



# Organizing unstructured data for greater insight

**Advanced Analytics**  
**Deal Advisory** / Global



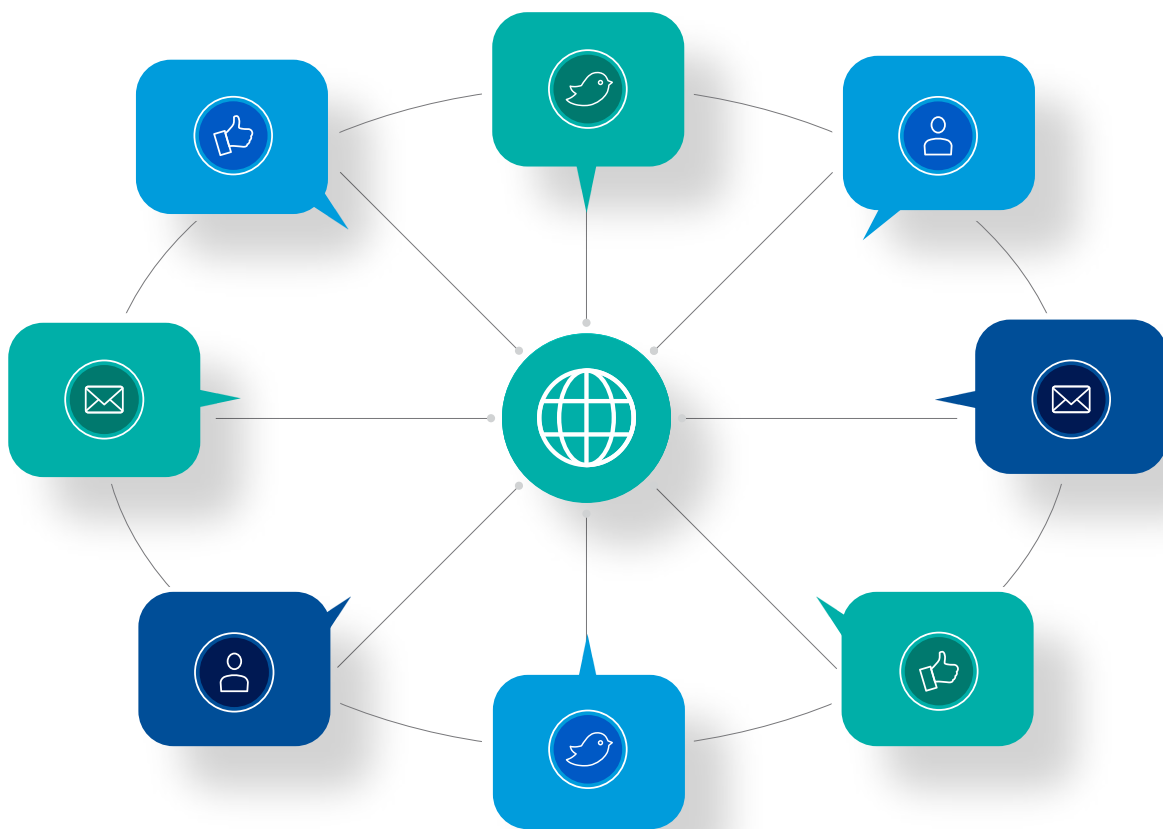


When it comes to a transaction or restructuring, the more refined insights you have, the better. But CRM systems, external websites and more produce data that is only valuable if it can be captured, structured, and analyzed. That's where KPMG's Advanced Analytics tools come into play.

# Getting a handle on unstructured data

Unstructured data is the kind that's not organized into neat, predefined categories. So it's tough to get a handle on—or get insight from. KPMG's Advanced Analytics tools transform unstructured data into structured data, allowing analysis to be performed and insights to be gleaned.





**See what happens to unstructured data when you introduce KPMG's advanced analytics into the mix.**

# Mass Opinion Business Intelligence: just one of our Advanced Analytics solutions

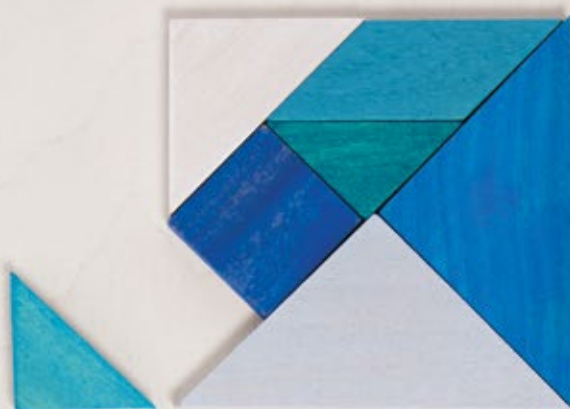
Our Mass Opinion Business Intelligence platform excels at corralling the kinds of data that can provide answers to questions you would otherwise have no reason to ask.

## **ARE THERE ANY ISSUES THREATENING TO IMPACT THE NEAR-TERM SALES FORECAST?**

Let's say that a recent change in manufacturing has caused a quality issue and therefore a sudden rise in negative customer sentiment. Our Advanced Analytics solutions are designed to pick up on this trend through use of CRM data and the ability to detect a spike in negative online comments. So instead of being in the dark until after the deal closes (and the warranty calls start coming in) you could be prepared to adjust the near-term forecast and to factor in warranty reserves.

## **IS A NEW COMPETITOR A BLIP ON THE SCREEN OR A SERIOUS THREAT?**

If a new-to-the-game competitor is gaining a big share of online conversations now, it could mean a bite out of a target's sales in the not-so-distant future. Our Advanced Analytics solutions are designed to spot the trending conversations early, and monitor whether they seem to be building up a head of steam or losing momentum. Armed with that kind of information, you can ask important questions that lead toward critical insights.



## **IF CUSTOMER SERVICE IS AS EFFECTIVE AS THE INTERNAL DATA SHOWS, WHY IS SUCH A HIGH PERCENTAGE OF ONLINE COMMENTARY SO NEGATIVE?**

Knowing what to make of internal data is far easier when you have external data to support it. Having the ability to structure and analyze widespread online opinions, comments, and reviews can help indicate where internal data is right on the mark and where you need to look deeper.

# Advanced Analytics are just part of a powerful equation

It takes more than data to help you optimize a deal. It takes people who know the industry along with what insights lend the most value to buyer and seller during a transaction. KPMG's integrated team of specialists brings you all that and more.



## Industry Expertise

**People with deep experience in a range of industries, including:**

Automotive  
Chemicals  
Consumer Goods  
Defense  
Energy & Natural Resources  
Financial Services  
Healthcare & Life Sciences  
Industrial Manufacturing  
Insurance Industry  
Media  
Oil & Gas  
Retail  
Technology  
Telecommunications  
Utilities

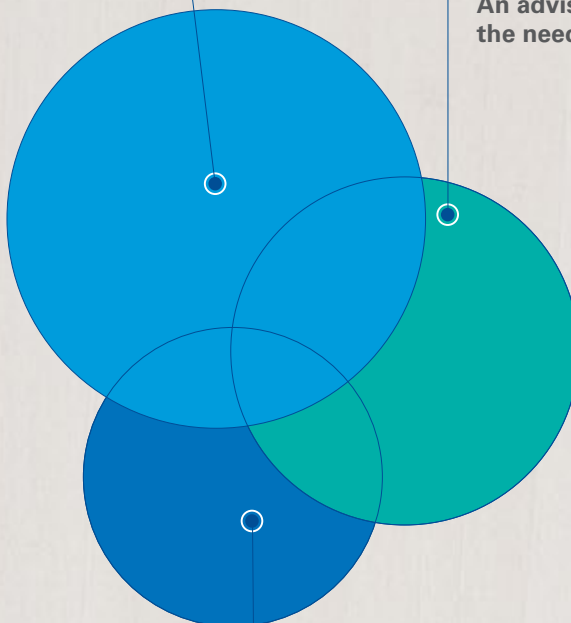
## Experienced People

**An advisor who understands the needs of buyer and seller.**

## Technology Platforms

**A huge investment in sophisticated technology platforms, including:**

Strategic Profitability Insights (SPI)  
Benchmarking Plus  
Advanced Analytics  
KPMG Aggregation and Reporting Tool (KART)



# KPMG'S Advanced Analytics Platforms

Our integrated specialists help you discover risks and opportunities hidden in unstructured data—whether it comes from out on the web or inside company systems.

**For more information, contact:**

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## Deal Advisory

*Real results, achieved by integrated specialists*

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