



# Insight-driven strategies and actions

KPMG Connected Enterprise

2023

**Every business is a data business and building a connected enterprise can help your data work smarter. In a time when customers are increasingly empowered, connected and eager for seamless experiences, insight-led companies can be better equipped to understand their customers' needs and wants as well as the health of their businesses.**

With the roadmap and tools to meet your company's needs, you'll be able to enable, activate and harness data, analytics and actionable insights. You'll have a real-time, multi-dimensional view of your customers, allowing you to develop and shape, meaningful and effective customer strategies and a personalized approach to executing them.

Stay ahead of global shifts in social, technological and geopolitical trends. Measure customer sentiment around the world. Harness data from social media, online surveys and transactions. Insights are everywhere. Connected enterprises can help turn them into opportunities.

## Key considerations

- Is your data and 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?
- Do you have detailed policies in place to help ensure information security and privacy?

## How can KPMG professionals help?

Developing an enterprise data and insights strategy, with a measurement framework and the insight ecosystem to support it.

Assessing and integrating data assets across departments and systems, aligning with the voice of the customer to help create a coherent picture.

Implementing a framework, which is designed to enable you to understand your customers' behavior, and where to invest to meet their expectations.

Using predictive analytics to help anticipate customer needs, personalize the experience and improve the customer experience overall.

# It's 'game on' for one of the world's first smart stadiums of the future

Amsterdam Arena needed a special team to create one of the world's first 'smart' stadiums of the future and KPMG in the Netherlands produced the leading proposal.

A data-driven ecosystem now guides fans from home to their seats via smartphone, while monitoring everything from the playing field's grass health to beer consumption during events. Amsterdam's ambitious initiative is a winner.

**We deliver the results that matter.**

## What does a connected enterprise look like?

Some of the most successful organizations exhibit eight characteristics that span various aspects of the enterprise. The capabilities of front office, middle office and back office integrate to support the brands, products and services, interactions and workforce.



\*Note: Base: 1,299 professionals involved with customer-centric strategy decisions. Source: A commissioned study conducted by Forrester Consulting on behalf of KPMG, September 2018

## Make the connection

Generate business value at various stages 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.



### Wale Abioye

Partner  
Strategy & Customer Solutions  
KPMG Nigeria  
E: [wale.abioye@ng.kpmg.com](mailto:wale.abioye@ng.kpmg.com)



### Ladi Asuni

Partner  
Analytics & Operations  
KPMG Nigeria  
E: [ladi.asuni@ng.kpmg.com](mailto:ladi.asuni@ng.kpmg.com)

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