Data is of significant value for the companies which use it as a part of their key business processes. High-quality data represents one of several critical factors that influence correct decision making, effective functioning of business processes and the ability to maintain a long-term competitive advantage. Moreover, reliable and auditable data for the purposes of internal statistics or external reporting is essential in ensuring compliance with regulatory requirements.

The Issue
Business intelligence tools have been around for decades. Many organizations have invested millions in solutions to increase visibility and speed up reporting – with mixed success. Scratch the surface and you’ll find that current Business Intelligence solutions:
- are too expensive; they generate excessive costs.
- are too complicated; users struggle to find the content they need.
- are opaque; nobody understands the content in the same way as the others.
- are inflexible; users requirements are met late or never.
- are messy; the outputs are unreliable.

Data management initiatives arose as a result of Data Warehouse (DWH) issues:
- Data is constantly in flux, ineffectively governed, and often incorrect or incomplete.
- Disparate systems sprawled across the global enterprise promote redundancy, reflect differing standards and processes, and contribute to unnecessary costs and compromised quality.
- Insufficient support within the organization; not everyone who is important in a business understands the importance of correct and reliable data.
- Majority of remedies doesn’t have immediate impact and costs significant effort.
- Correction of the current issues require uneasy tasks such as corporate culture changes, architecture changes, processes refinement and generally needs fairly big effort to clean the “Augean Stables”.

What We Offer
KPMG in the Czech Republic helps organizations increase the effectiveness and value of their Business Intelligence and Data Management initiatives to improve performance of previous investments, or advises on future efforts. We bring a particular strength in helping clients establish, manage, control and develop the information environment to bring tangible business benefits from these initiatives.
The proper Business Intelligence & Data Management strategy can help your organization operate more efficiently, optimize cost opportunities, manage risk, and deliver value to the bottom line. Organizations today are seeking:

- Better alignment of Business Intelligence & Data Management strategies, processes, tools, and activities with enterprise business objectives and strategies.
- Increased visibility across customers and suppliers and into every corner of the organization.
- Improved business performance, competitive analysis, reporting, and employee performance.
- Increased return on technology investments to enhance competitive advantage.
- Improved customer and end-user satisfaction.
- Business Intelligence & Data Management strategies that can satisfy regulatory and compliance requirements.

Our Business Intelligence & Data Management processes reviews, tools assessments, and data analysis can result in a roadmap to help realize your vision for true business intelligence and data quality management. We then help with:

- Implementing your strategy.
- Designing Business Intelligence & Data Management Governance model.
- Handling change requirements taken on Business Intelligence & Data Management programs.
- Getting the support for Business Intelligence & Data Management program changes by strong business cases development.
- Embedding processes and disciplines to improve decision making.
- Assessing, implementing, and configuring the organization and technologies to enable Business Intelligence & Data Management.
- Gaining mastery over data quality management.
- Developing guidelines for monitoring and enhancing Business Intelligence and Data Management management going forward.

“KPMG’s Business Intelligence and Data Management services professionals combine a broad business and technology perspective with deep technical skills to understand your distribution, marketing, finance, operations, supply chain and people challenges”. 
How We are Different
KPMG’s Business Intelligence and Data Management services professionals combine a broad business and technology perspective with deep technical skills to understand your distribution, marketing, finance, operations, supply chain and people challenges.
- We are not generalists; we have professionals with deep experience in finance, operations, business processes, governance, internal controls, and supporting technology enablers.
- We bring business and technology acumen to your Business Intelligence and Data Management initiative; our Business Intelligence & Data Management framework emphasizes a fact-based approach with far-reaching analysis across every layer of your Business Intelligence & Data Management initiative - from strategy through technology infrastructure.
- Our response to your problem comes from the specific data and details of your organization, carefully mined and analyzed, informed by our deep experience in your industry; we know that there’s no “templatized” solution that will fix your problem.
- Our heritage within a “Big 4” accounting and auditing firm gives us ready access to deep technical financial and operational skills, including accounting, tax, forensics, compliance, and financial risk, to address the issues that impact your business performance.
- We provide an objective assessment and view our Business Intelligence services in the context of a complete and cohesive set of services addressing distribution, marketing, finance, operations, supply chain, people and change management, and information technology.
- We tap into a global network of 145 countries with local-market knowledge of business conditions and capabilities, along with data privacy and regulatory requirements that affect processes and information technology more broadly.

What We’re Hearing
Our clients are grappling with the following common, specific challenges:
- How can we better obtain key information from the organization to drive decision making?
- How can we make the technology and tools we’ve already invested in work for our organization?
- How can we get a single view of our customers and suppliers?
- How can we know our true resource, product, and line-of-business support costs?
- How can we get our organization to respond faster to what our intelligence is telling us?
- How can we have confidence in the accuracy of our information?
- What are the right lines of accountability to increase the availability and accuracy of information?
- Is our organization truly looking ahead, or struggling to look behind?

If you share these concerns, please contact us.

Key Framework Components
- Corporate strategy and alignment to goals
- Organizational readiness and staffing
- Executive commitment and sponsorship
- Organizational structures and accountabilities
- Policies and procedures (master data management (MDM))
- Risk, control, compliance
- Change Management/QA
- Performance monitoring
- Reporting definition and development (content)
- Performance scorecards/dashboards defining decision support and workflow mapping
- MDM prioritization processes
- Data enrichment
- Information architecture
- Information integrity and compliance
- Analytics applications and tool portfolio/selection
- OLAP front end/back end
- Visual development tools
- Information access and delivery methods
- Technology tool portfolio and selection
- Data warehousing/mining management/resource systems
- Data movement and replication
- Security and data access technologies
Contact us to gain better control of your Business Intelligence and Data Management investments and finally begin to pull the intelligence out of your business information:

Eva Racková  
Partner  
+ 420 222 123 949  
evarakova@kpmg.cz

Jiří Diepolt  
Manager  
+ 420 222 123 184  
jdiepolt@kpmg.cz

David Slánský  
Senior Manager  
+420 222 123 249  
dslansky@kpmg.cz

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

KPMG and the KPMG logo are registered trademarks of KPMG International, a Swiss cooperative.

© 2009 KPMG Česká republika, s.r.o., a Czech limited liability company and a member firm of the KPMG network of independent member firms affiliated with KPMG International, a Swiss cooperative. All rights reserved.

Designed and produced by KPMG Česká republika, s.r.o.  
Printed in the Czech Republic.