environment and interactive touchscreen video wall facilitate collaboration and creativity to explore, discover and innovate – transforming the way clients experience data.

Inside the Insights Center, executives interact directly with their data and new technologies to address their most critical risk, performance and growth challenges in ways never imagined possible.

### Insights that lead to valuable outcomes

By combining cutting-edge technology, predictive analytics and deep business knowledge, our experts work together with you to customize D&A solutions tailored to your needs.

In sessions ranging from analytics showcases and demonstrations, to facilitated workshops, you will experience your data in action and better understand its business implications.

### Discover what's possible with data and analytics

The KPMG Insights Center takes you beyond what you already know, to see the art of the possible. Offering a virtual canvas to visualize and analyze data streams, we help you harness data and advanced analytics to generate tangible business results and better compete in today's increasingly dynamic and global environment.

By test-driving solutions in our truly immersive environment, you can accelerate innovation, enhance transparency, build a common understanding and make insight-based business decisions with confidence.

### Expert knowledge makes the difference

Using real-time data exploration and scenario testing, our data specialists and industry experts will help you interpret your data, identify pain points and find the right digital use case to address them. We can, for example, design rapid prototypes for:

- Big data systems
- Data visualization
- Machine learning
- Optimization
- Predictive analytics



The KPMG Insights Center brings together cutting-edge technology, D&A solutions and deep business knowledge to offer customized solutions that drive competitive advantage.

### Driving business outcomes

We understand that algorithms and models have little or no value unless they are anchored in a strong understanding of the business context. New and enhanced insights can only be delivered by advanced analytical techniques that are grounded in **deep business understanding**. Real value often only comes with scalability, repeatability and effective deployment.

### Four key features make the Insights Center experience a game changer:

			
<h2>Demonstration</h2> <p>Fully integrated into KPMG's global suite of the latest D&amp;A technologies, KPMG Switzerland's Insights Center showcases our portfolio of solutions addressing growth, risk and cost agendas.</p>	<h2>Collaboration</h2> <p>With interactive touchscreen video walls and breakout screens, the Insights Center is designed to offer KPMG experts and clients an innovative approach to addressing business issues together.</p>	<h2>Acceleration</h2> <p>Employing proven facilitation techniques, the Insights Center sessions serve as a change tool to align key stakeholders quickly, accelerate the generation of ideas and readiness for the future.</p>	<h2>Execution</h2> <p>Designed around interactivity, the Insights Center enhances our Audit, Tax &amp; Legal and Advisory services by easing the way requirements are captured, deliverables are showcased, and results become concrete actions.</p>

### Expertise from around the world

Our Insights Center belongs to KPMG's global Data & Analytics network. Together, we offer solutions across industries and continents thanks to KPMG's global Data & Analytics network of 4,300 D&A specialists from 155 countries.

KPMG also has Insights Centers in Frankfurt, London, Paris, Madrid, Milano, Amsterdam, New York, Vancouver, Melbourne, Sydney, Hong Kong, Singapore and Tokyo.

---

### Contact

#### KPMG AG

Räffelstrasse 28  
PO Box  
8036 Zurich

[kpmg.ch/insightscenter](http://kpmg.ch/insightscenter)

#### Mark Meuldijk

Partner  
Head of Assurance Technology

+41 58 249 48 84

[markmeuldijk@kpmg.com](mailto:markmeuldijk@kpmg.com)

#### Ralitsa Dimitrova

Insights Center Lead

+41 76 466 45 64

[ralitsadimitrova1@kpmg.com](mailto:ralitsadimitrova1@kpmg.com)

---

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received, or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation. The scope of any potential collaboration with audit clients is defined by regulatory requirements governing auditor independence. If you would like to know more about how KPMG AG processes personal data, please read our Privacy Policy, which you can find on our homepage at [www.kpmg.ch](http://www.kpmg.ch).

© 2019 KPMG AG is a subsidiary of KPMG Holding AG, which is a member of the KPMG network of independent firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss legal entity. All rights reserved.