



Informatica®



Enabling a Digital Future:

KPMG implements MDM to help optimize data for digital transformation



“Our data strategy is helping us make sure that we’re putting the right capabilities in place to drive digital transformation. Informatica MDM is playing a key role.”

Jodi Morton
Chief Data Officer, KPMG

Goals

Operate more efficiently, deliver greater value to clients, and improve internal decision-making

Create a trusted source of customer information and associated reference data across the data supply chain

Have high-quality, transparent customer data for digital capabilities as critical drivers for business value and efficiency

Solution

Use Informatica Master Data Management (MDM) to master business entities, including counterparties and contacts

Manage the complete lifecycle of reference data, including key fields describing industry alignment and service types

Leverage Informatica Data Quality to automatically cleanse data according to predefined rules

Results

Allows KPMG to operate more efficiently and gain faster, deeper insights into data to provide better service to clients

Enables management reporting with minimal to no manual processes, leveraging a common source for critical reference data, saving time and streamlining reporting

Improves accuracy in analytics, operations, and reporting with high-quality, trusted customer and financial data

Business Requirements:

- Consolidate disparate data sources for one version of the truth
- Establish data as a foundational and strategic asset
- Empower the business to innovate with digital solutions

About KPMG LLP

Headquartered in England, KPMG is a global network of professional services firms providing audit, tax, and advisory services. KPMG member firms operate in 146 countries, collectively employing more than 226,000 people, serving the needs of business, governments, public-sector agencies, not-for-profits, and, through member firms' audit and assurance practices, the capital markets.



Informatica Success Story: KPMG LLP

KPMG is one of the most well-known and respected professional services brands in the world—a global network of member firms providing audit, tax, and advisory services. Approximately 84 percent of the Fortune Global 500 are KPMG member firm clients, leveraging the KPMG member network's vast experience to address their business, legal, and compliance challenges.

KPMG is committed to accelerating the internal and market deployment of leading digital technologies, which help maximize the value KPMG offers to clients. It formed the KPMG Digital Nexus, a new business support service in its information technology (IT) organization, to develop and implement a data strategy that could help establish a new, future-ready digital and IT operating model. Through the data strategy, KPMG seeks to improve internal decision-making to help it offer greater value to clients.

First, however, KPMG wanted to establish a single, authoritative source of truth for critical data assets. Across its member network, systems were siloed, with limited reconciliation and data quality controls. For example, entity names and records were often duplicated, potentially creating confusion about which record was correct and up to date.

"Having high-quality, trusted, and transparent data is a critical driver for business value and efficiency," says Jodi Morton, chief data officer at KPMG. "We needed to start by building a foundational data platform that could scale over time to meet our business objectives."

Defining a common data language

KPMG set out to implement a centralized MDM program that could help it understand and quantify the content, quality, and structure of source data across member firms. It also wanted to use rules to remove duplicate and inconsistent customer and financial data, and standardize and harmonize data to build trust throughout the enterprise.

After evaluating various options, KPMG chose [Informatica MDM](#) to deduplicate and master business entity data including counterparties—the clients, vendors, and other business entities that KPMG engages with—as well as the employee contacts at those counterparties. [Informatica Data Quality](#) rules automatically cleanse data, enhancing its quality over time and eliminating error-prone manual processes. To manage the complete lifecycle of reference data, including key fields describing industry alignment and service types for reporting, KPMG deployed Informatica Reference Data Management Accelerator.

"We used Informatica MDM to define a common language around master data and bring together data in disparate formats from siloed sources," says Khurram Mahmood, director, Data Services at KPMG. "The platform will allow us to incrementally mature our MDM capabilities, beginning with the most critical data domains."



Inside The Solution:

- Informatica MDM
- Informatica Reference Data Management Accelerator
- Informatica Data Quality
- Informatica Axon Data Governance
- Informatica Enterprise Data Catalog
- Informatica Data Privacy Management

“Informatica MDM contributes to immediate and continued advantages in our business, giving us a complete, correct, consistent, and comprehensive view of critical business entities and contacts. We’re improving accuracy in analytics, operations, and reporting.”

Khurram Mahmood

Director, Data Services, KPMG



Making trusted data available across the business

KPMG now has a trusted source of customer data and associated reference data that is available across the data supply chain, providing a single consolidated source of truth. Using automated processes to maintain data improves operational efficiency across KPMG member firms, enabling management reporting with minimal-to-no manual processes. With trusted data insights at a glance, KPMG is improving internal decision-making, helping member firms operate more efficiently and provide better service to clients.

“Informatica MDM contributes to immediate and continued advantages in our business, giving us a complete, correct, consistent, and comprehensive view of critical business entity data,” says Mahmood. “We’re enhancing accuracy in analytics, operations, and reporting.”

Propelling a connected enterprise

With a strong foundation for its MDM journey, KPMG plans to master additional data domains in the future. Informatica solutions will help KPMG apply governance and monitor the ongoing quality of master data, increasing its value over time. As a result, the Audit, Tax, and Advisory practices of KPMG will benefit from enhanced analytics capabilities, empowering them to innovate with digital solutions both now and in the future.

“Our data strategy is helping us make sure that we’re putting the right capabilities in place to drive digital transformation,” says Morton. “Informatica MDM is playing a key role.”

Next step: governance and privacy

To meet the need for an automated, intelligent solution that would also govern and protect customer data, KPMG recently adopted [Informatica Axon Data Governance](#), [Data Privacy Management](#), and [Enterprise Data Catalog](#). Thanks to these additional solutions, KPMG is now able to not only create a rules-based service for data tagging and appropriately tag and handle data, but also prioritize customer privacy, reinforcing trust and transparency as a foundation for continued success.

Digital transformation is changing our world. As the leader in enterprise cloud data management, we’re prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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