



Power Business Decisions with Cloud Scale Analytics

Leveraging data as a critical asset to understand the business, clients and markets with use of cloud-based solutions.



In the search of answers to drive business - data as a key

Data has become an extremely important asset of modern organizations - it may give a competitive advantage in a fast-changing environment. It helps to improve your business, operations or understand clients and markets. Therefore, increasing volumes of data collected in every business area across organization is a huge opportunity, but on the other hand also a major challenge.

The business need of quick answers for important strategic questions escalates the need for well-performing data environment and information centric mind-set.

Creating efficient data environment and leveraging data is crucial for future oriented organization.

Future oriented organizations need to manage data efficiently to become information centric with data at the heart of their transformation.

As a leading businesses transition to a digital mindset (or an information centric mindset), the value of understanding their clients and their markets has become apparent. The true value of data is in translating disparate data sets, both structured and unstructured, with signals and other information into a cohesive picture of the business and its operating environment.

Creating well-structured data environment and information centric mind-set generates true value for the organization by:



Getting invaluable insights & knowledge to accelerate revenue growth



Generating profits through competitive advantage & saving money by efficiencies



Saving time with a fast access to data and quicker decision making

Data is an asset to be used for supporting business and answer questions in many areas

Information centric organizations should bridge the data literacy skill gap across the enterprise, from the most senior levels of the organization to middle management and specialists. It's important to build an intentional learning strategy where data applies to everyone's role and everyone can support decisions with high quality data and answer crucial questions.

Strategy – CEO, Board, Supervisory Board



Do we reach our targets?
What is driving our business?
What are key risks we are facing?



EBITDA, forecasts, strategy execution...

Sales – CSO, Managers, Representatives



What is driving my business the most (products, areas) and how to improve effectiveness and efficiency of my sales force?



Sales, Distribution, Market Share...

Finance – CFO, Controllers, Analysts



What is my financial situation, do we have enough cash to cover liabilities, what is the cost of debt?



Cashflow, debt, working capital...

Marketing – CMO, Product Manager, Media



What is an optimal marketing mix to generate incremental sales and how to improve communication with our customers?



ROI, Customer Acquisition Cost, Conversion Rate, Brand Awareness...

Supply Chain – CSCO, Logistics Managers, Specialists



How to increase effectiveness of distribution? How to mitigate supply chain risks?



Forecast accuracy, Customer Service Level, Inventory...

HR – CPO, Recruitment, Talent Development



How efficient are the recruitment processes and how to minimize turnover rate among our talents?



Employment structure, Turnover, Absenteeism, Compensation distribution...

Creating Cloud-Based Data Environment - Why Cloud?

In order to create the value and support business, organizations need to develop an infrastructure, which covers variety of aspects: servers, hardware, storage, analytical and visualization software. As the data is usually collected from multiple sources, the architecture might be developed purely on-premise or it can be supported with cloud-based solutions to create hybrid-cloud or pure-cloud environment. What can be the benefits of incorporating cloud-based analytical solutions?



COSTS AND PROCESS EFFICIENCIES

Scalability on demand

For majority of services you may choose what level of performance your component needs. Cloud offers server-less compute options and can be scaled accordingly to demand

Cost-efficiency

Cloud services and resources are mainly in pay-as-you-go model that enables businesses to only spend for what they use. Using cloud services also mean that organizations don't need to acquire and maintain additional hardware.

DECISION MAKING

Supports advanced analytics and AI

Available cloud storage and processing capabilities streamline advanced analytics. Cloud BI tools enable creating data models and generate valuable insights for business decisions.

Sharing insights

Cloud makes it easier to manage access and share data and insights – can enable live access and sharing within and outside of an organization which enables quick and data-driven decision making.

SECURITY

Access control

Cloud services provide more granular control of data access and increased auditing capabilities.

Data backup and disaster recovery

Many cloud services give the company ability to automatically do the backups and disaster recovery.

Why digital transformation?

On-premise challenges

As the on-premises solutions might bring potentially higher freedom of control over the infrastructure and data, the biggest barrier is that it is time-consuming, expensive (investments in hardware and people) and requires skills to leverage advantages.

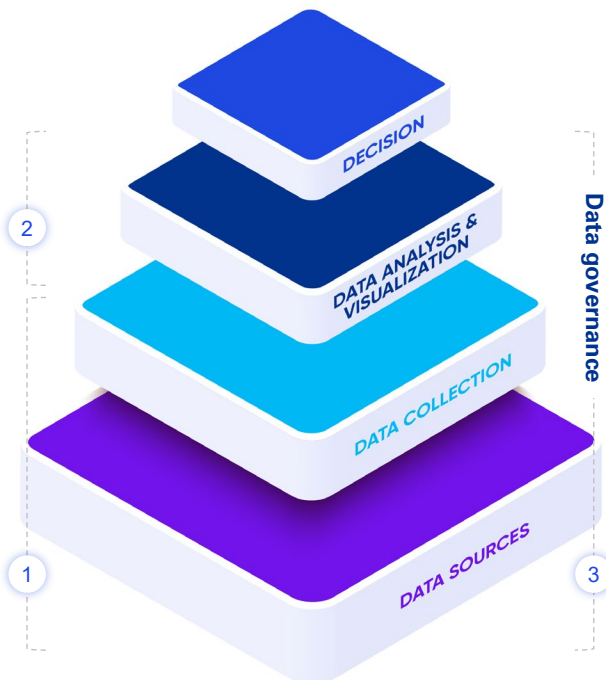
Cloud - future oriented

Using cloud-based solutions is becoming part of the future of data technology as cloud providers constantly invest their resources to make their services more secure, robust and innovative, which enables leveraging Machine Learning and AI solutions to take the analytics and decision making to a different level.

Key challenges to get to the top and drive value

The top of the process of driving value from the data is conscious and reasonable business decision generating value for the organization – higher revenues or lower costs. However, to leverage the data, there are few key challenges on the way which need to be managed and organized. The awareness of the challenges and existing solutions might be crucial to understand how to release the potential of the data.

**DATA DRIVEN DECISIONS
& FINANCIAL IMPACT**
(HIGHER REVENUE OR LOWER COSTS)



1 How do I manage my sources and make data ready to be used?

Organization can struggle with managing multiple sources – data generated from different systems, applications, vendors, manually generated input. The format of the data varies (including structured and unstructured data) from flat files and tables to more specific formats like videos, sounds, graphics. Before the data is ready to be used it needs to be extracted, processed, transformed and stored.

- **Azure Data Factory** pipelines and **Databricks** notebooks can integrate and transform data from different sources;
- **Azure Data Lake** enables storage of structured, unstructured and semi-structured data;
- **Azure Synapse Analytics** brings together data integration, enterprise data warehousing, and big data analytics;
- **Azure Event Hub** together with **Azure Stream Analytics** support you when dealing with real-time data ingestion and „live” analytics.

Creating the scalable platform with powerful processing power and huge capacity makes a foundation for advanced analytics and generating insights.

2 How to generate and share insights to drive business decisions?

Often organizations use different platforms and generate multiple manual excel reports, which creates the problem of data dispersion in organization, inconsistency between reports, delays, low quality of the data and lack of thorough understanding.

In order to deliver insights and share it across organization **Power BI** enables creating centrally managed datasets and calculations to provide common KPI's definitions, create graphically appealing, dynamic reports with possibility to filter and drill-down from bigger picture to detailed view on the same page.

3 How well do I know my data and manage it securely and efficiently to leverage assets?

The amount of data in an organization might be overwhelming. Even if the data infrastructure is set and ready to be used, often it is difficult to find what you need and be sure about the quality, distribution or protection of the data.

Azure Pureview offers Data Governance solutions including data lineage tracking, quality monitoring, data classification and supports data discovery. Sensitive data are detected and classified appropriately with support of access policies. Data governance becomes important part of data-environment to deliver high-quality information in efficient and secure way.

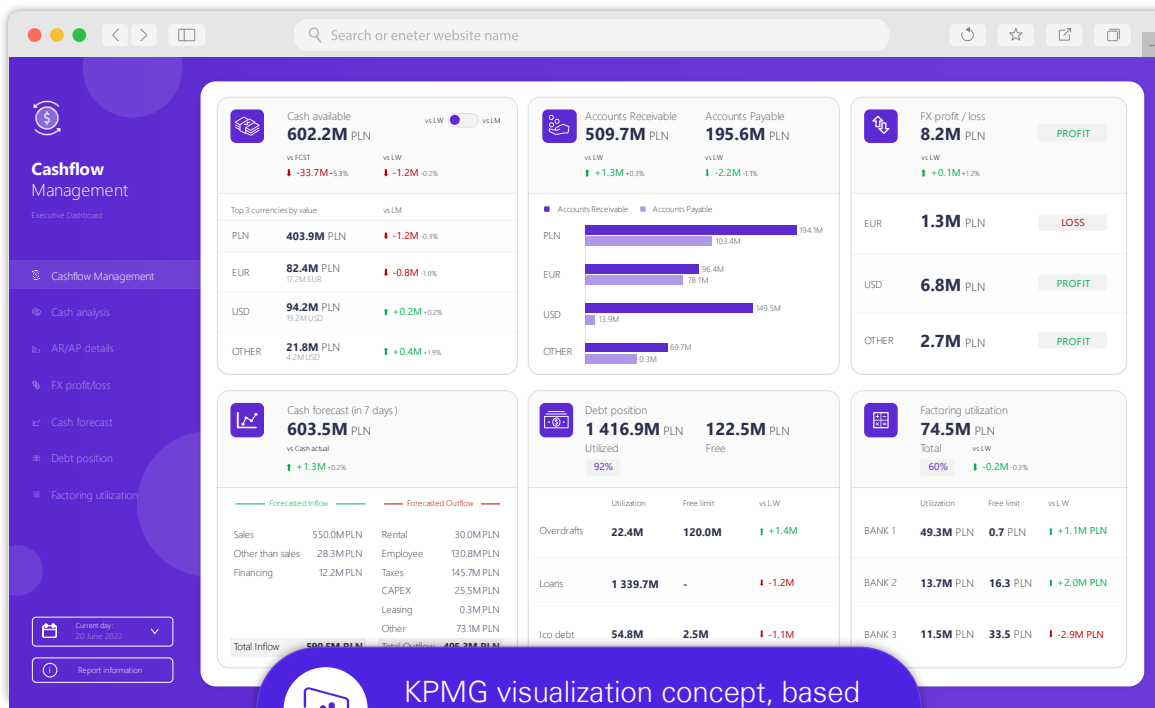
Generating value from data to drive decision making is a multi-step process which KPMG can support at each stage


Getting to the top of the process of data-driven decision making consists of many phases and each organization can be at a very different stage of a data analytics marathon. Sometimes within one company there can be significant differences between areas or departments depending on available tools, infrastructure, employees' skills and data awareness.

Therefore, the experience with cloud-based analytical solutions doesn't always have to start from the beginning. Regardless of the stage, KPMG team is ready and experienced to support you on the way to release the full potential from the invaluable asset – your data.

KPMG offers a full range of services in order to unlock the value of data, covering both the technical and business aspects of the journey with data.

- ✓ Development of data strategy (business, technical and process)
- ✓ Identification of key data the company should gather and measure
- ✓ Business analysis for BI implementation, including definition of KPIs
- ✓ Definition of an optimal development model (data mesh versus hub & spoke)
- ✓ Cloud infrastructure deployment for driving business decisions
- ✓ Shifting data storage and analytics to cloud and creating cloud-based (or hybrid) environment
- ✓ Integration of multiple data sources and creating „single source of truth” – with high quality and consistency data
- ✓ Data architecture and data modelling
- ✓ Creating data-sets and KPI's calculations used across organization
- ✓ Automation of reports and KPIs calculation
- ✓ Creating user-friendly and dynamic Power BI reports with custom interface
- ✓ Creating data governance policies
- ✓ Implementation of solutions to manage data quality



 **KPMG visualization concept, based on Microsoft Power BI technology**

Leveraging Microsoft Azure and Power BI solutions, KPMG offers a full support to develop efficient data analytics platform and discover insights generating value for business:

Better decision-making

Positive impact on company's top line and bottom line

Saving costs with improved operational efficiency

Enhanced customer experience

Leveraged data-driven innovation

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