



Google Cloud

# Preparing for a new world

**Enterprise-wide transformation places the consumer at the center of every actionable outcome.** Digital disruption continues to shape businesses and influence consumer behaviour across every industry in both local and global markets.



## Embracing a new set of customer expectations

This disruption has placed the consumer at the center of everything—they have more power and knowledge than ever before. In turn, they are demanding a more connected, secure, thorough, and personalised experience.

The net result is that failure to deliver the expected customer experience will directly impact business performance.



Together, KPMG and Google Cloud help accelerate a digital transformation journey.



## Preparing for a new world

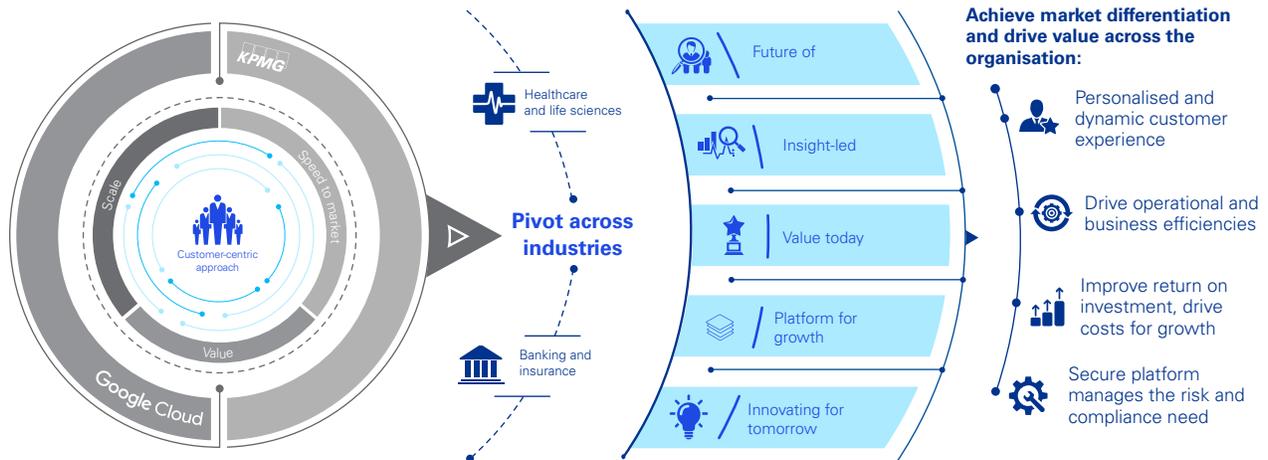
Business and information technology (IT) leaders need to be intrinsically connected in order to deliver cultural and technology change. Investment in a secure cloud platform will provide a more connected, agile, and flexible environment for businesses to operate in. It will allow the business to deliver value and respond to challenges at speed and scale.

Legacy systems, poor data sets, and rising IT costs will be a thing of the past as businesses equip themselves. Transformation will enable them to redefine operating models, deliver new products and services, and reframe the customer experience, while streamlining processes across the entire organisation.



## A customer-centric approach

Enterprise-wide transformation places the consumer at the center of every actionable outcome.



This consumer-centric approach delivers value-based outcomes, reducing time to market by exploiting the secure platform built on Google Cloud, designed for scale and flexibility.



## Our alliance is distinctly positioned

KPMG and Google Cloud provide the experience, insight, technologies, and capabilities to deliver the right results for our clients:



Enabling growth

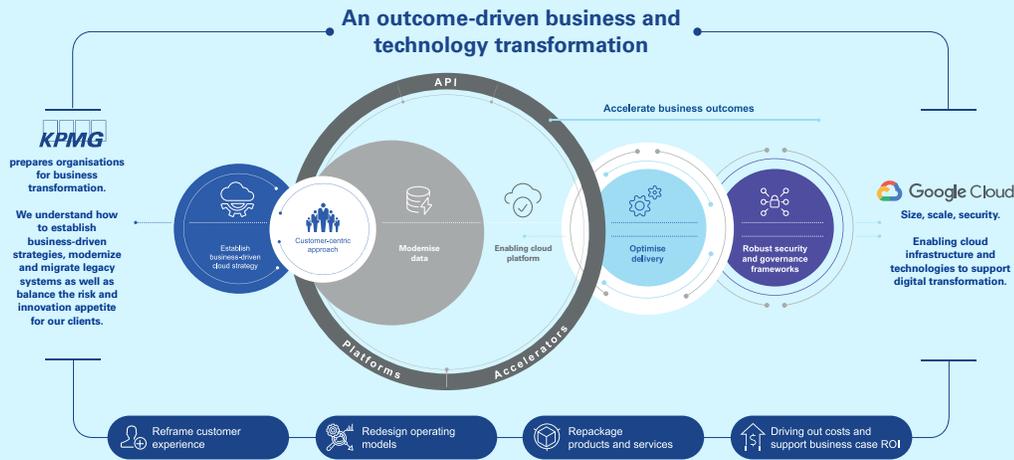


Driving operational and cost efficiencies



Enhancing consumer and employee experience

We do this by designing and building solutions that respond to both the needs of the consumer and the industries we serve.



Transformation is a journey with many facets. KPMG brings proprietary software, deep analytics, insights, and established frameworks to help clients prepare for their transformation journey, get started, and execute with confidence.



## Our alliance is distinctly positioned



Connected is your framework. Powered is your solution. Trusted is what you earn when you do it right.

—from the KPMG Analyst Day



Our alliance is focused on equipping our clients for the future by helping them to embrace new-world technologies and to transform at ease in this new digital and connected world.

We engage through business-driven conversations to define outcomes, advise on strategies, and onboard key stakeholders. By translating our client's vision into a business-driven cloud strategy, we determine the right course of action for the business and build out a secure outcome-driven technology ecosystem, which is both digital and connected.

By doing this we:

- Break down technology barriers and debt to generate value and enable business outcomes
  - Assemble right new-world technologies to help ensure a faster, scalable, and agile technology ecosystem
  - Connect systems, people, and data from idea or production to enable new products and services at speed and scale
  - Prepare your workforce for digital readiness and change.
- No matter where you are on your transformation journey, we help you every step of the way.



For more information on how we can help you become a consumer-centric enterprise, contact:

Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.



KPMG x Google Cloud

[kpmg.com/socialmedia](https://kpmg.com/socialmedia)



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 endeavour 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.

© 2023 KPMG LLP, a UK limited liability partnership and a member firm of the KPMG global organisation of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.