



# Make the connection

## Understanding the customer-centric approach to digital transformation

**KPMG Connected Enterprise is our customer-centric and enterprise-wide approach to digital transformation.** It focuses every process, function and relationship of the organization on a single purpose, harnessing the power and potential of customers to fuel profitable and sustainable growth.

### Make the connection

Companies who invest in the eight capabilities of the KPMG Connected Enterprise are twice as likely to be successful in meeting customer expectations, delivering ROI and achieving their business objectives.\* What's more, research by KPMG International indicates that truly customer-centric businesses achieve three times the revenue growth of the average FTSE 100 or Fortune 250 company.

### Focus on the outcomes

The tools, methods, frameworks and solutions woven into KPMG Connected Enterprise are informed by deep sector insight and the latest business thinking, but our perspective is essentially practical and relentlessly outcome-focused. It's partly about speed to value, but it's also about creating a new reality where agile, accelerated innovation is part of the business as usual (BAU).

### Get excited about this

When you start to connect your enterprise, you create something that is very much greater than the sum of its parts. From strategy to execution, KPMG Connected Enterprise provides the insight-driven, digitally-enabled route to efficiency, agility and sustainable growth, now and in the future. The market is excited about this – and so are we.

\* Source: KPMG / Forrester research 2018 & 2016.



KPMG joins the leaders on the strength of its Connected Enterprise framework, which leverages organization strategy to drive business transformation that aligns the front, middle and back offices around a customer-first mantra. KPMG also stands out for a service offering specific to change leadership that draws on contemporary developments in behavioural science and systems thinking.



**ALM names KPMG as a Vanguard Leader in Organization Strategy Consulting - November 2018**

**Today's customers are better informed, better connected and more demanding than ever before. Markets are moving faster, with continuing disruption and upstart challenges to the accepted order. As companies race to invest in the technology that is both forcing and enabling the change, the return on that investment is not always clear – and sometimes it's plain disappointing.**

While you have to start with the customer, it's not sufficient. It turns out that creating a superb customer experience doesn't necessarily deliver profit and growth. There is no point in delighting your consumer, if value is leaking out of the operations with every transaction.

Everyone knows that organizations which engage their people in a common vision are much more likely to achieve their purpose, whether it's customer centricity for profit, growth, market share or public trust. It's a simple matter of alignment: getting the whole organization to pull in the same direction gives you a winning edge that is much more than the sum of the parts.

So KPMG Connected Enterprise applies what we have always known about people to machines, processes and markets. Suddenly, everything is connected. The divisions between front, middle and back offices are collapsing. Future-focused businesses are shaping new operating models in which every part of the organization, from sales to the supply chain, is working with every other element to deliver against the big picture.

It's not just that we can show the world what good looks like in the age of the customer. With KPMG Connected Enterprise and KPMG Powered Enterprise, we can help our clients build that new reality for their customers, their business, and their industry. Everything is connected. From now on, whatever you are doing for clients, from data analytics to vendor management, we are all part of a bigger, bolder picture. This is why we are so excited about KPMG Connected Enterprise.

Find out more [www.kpmg.com/connected](http://www.kpmg.com/connected)

## Make the connection

- **Generate business value at every stage of your transformation journey**
- **Build an insights-driven, digital and customer centric business**
- **Empower and enable your people to align the organization for agility and performance**
- **Engineer secure architectures to enable agile, high-speed innovation**

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