

Digital transformation 2.0

Transform into a customer-centric organisation and accelerate via the connected enterprise approach. Is your business keeping up?

A future-proof solution in turbulent times

We are currently living in an industrial revolution, with digitalisation at the heart of this period of rapid change. Digitalisation is not a 'thing', but a description of the world today. Exponential technological progress has allowed the lines between the digital and the physical to merge, giving digital disrupters a free rein to experiment and create value. The impact of COVID-19 and the emergence of several recent business trends show that digitalisation is no longer a superfluous luxury.

KPMG's Connected Enterprise methodology places the customer at the heart of business transformation with an integrated approach that can help you to align your entire organisation as you guide it through the current period of change.

We believe that you need to look at digital transformation from four strategic perspectives to safeguard your organisation's future:

1

Companies need to look at what is happening in their sector and which new developments are on the horizon for their industry. The hard boundaries between sectors are blurring, particularly due to the emergence of more prolific and complex startup ecosystems. These sector disruptions are not necessarily negative and offer many opportunities.

2

Impact of data and technology. The value of data is growing enormously; however, many companies sometimes do not know how to monetise this data.

3

Compliance and regulation will become more important in the future. This means that organisations will have to comply with more and more legal requirements.

4

Customer behavior is changing drastically. The way we live, work and consume has changed with unprecedented speed. Customer behavior and decision-making have become very important determinants in directing business strategy.

Connected Enterprise is the new black

KPMG believes that digital transformation and change that enhances an organisation's resilience can only be successful if the front-, mid- and back-end of the organisation are connected: from customer service, to efficient operational processes, to HR and IT – with the customer at the center of every decision.

Based on this experience, KPMG has identified eight competencies which are outlined in a Connected Enterprise Framework. Research has shown that companies that invest in these eight competencies perform up to twice as well.

KPMG supports numerous organisations worldwide in their digital transformation. We make use of a multidisciplinary team with extensive knowledge and expertise in the field of strategy & operations, data, emerging technologies and change management. In this area, we always work closely together with an ecosystem of partners in various domains.

KPMG's Connected Enterprise model is a customer-focused, enterprise-wide approach to digital transformation with practical tools and accelerators, methods and frameworks to support every step of your organisation's transformation path. Our integrated approach and methodology can help you better align your entire organisation to respond appropriately and positively to the 'new normal'. By investing in the eight skills described in the Connected Enterprise methodology, companies can be more responsive to customer expectations in order to create effective value and growth.



Let us guide you

We can help you build that truly customer-centric and digital "connected enterprise" based on our multidisciplinary and holistic perspective on customer-led enterprise transformation. Our expert team can support your organisation throughout your entire transformation journey, from formulating your digital and operating model strategies to implementing the different stages and components needed to bring your business up to speed.



Are you ready to accelerate your Digital Transformation Journey? "

Contact our experts

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