



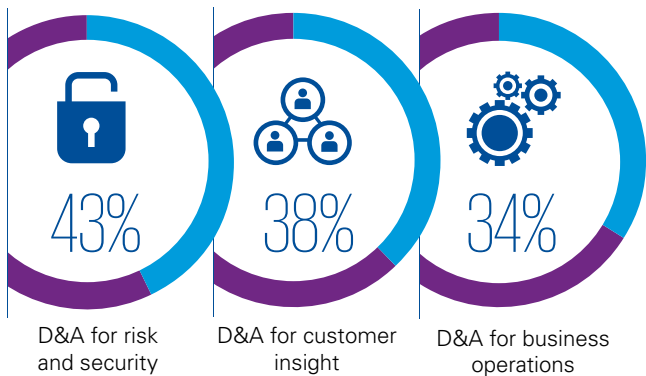
# Building trust in analytics — breaking the cycle of mistrust in D&A

## D&A underpins competitive advantage

| To know your customers   | To streamline existing operations   | To manage risk and compliance   |
|--|---|---|
| <p><b>D&amp;A is integral to understand:</b></p> <p>How products are used – <b>70%</b><br/>           Existing customers – <b>69%</b><br/>           New products and services to develop – <b>67%</b></p> | <p><b>D&amp;A is integral to understand:</b></p> <p>Business performance – <b>71%</b><br/>           How to drive process and cost efficiency – <b>68%</b><br/>           How to drive strategy and change – <b>70%</b></p> | <p><b>D&amp;A is integral to understand:</b></p> <p>Fraud – <b>70%</b><br/>           Business risks – <b>67%</b><br/>           Compliance with regulations – <b>70%</b></p> |

## Trust in D&A is lacking

### Few organizations are very confident in their D&A insights

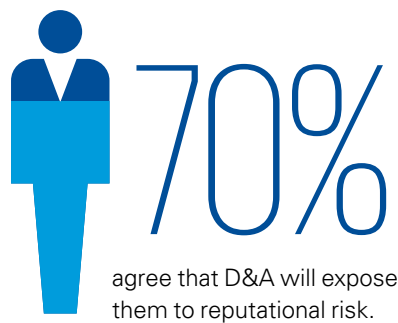


Only **51%** of respondents believe their C-suite executives fully support their organization's D&A strategy.



## Why D&A trust matters

Making decisions or targeting consumers based on **inaccurate predictions** will quickly **erode**, if not extinguish, **consumer trust** and shake the confidence of those executives who rely on these predictions to make informed decisions.



## The four anchors of trusted analytics



### Few firms achieve best practice across all anchors of trust:

- Only 10 percent of organizations believe that they excel in quality of data, tools and methodologies.
- Only 13 percent believe they excel in the privacy and ethical use of D&A.
- Less than one-fifth (16 percent) believe they perform well in ensuring the models they produce are accurate.

## Next steps: master trusted analytics

|   |  |   |  |  |  |   |
|---|--|---|--|--|--|---|
| <p><b>Get the basics of D&amp;A trust right:</b> assess your trust gaps and identify priorities</p> | <p><b>Purpose:</b> clarify and align goals, measure performance and impact</p> | <p><b>Raise awareness:</b> increase internal engagement</p> | <p><b>Expertise:</b> build internal D&amp;A culture and capabilities as your first guardian of trust</p> | <p><b>Transparency:</b> open the 'black box' to a second set of eyes — and a third</p> | <p><b>360 degree view:</b> look at ecosystems, portfolios, and communities</p> | <p><b>Innovation:</b> enable experimentation, build an innovation lab</p> |
|---|--|---|--|--|--|---|

Base: 2,165 data and analytics decision-makers

Source: a commissioned study conducted by Forrester Consulting on behalf of KPMG, July 2016

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