



Innovative products and services

KPMG Connected Enterprise for Consumer & Retail

In today's digitally disrupted environment, customers have the power. That's why a truly connected enterprise puts customers at the center of the business model and innovates with customers in mind. Connected enterprises use their consumer knowledge to create compelling value propositions. They target the most attractive customer segments with the right mix of pricing, products, and services to drive profitable growth.

Connected consumer and retail (C&R) businesses can create innovation labs to launch new products and services. And by taking advantage of the capabilities offered by emerging technologies, they can innovate their processes as well as their products.

With a roadmap to guide you to customer-centricity, you can react more quickly to trends, and even anticipate customer needs. You can expand your offerings or target them to your most relevant audiences more precisely, giving you a competitive advantage in the consumer and retail market.

Key considerations

- Do you have a consistent brand position and efficient experience across all channels?
- Does your strategic planning process balance perceived value to customers with value to the organization?
- Does that data you collect support customer insights and segmentation to help you target customers and prospects with the right products?
- Do you design new products and services leveraging deep customer insights and anticipating future needs?



How KPMG can help

- Identifying emerging changes or threats that could lead to disruption, and showing you how to deal with them
- Developing and testing new business model opportunities, using a design-thinking approach
- Understanding the technology and resources you need to become more responsive and innovative



Navigating the course for the future

A global manufacturer asked KPMG to help it respond to unprecedented market disruption caused by the rise of e-commerce, new market entrants, and the increasing primacy of customer experience. After designing the organization's future product and experience landscape, KPMG professionals helped the company identify the strategic set of capabilities required to realize this vision. This led to a multiyear customer strategy and transformation roadmap for the entire organization and set it on the path to becoming a more customer-centric organization

We work with you to get things done.

What does a Connected Enterprise look like?

The most successful organizations exhibit eight characteristics that span all aspects of the enterprise. The capabilities of front, middle, and back office integrate efficiently to support the brands, products and services, interactions, and workforce.

- Build an insights-driven, digital, and customer experience centric business
- Empower and enable your people to align the organization for agility and performance
- Engineer secure architectures to enable agile, high-speed innovation workforce.

Make the connection

- Generate business value at every stage of your transformation journey



KPMG Connected Enterprise for Consumer & Retail

Connected C&R is an approach, supported by a suite of customizable technology designed expressly for C&R businesses. It connects all areas of your organization, and it connects you with your customers

across all digital channels. By capturing more accurate and impactful consumer information, you can develop insights to inform your decision-making. KPMG Connected Enterprise moves you from siloed to efficient and turns intelligence into action plans. See what it can do for you.

Contact us



Matt Kramer
National Sector Leader,
Consumer & Retail
KPMG LLP
T: 614-241-4666
E: mattkramer@kpmg.com



Duleep Rodrigo
National Advisory Leader,
Consumer & Retail
KPMG LLP
T: 213-817-3150
E: drodrigo@kpmg.com



Sam Ganga
National Consulting Leader,
Consumer & Retail
KPMG LLP
T: 312-665-1736
E: sganga@kpmg.com



Sunder Ramakrishnan
Principal, Advisory Strategy
KPMG LLP
T: 212-739-6328
E: hsramakrishnan@kpmg.com

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

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 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 upon such information without appropriate professional advice after a thorough examination of the particular situation.

© 2022 KPMG LLP, a Delaware limited liability partnership and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved. NDP373050-1B

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.