



Organizing unstructured data for greater insight

Advanced Analytics
Deal Advisory / Global

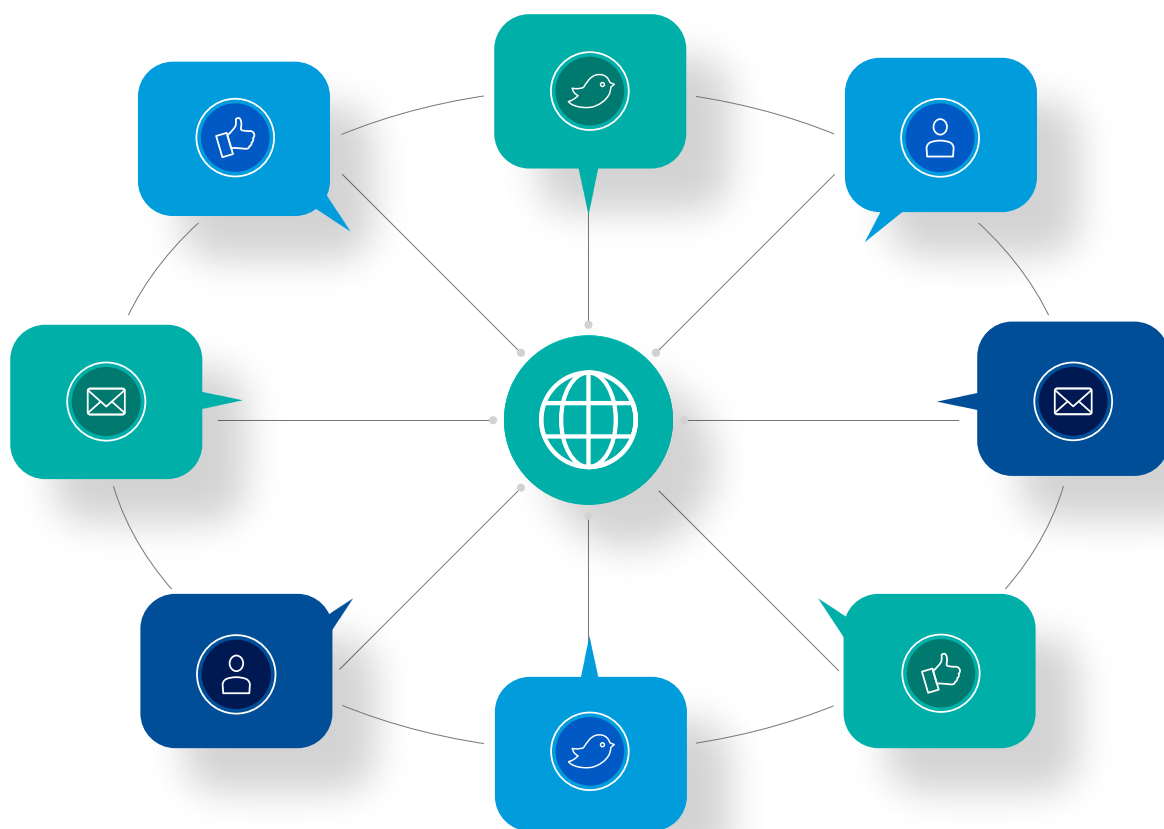


When it comes to a transaction or restructuring, the more refined insights you have, the better. But CRM systems, external websites and more produce data that is only valuable if it can be captured, structured, and analyzed. That's where KPMG's Advanced Analytics tools come into play.

Getting a handle on unstructured data

Unstructured data is the kind that's not organized into neat, predefined categories. So it's tough to get a handle on—or get insight from. KPMG's Advanced Analytics tools transform unstructured data into structured data, allowing analysis to be performed and insights to be gleaned.





See what happens to unstructured data when you introduce KPMG's advanced analytics into the mix.

Mass Opinion Business Intelligence: just one of our Advanced Analytics solutions

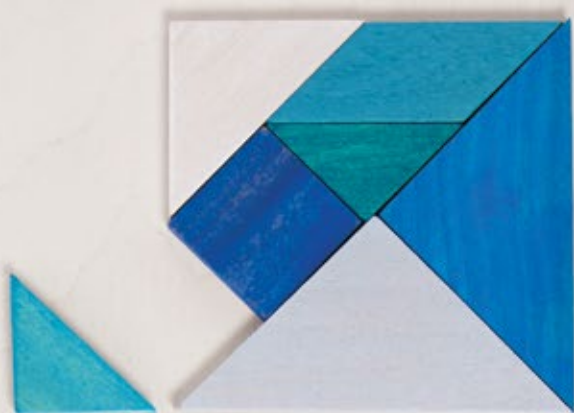
Our Mass Opinion Business Intelligence platform excels at corralling the kinds of data that can provide answers to questions you would otherwise have no reason to ask.

ARE THERE ANY ISSUES THREATENING TO IMPACT THE NEAR-TERM SALES FORECAST?

Let's say that a recent change in manufacturing has caused a quality issue and therefore a sudden rise in negative customer sentiment. Our Advanced Analytics solutions are designed to pick up on this trend through use of CRM data and the ability to detect a spike in negative online comments. So instead of being in the dark until after the deal closes (and the warranty calls start coming in) you could be prepared to adjust the near-term forecast and to factor in warranty reserves.

IS A NEW COMPETITOR A BLIP ON THE SCREEN OR A SERIOUS THREAT?

If a new-to-the-game competitor is gaining a big share of online conversations now, it could mean a bite out of a target's sales in the not-so-distant future. Our Advanced Analytics solutions are designed to spot the trending conversations early, and monitor whether they seem to be building up a head of steam or losing momentum. Armed with that kind of information, you can ask important questions that lead toward critical insights.



IF CUSTOMER SERVICE IS AS EFFECTIVE AS THE INTERNAL DATA SHOWS, WHY IS SUCH A HIGH PERCENTAGE OF ONLINE COMMENTARY SO NEGATIVE?

Knowing what to make of internal data is far easier when you have external data to support it. Having the ability to structure and analyze widespread online opinions, comments, and reviews can help indicate where internal data is right on the mark and where you need to look deeper.

Advanced Analytics are just part of a powerful equation

It takes more than data to help you optimize a deal. It takes people who know the industry along with what insights lend the most value to buyer and seller during a transaction. KPMG's integrated team of specialists brings you all that and more.

Industry Expertise

People with deep experience in a range of industries, including:

Automotive
Chemicals
Consumer Goods
Defense
Energy & Natural Resources
Financial Services
Healthcare & Life Sciences
Industrial Manufacturing
Insurance Industry
Media
Oil & Gas
Retail
Technology
Telecommunications
Utilities

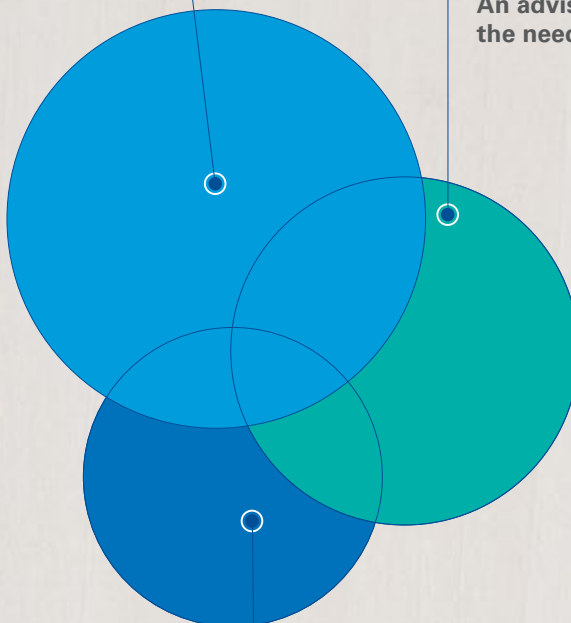
Experienced People

An advisor who understands the needs of buyer and seller.

Technology Platforms

A huge investment in sophisticated technology platforms, including:

Strategic Profitability Insights (SPI)
Benchmarking Plus
Advanced Analytics
KPMG Aggregation and Reporting Tool (KART)



KPMG'S Advanced Analytics Platforms

Our integrated specialists help you discover risks and opportunities hidden in unstructured data—whether it comes from out on the web or inside company systems.

For more information, contact:

SID MOHASSEB

Managing Director

Deal Advisory

KPMG in US

smohasseb@kpmg.com

Phone: 949-885-5625

Deal Advisory

Real results, achieved by integrated specialists

www.kpmg.com/dealadvisory

www.kpmg.com/socialmedia



www.kpmg.com/app



The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2016 KPMG International Cooperative ("KPMG International"), a Swiss entity. Member firms of the KPMG network of independent firms are affiliated with KPMG International. KPMG International provides no client services. No member firm has any authority to obligate or bind KPMG International or any other member firm vis-à-vis third parties, nor does KPMG International have any such authority to obligate or bind any member firm. All rights reserved.

The KPMG name and logo are registered trademarks or trademarks of KPMG International.

