KPMG

Business Intelligence & Analytics

Advisory

Are you able to fully exploit the potential of your organisation's fast-growing data assets in an increasingly digital world? Are you able to leverage technology to truly support your business demands for fact-based decision-making based on insight and data analysis? KPMG will support you in bringing together business and technology so you can deliver value from your data at the speed of business.

Business Challenges

The volume of data available and the demand for successful, intelligent and targeted insight and analyses of this data are growing every day. Companies able to embrace this opportunity and provide the right data at the right time in the right format will be able to make better decisions and gain a competitive advantage.

Being able to leverage technology is a core driver for business success, supporting business processes and turning data into knowledge and action. However, technology is only part of the equation. Truly understanding the business and the key processes that drive your company is equally important to a successful transformation.

Solution Areas

Through the targeted use of intelligent data transformation, analysis and presentation, we support your company with greater insight and better decision-making support across multiple areas ranging from risk and compliance to operations and growth.

Business Intelligence & Analytics solutions will always derive from key business challenges. These will typically come from two main areas: run-the-business and change-the-business.

Run-the-business constitutes the traditional Business Intelligence challenges where focus is to support the core business needs around reporting, data quality, transparency and control.

Change-the-business puts the business functions in the lead and emphasises focus on innovation and transformation through the use of advanced analytics to drive business value from data that goes beyond the traditional management reporting.

Companies must balance the two: keeping track of the operational aspects of running the business, while continuously innovating and striving for new business models to change and renew the business in order to stay ahead. See table below.

Management Reporting, Performance Management & Data Visualisation

You cannot improve what you cannot measure. Data can provide this insight, whether it is management reporting or supporting your key processes around consolidation, forecasting and planning. We can help you with:

– 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**	
– Supports structured reporting requirements for all business functions – Standardised information flows, queries and reporting – Supports better data quality; high focus on data standards and data management – Speed is less important – Mostly structured data sources – Environment characterised by governance, change control, tight project management and routines – IT in the lead to drive reports efficiently		– Supports ad hoc and advanced analysis to identify improvement areas – Mixture of structured and unstructured data, and data can be loaded from sources not available yet – Focus on data mining and opportunity seeking where less than perfect data quality is sufficient – Speed and agility to analyse and report on data are of critical importance – Business functions are in the lead and IT focuses on providing the infrastructure	
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.

Contact

KPMG P/S
Dampfærgevej 28
2100 Copenhagen Ø
T +45 7070 77 60

Jacob Guldager-Løve
Senior Manager
T +45 5215 0114
jacobloeve@kpmg.com

Flemming Lund
Director
T +45 5215 0295
flund@kpmg.com

Lorents Nord-Varhaug
Manager
T +45 5215 0366
lvarhaug@kpmg.com

kpmg.com/dk/bia