



Dominate with digital innovations

Journey to information-centric organization



Digital transformation

Business goals and digital strategy should be defined as a first step towards information-centric organization or digital-native enterprise. It stands for ongoing changes to business models, business processes and operations as well as customer interaction in connection with new information and communication technologies.



Data and Analytics (D&A)/Advanced Data Management (ADM)

Comprehensive data management is the next step in this journey. It should cover the development, execution and supervision of plans, policies, programs and practices that deliver, control, protect, and enhance the value of data and information throughout their lifecycles.



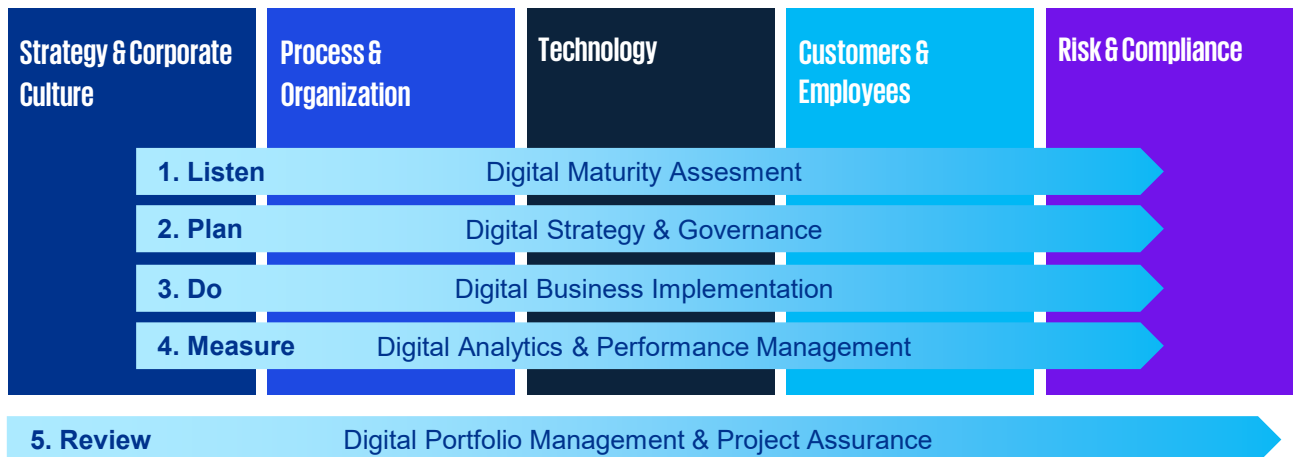
Artificial intelligence and Machine learning (AI/ML)

When digital/data strategies and management are in place AI/ML allow to drastically increase efficiency of processes, bringing business to the next level.



Challenges organizations face

- **Strategy:** Do you know the digital fitness of your company? Do you have a clearly defined roadmap for your digital landscape that is aligned with the business and IT strategy?
- **Culture:** Is your business culture adapting to today's digital environment needs? Do you engage with your employees and your clients in an authentic, open-minded and dialogue-oriented approach?
- **Technology:** Predicting the future has become extremely difficult. Changes are happening very quickly; organizations have months rather than years to react.



How can we help?

Digital transformation is a **continuous process** by which organizations adapt to or drive disruptive changes in their customers and markets by leveraging digital competencies to innovate business models, products, and services.

The pace of digital and the race to innovate left many organizations lacking an enterprise-wide digital roadmap. Digital innovation is dominating the leadership agenda, but many companies are struggling to manage it.



Why KPMG?

KPMG is a leader for digital business consulting worldwide. Our professionals can deliver high quality results with the deep experience and advanced tools for digital transformation initiatives across various industries, including well-established **Connected and Powered Enterprise frameworks**.

We established Centers of Excellence for strategy and roadmap development, omni-channel management, digital customer experience, digital analytics and innovation management.

We serve our clients in building solutions that enables them to derive real value out of data.



01

Digital Maturity Assessment

Assessing your digital maturity is the first step in identifying the capabilities needed to deliver a digital strategy that can drive value for your business.

KPMG's Digital Maturity model can provide you with a valuable and insightful comparator of your organization's digital maturity to highlight areas for improvement and opportunities for further development.

02

Digital Strategy & Governance

For the successful management of digital transformation, a comprehensive approach that takes into account individual business model is required.

The strategy to be structured and transformed into a roadmap -it defines individual fields of action and their interdependencies.

03

Digital Business Implementation

In the implementation phase, we help our clients to develop tactics to bring the strategic goals to the ground and to establish a dialogue-oriented and innovation-driven culture.

Furthermore, we support our clients to position the "Digital Touchpoints" as an effective success-factor within the company.

04

Digital Analytics & Performance Management

We help our clients in developing KPIs/benchmarks and digital dashboards for a C-level audience hand-in-hand with internal stakeholders as well as establishing a data-driven culture.

Advanced data management

Comprehensive data management is the next step in journey towards information-centric organization. The overall goal is to ultimately **enhance the value of data and information to support regular and new business operations and decision-making.**

Since data is a core asset nowadays, the ability to establish E2E process from data collection to creation of digitally enabled products is the most significant differentiator that defines leaders and back-markers.

Why KPMG?

KPMG developed **all-round ADM framework** to resolve issues related to data management.

We have successfully applied this model in a range of organisations to determine the current status of data management, the ambition level and the identification of better practices within the organisation.

ADM helps bring structure in the assessment of the current and target situation.

Data Strategy & Governance	Data Architecture & Modeling	Metadata	Data Quality	Master & Reference Data	Data Operations
Determining the strategy behind data and putting the right structure and policies into place.	Creating a reusable landscape of data architecture components.	Managing various metadata types across applications, processes and reports through a centralized approach.	Ensuring data is fit for its intended purpose by focusing on completeness, accuracy, consistency and timeliness of data.	Creating a single version of truth across the organization.	Operationally managing data from acquisition, through usage of disposal.

Document & Content Management	Data Integration & Interoperability	Data Security	Business Intelligence	Advanced Analytics
Standardizing the organization and storage of content (primarily documents!) across the organization.	Making sure data is shared, integrated and universally used across organizational divisions/applications.	Ensuring proper authentication, authorization, monitoring and auditing of data.	Transforming data into information to support analysis and decision making.	Using advanced techniques to model and predict future behavior.

Data management maturity

With data management maturity growth organizations outperform rivals in several key areas:

- customer trust
- customer and employee experience
- stock price
- revenues and profits
- operational efficiency
- time to market for new product/service offering

1. Performed	2. Managed	3. Defined	4. Measured	5. Optimised
Data management activities are performed ad hoc, primarily at project level and not applied across business areas. Activities are primarily reactive	Data management activities are planned and executed using standards and policies. Relevant stakeholders are involved	Data management activities are standardised in line with organisation-wide policies and consistently followed	Data management metrics have been defined and are used to improve process performance	Data management performance is proactively improved by analysing process metrics. Data management better practices are shared with peers and the industry

Data management maturity

Challenges organizations face

- Where should we start if we want to become a data-driven company?
- Can we trust the management information that is presented to us?
- How does the regulator think about the quality of the delivered data?
- Is it difficult to know what the most recent and accurate version of the data is?
- Are we sure what data we have and how to use it efficiently?
- Do we have data quality issues that undermine user trust?
- How are similar firms approaching data management?
- What are the trends in data and information management?
- What are some quick wins?
- How can we determine the value of data?
- Can we automate our data management processes?
- Is there a potential for data monetization? Do we understand how data influences company performance?
- Do we need a CDO and why? What is CDO's typical agenda?

Contact us



Alexander Zagnetko
Manager

T: +421 915 758 854

E: alexanderzagnetko@kpmg.sk

We can be engaged within all data related initiatives, support digital transformation projects, build a bridge between digital technologies/concepts and business needs, helping customers from all verticals to extract maximum value from the data.



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