

# Customer & Business Analytics Solutions for Private Banks



# Customer, Product & RM Profitability



An enterprise wide view of profitability by product, channel, client or more, enables organisations to allocate human and capital resources more efficiently and drive better pricing

## Why is Multi-dimensional Profitability important right now?



Optimise **profitability** in the face of **shrinking margins** to support **decision making** (e.g. pricing)



Re-focus effort on your **most important clients, products, LoBs**, or segments

**85% of CEOs** say applying financial data to achieve profitable growth is the **greatest strategic value** a CFO can bring to an organisation'

## Key questions answered by our Multi-dimensional Profitability model...

How well are my clients performing?

Am I maximising the value generated from my clients?



- ✓ Analysis of client views based on time, products, geographies and activities



- ✓ Client profitability benchmarking
- ✓ Identification of cross-sell opportunities



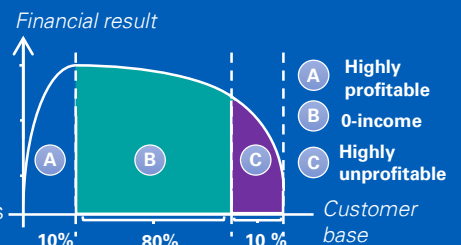
What price should I charge to my clients?

Which clients should I pay more attention to?

- ✓ Full cost assessment across the service value chain that identifies client cost and informs pricing decisions
- ✓ Cost to plan / sell / serve / support breakdown by dimension (e.g. product)



- ✓ Best/worst performing clients/business segments
- ✓ Historical profitability and predictive trends



## What benefits to expect from our Multi-dimensional Profitability delivery...



**Quick Impact**  
Go-Live in less than 6 months for a significant scope of business



**Not a big bang approach**  
Pilot an interim solution to prove value and show level of insights possible



**Small team of experts**  
Targeted approach with SMEs across functional, data and technology domains

**20%** Uplift in sales from improved cross-sell activity

**25%** Increase in client satisfaction through better allocation of front and back office resources



# Digital MIS Solutions



Digitisation of your reporting significantly reduces manual effort, improves efficiency, trust in numbers and provides near real time insights for management action

## Why is Digital Reporting important right now?



Finance (e.g. CFO, FP&A and Business Partners) need to have effective tools to advise the business



Digital reporting is a lever for driving significant cost reduction which is key in light of current market conditions

## Key questions answered by our Digital Reporting capability...

How do I obtain the correct level of insight for my particular business decision?

How can I increase the value of the reporting insights I am providing to my stakeholders?

How can I ensure reporting & analysis is adapted for stakeholders in different BUs and/or seniority level?



### Strategic through to operational

- ✓ Dashboards designed specifically for strategic, enterprise and operational views
- ✓ Insights are tailored for prescriptive analysis to drive more effective decision-making



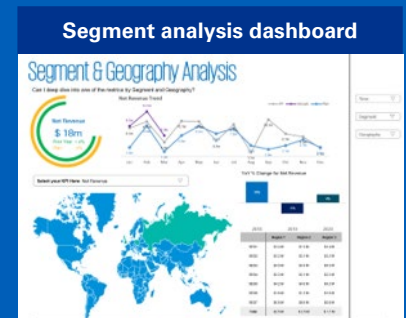
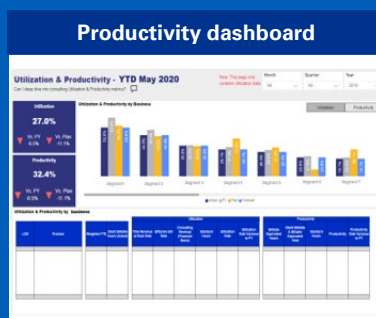
### Tech enabled reporting capability

- ✓ Manual reporting replaced by combination of automated visualisation tools and self-service reporting
- ✓ Near real-time scenario modelling capability
- ✓ Quicker and more effective production and distribution of MI



### Stakeholder customisation

- ✓ Dashboard outputs are easily customised using 'Slicing/dicing' and drill down capabilities to enable tailored analysis
- ✓ Data & security model which is easy to maintain and enhance as maturity grows



## What benefits to expect from our Digital Reporting delivery...



### Quicker decision making

Build a KPI reporting suite that reconciles business and finance requirements real-time



### Cost savings

Lower effort required, rationalisation of reports and a reduction in FTE



### Enhanced insights

Self-service visualisations with multi-dimensional KPIs, drill-down and filtering capabilities

reports replaced

14 : 1

self-service dashboard

40%

...reduced effort from a single integrated KPI and MI framework



Self-service dashboards that are easy to use and provide enhanced analysis



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