



- defining and building your reporting, KPIs and dashboards to support insight and decision-making
- supporting your core financial processes around planning, budgeting, forecasting & consolidation with IT solutions

| Run-the-Business                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                       | Change-the-Business                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| Optimise Your Cost for Performance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Rationalise to Sustain Value Creation | Innovate to Grow and Compete                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Transform by Enabling Agility |
| Characteristics of BI contributing to the business                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                       | Characteristics of BI to enable business change                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                               |
| <ul style="list-style-type: none"><li>- Supports structured reporting requirements for all business functions</li><li>- Standardised information flows, queries and reporting</li><li>- Supports better data quality; high focus on data standards and data management</li><li>- Speed is less important</li><li>- Mostly structured data sources</li><li>- Environment characterised by governance, change control, tight project management and routines</li><li>- IT in the lead to drive reports efficiently</li></ul> |                                       | <ul style="list-style-type: none"><li>- Supports ad hoc and advanced analysis to identify improvement areas</li><li>- Mixture of structured and unstructured data, and data can be loaded from sources not available yet</li><li>- Focus on data mining and opportunity seeking where less than perfect data quality is sufficient</li><li>- Speed and agility to analyse and report on data are of critical importance</li><li>- Business functions are in the lead and IT focuses on providing the infrastructure</li></ul> |                               |
| Management Reporting and Performance Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                       | Data Analytics and Machine Learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                               |
| Reporting, Key Performance Indicators (KPI), Consolidation, Forecasting, Benchmarking, etc.                                                                                                                                                                                                                                                                                                                                                                                                                                |                                       | Process analytics, Predictive Analytics and Maintenance, Advanced Forecasting and Planning, etc.                                                                                                                                                                                                                                                                                                                                                                                                                              |                               |
| Data Visualisation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                               |
| The front end of Business Intelligence & Analytics, where data becomes insight for the business, i.e. Dashboarding, Reporting, etc. delivered across multiple platforms                                                                                                                                                                                                                                                                                                                                                    |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                               |
| Information Strategy & Governance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                               |
| Define and implement the guidelines for governing and developing Business Intelligence & Analytics                                                                                                                                                                                                                                                                                                                                                                                                                         |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                               |
| Information Platform and Data Architecture                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                               |
| Define and implement the platform and architecture that form the basis of any Business Intelligence & Analytics solution                                                                                                                                                                                                                                                                                                                                                                                                   |                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                               |

## Advanced Analytics and Machine Learning

**Predict future outcomes and make more informed decisions** based on analysis of your existing data or combined with data from mobile devices and sensors to bring even stronger insight. Based on business understanding we integrate relevant data and combine them with advanced algorithms to bring your company value in many areas. A few examples:

- sales/demand forecasting
- fraud detection
- credit risk management
- customer segmentation & personalised offers
- warehouse efficiency
- predictive maintenance

## Strategy, Governance, Information Platform & Architecture

**Data quality is key to reaching your data insights potential** whether traditional management reporting or advanced analytics. Most organisations today strive to keep up with new opportunities derived from innovation in technology and the demand for more insight based on data. KPMG will support you by focusing not only on technology, but also on strategy and governance combined with business and industry insight. KPMG will:

- define your BI strategy and Roadmap, helping you realise your full data insights potential
- implement a business intelligence organisation to define and drive key processes around governance, ownership, data definitions and platform & development decisions
- ensure high-quality data based on master data management strategy, governance and implementation
- Develop your information management platform, from data warehouse to data transformation, analysis and reporting based on your existing platform

## Our Services and Approach

KPMG offers **expert advice and implementation support** for your BI and Analytics journey by covering the full scope of Data Insights projects. Starting by understanding your business challenges we tailor the ideal advisory and/or solution approach with the right subject matter experts. KPMG has deep knowledge and experience in **supporting both local and international companies** in realising their business potential, and we work closely with our international colleagues across 155 countries.

We work with all aspects of **BI advisory, strategy, governance and implementation**. From a technical and platform perspective, we support the entire **Microsoft technology platform** from data platform on SQL Server as well as on Azure Data Warehouse, Data visualisations in Power BI, Excel and SharePoint, as well as all parts of Advanced Analytics/Cortana Analytics, Machine Learning and Big Data solutions.

We look forward to working with you on your next data & analytics endeavour.

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