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

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.
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
flund@kpmg.com
Flemming Lund
Manager

Jacob Gulddager-Løve
Senior Manager
t +45 5215 0114
jacobloewe@kpmg.com

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

kpmg.com/dk/bia

© 2016 KPMG P/S, a Danish limited liability partnership and a member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative (“KPMG International”), a Swiss entity. All rights reserved. Printed in Denmark.

The information contained herein is of a general nature and cannot be regarded or understood as professional advice. Therefore, no one should act on the information provided in this brochure without appropriate professional advice given after a thorough examination of the particular situation.