

# Intelligent Analytics

Powered by KPMG Signals Repository



## Enterprises operate in complex and dynamic environments.

Organizations face increased challenges making it necessary to interpret and capitalize on the data-rich world around them.

The only thing we know about tomorrow, is that it will be different than today.



### But are organizations listening?

The world around us is fluid, it's ever-changing, it's ever-evolving. Yet businesses are using the same data lens they've used since the '90s. Markets have changed. Business has changed. But companies' data ecosystems largely have not.



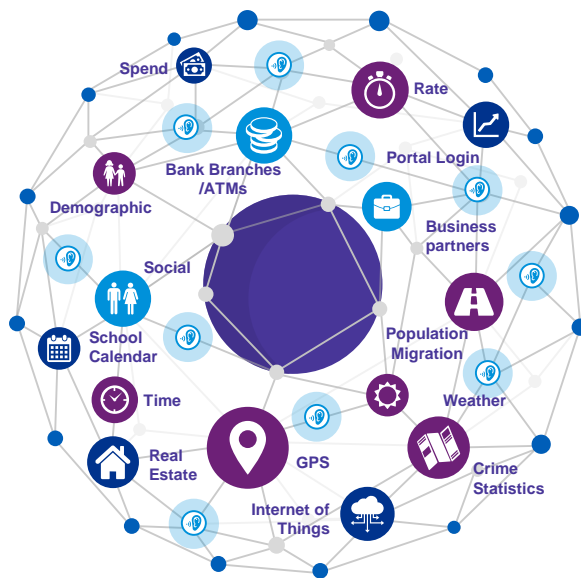
### Are they paying attention to the right signals?

Understanding the near- and far-term opportunity or risk in a market requires that one can discern change, the rate of change, and its causes.



### Are they listening 24/7?

The data organizations rely on – their lifeblood – are fleeting and perishable. New data and new data sources are available 24 hours a day, 7 days a week, 365 days a year.



Organizations operate within a complex network of entities and institutions.



A continuous, ever-changing, ever-evolving environment.



Markets are unbounded.



The old way of doing business, doesn't fit the current state.



Limited data availability.



A rapidly growing data-rich universe.



Access to **55,000+** external temporal and geospatial **signals** and counting across multiple countries with KPMG Signals Repository

## How can organizations possibly keep up with this change?

KPMG leverages its listening platform, **KPMG Signals Repository**...



Organizations know all of this change is out there, and **the opportunity to interpret and capitalize on data and signals is great.**

They understand this is critical to stay relevant in the marketplace and remain competitive.



They are already on a journey of discovery, but **they want to accelerate that journey.**

KPMG can help harvest **new data**, and **different types** of data, and interpret **more signals**, and uncover **more complex patterns** to help organizations reach the next level **today**, not tomorrow.



**KPMG Signals Repository** is an active listening platform that continuously harvests a variety of data from public and private sources. Structured and unstructured data is transformed into signals and helps our clients significantly improve the accuracy in predictions.

The KPMG Signals Repository is an accelerator for data scientists and next generation developers.

...to accelerate continuous data interpretation and fact-driven decision-making.



# What is KPMG Signals Repository?

A collection of sources (data) that is harnessed to interpret the impact of internal and external factors (signals) on a company's execution, to help organizations derive insights from the patterns (indications), and to accelerate and affect meaningful decision-making on a continuous basis.

Leveraging KPMG Signals Repository, it's easy to "listen" to the tens of thousands of Signals around us and then use Machine Learning to make sense of it all.



Data

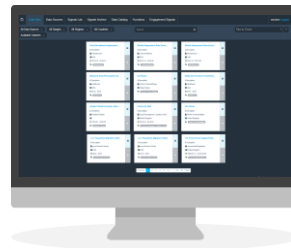
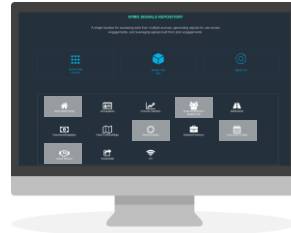


Signal



Indication

## KPMG Signals Repository has three audiences:



The **Data Scientist** looking to uncover market dynamics they could not have otherwise realized on their own.



The **Business Analyst** seeking to accelerate business decision making through indication output.



The **Connected Enterprise** dependent upon perpetual recurring data retrieval and real-time data refresh.

**Thousands of causal factors interact to drive outcomes.**

## KPMG Signals Repository Deployment Options:

Option 1	Option 2	Option 3
<b>One-time service/analysis</b>	<b>Signals as a service</b>	<b>Custom services</b>
Bespoke, one-time service / analysis and reporting for prototyping, development, and proof-of-concept	Provide "ongoing signals" and access to the KPMG Signals Repository, as a service.	Build custom services leveraging the KPMG Signals Repository, deploy on cloud or client's infrastructure.

### Example areas where KPMG Signals Repository services have been applied.

Our services are customized to handle different requirements around input, analysis and results so that the services meet the needs of the business

<b>Retail Site Selection</b> <input checked="" type="checkbox"/> Supply Chain, Demand Planning	<b>Employee Retention</b> <input checked="" type="checkbox"/> HR	<b>Customer Growth</b> <input checked="" type="checkbox"/> Customer	<b>Market Monitoring</b> <input checked="" type="checkbox"/> Customer
<b>Shifted Demand</b> <input checked="" type="checkbox"/> Supply Chain, Demand Planning	<b>Intelligent Underwriting</b> <input checked="" type="checkbox"/> Customer, Risk Management	<b>Branch Rationalization</b> <input checked="" type="checkbox"/> Supply Chain, Demand Planning	<b>Intelligent Forecasting</b> <input checked="" type="checkbox"/> Finance

### Contacts

It's time to start accelerating the value you get from your AI. To find out how, contact:

**Maria Shevchenko, CAIA, FIA**  
Director of Innovation, Advanced Analytics  
T: +44 (0)7769 932 725  
E: [Maria.Shevchenko@kpmg.co.uk](mailto:Maria.Shevchenko@kpmg.co.uk)

**Daniel Budden**  
Senior Manager, Advanced Analytics  
T: +44 (0)7876 393 699  
E: [Daniel.Budden@kpmg.co.uk](mailto:Daniel.Budden@kpmg.co.uk)

**Christopher Suk**  
Senior Manager, Advanced Analytics  
T: +44 (0)7899 066 989  
E: [Christopher.Suk@kpmg.co.uk](mailto:Christopher.Suk@kpmg.co.uk)

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

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 upon such information without appropriate professional advice after a thorough examination of the particular situation. The KPMG name and logo are registered trademarks or trademarks of KPMG International.

© 2019 KPMG LLP, a UK limited liability partnership and a member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss entity. All rights reserved.