



Learning and Knowledge – enabling the magnet for talent



About KPMG

KPMG is a global network of professional services firms providing audit, tax and advisory services to a wide variety of public and private sector organisations. We operate in 154 countries and have 200,000 people working in member firms around the world.

Our member firms commit themselves to a common set of KPMG values. Firms must abide by quality standards governing how they operate and how they provide services to clients. Other firms, licensed by member firms to use the KPMG name, must also abide by these standards.

Each KPMG member firm takes responsibility for its management and the quality of its work. Partners and professionals within those firms undertake to act with integrity at all times.

KPMG International Cooperative (“KPMG International”) is a Swiss entity. It is the coordinating entity for a global network of independent firms. Our structure is designed to support consistency of service quality and adherence to agreed values wherever in the world our member firms operate.



Learning and Knowledge at KPMG in the UK

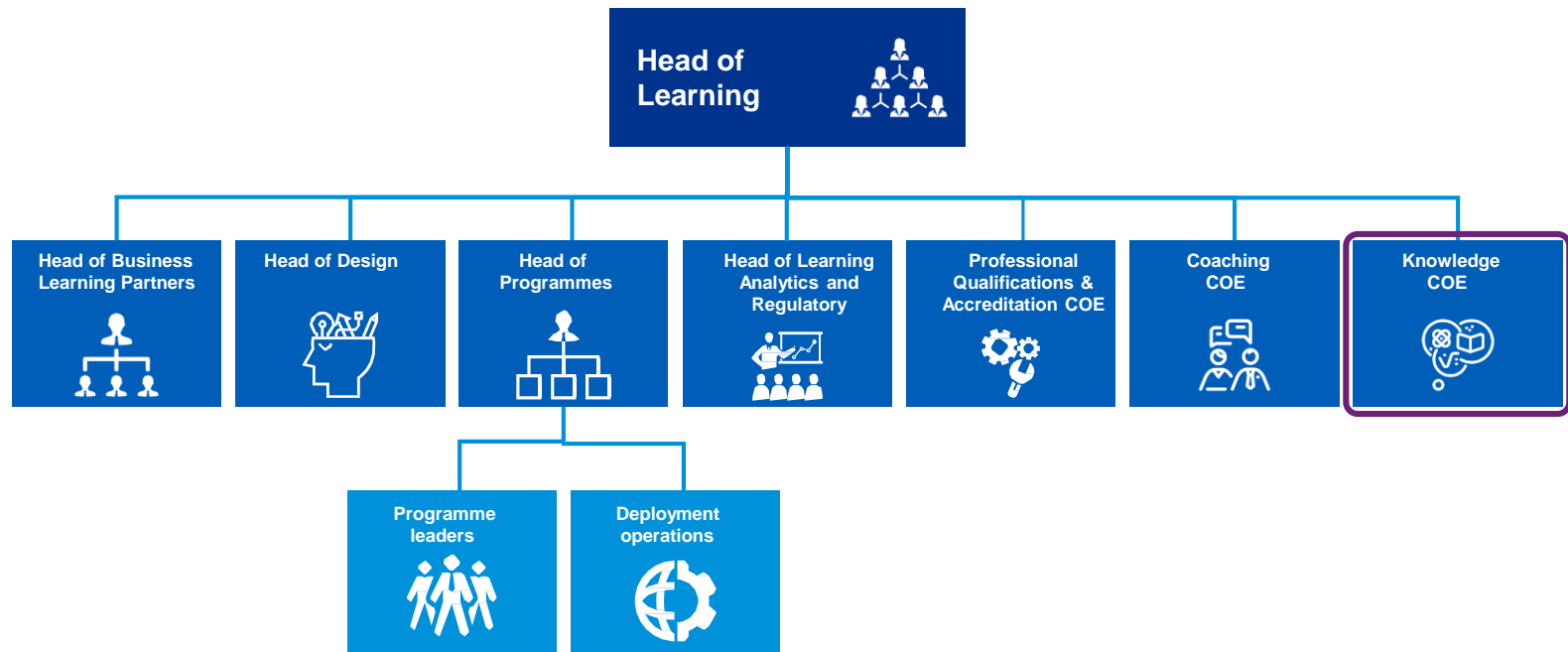
Our purpose: Inspire Confidence, Empower Change

Our vision: To enable a learning culture which empowers our people to reach their full potential and be extraordinary

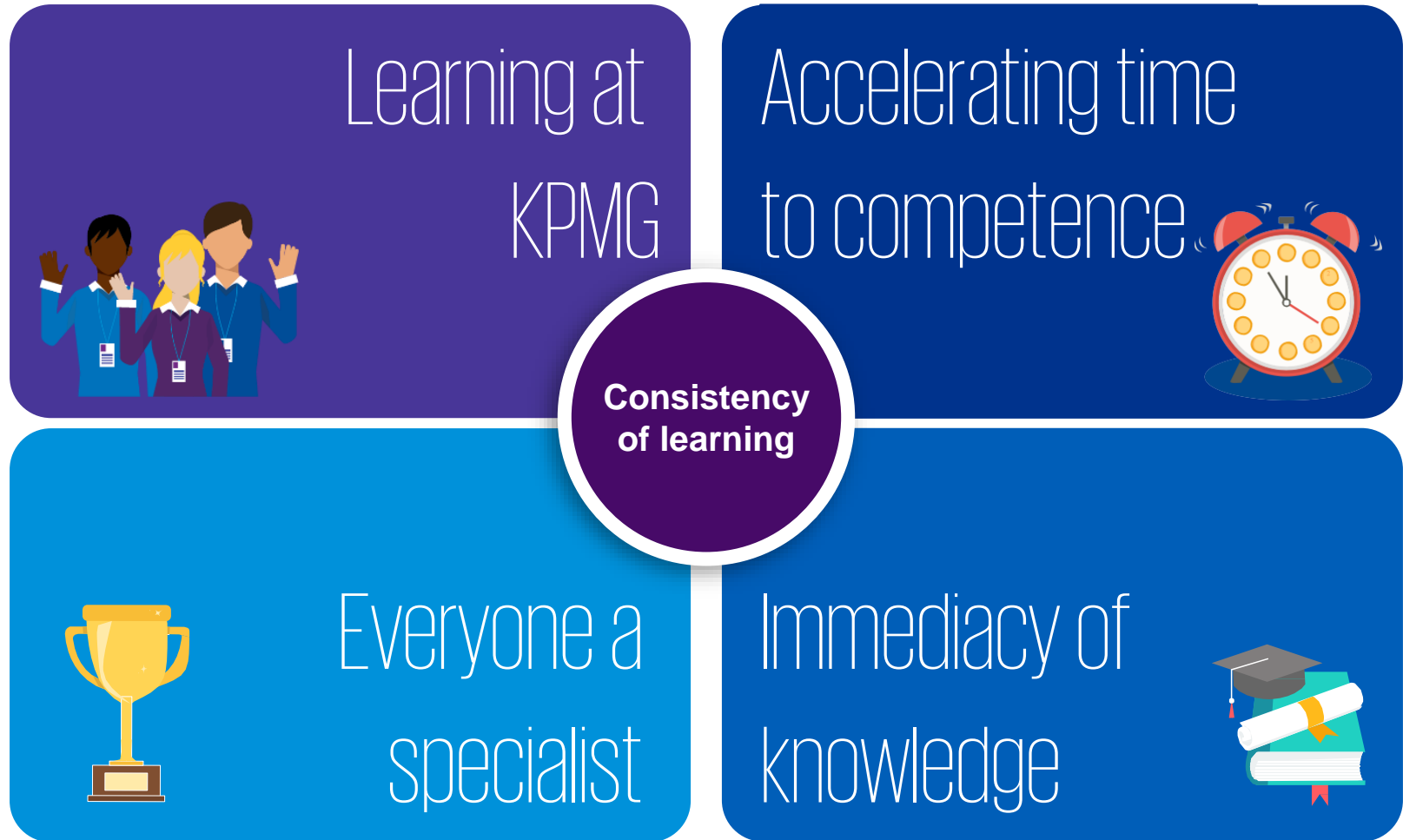
UK Learning helps to deliver our 2022 strategy

UK Learning plays a key role in protecting and enhancing **quality**, managing the retention of knowledge and enabling the profitable, sustainable **growth** of our business

Learning is the continuous process of acquiring knowledge, skills and confidence to improve current and future business performance.



UK Learning: Our strategic areas of focus





Knowledge Centre of Excellence

Knowledge Centre of Excellence (KCoE)

“ To support every colleague have the most informed conversations with their clients through the timely generation, sharing, and learning from high quality, trusted insights and intelligence ”

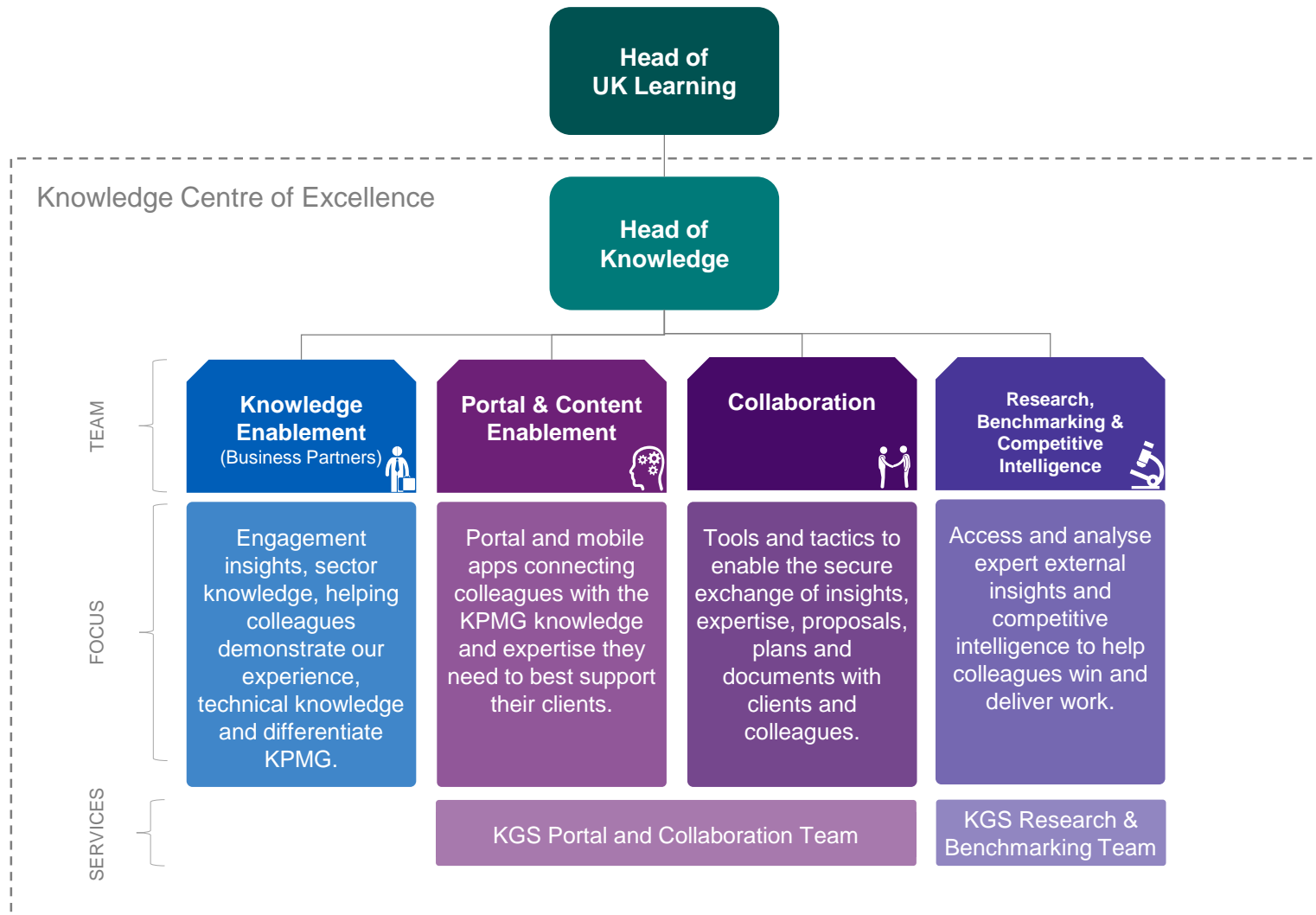
KPMG UK KCoE mission statement

Knowledge Centre of Excellence (KCoE):

Our knowledge tools and resources deliver the insights and intelligence we need to stay up to date with the complex challenges facing our clients and the markets in which we operate.

They enable us find and connect with each other, and to work together in delivering high **quality** support to our clients.

Knowledge CoE - our team structure





Knowledge Enablement

Knowledge Enablement

Our Knowledge Enablement team work closely with stakeholders across our firm to ensure that our Knowledge strategy is directed by business needs and is delivering recognised and tangible value.

- We facilitate the capturing and sharing of internal insights and **engagement information**, ensuring our client facing colleagues have access to comprehensive, up to date materials which illustrate our experience and differentiate KPMG, helping our clients and enabling our growth;
- We help to ensure that actionable insights are easily accessible using our internal knowledge sharing platforms to deliver information and knowledge our colleagues need, wherever they are working;
- Programmes such as **Sector Learning** signpost the resources our professionals need to accelerate their 'time to competence' on the key issues and developments affecting the industry sectors in which we operate, helping them to quickly identify business development opportunities.

Knowledge Enablement

(Business Partners)



Capturing and sharing the internal insights and engagement information that help colleagues to illustrate our experience and differentiate KPMG.



Portal

UK Portal

Our knowledge platform helps colleagues to find and use the knowledge they need to win in the market, or connect with the expertise and experience they need to best support our clients. In order to become the clear choice it is critical that everyone can easily access the knowledge they need to support all our targeting, selling and delivery activities as effectively from the office as when they are out with clients.

- **Design, build & maintenance of the UK Portal**

We create new areas of the Portal for all UK business groups, enabling easy access to the knowledge needed across all aspects of the client lifecycle. We ensure that content is managed and curated so that colleagues have access to information that they can trust.

- **Mobile enablement**

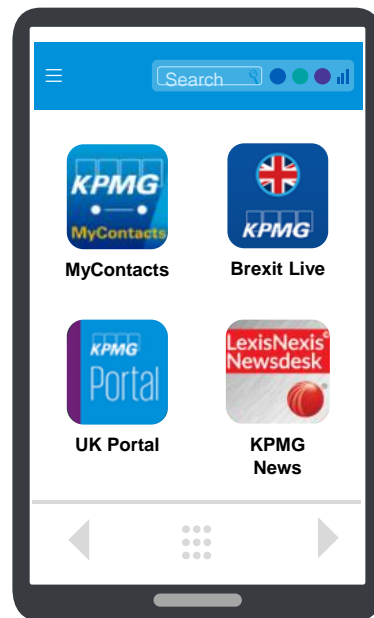
Accessing key information on the move or when working at client sites is critical. We ensure that our knowledge resources are available from on KPMG managed mobile devices.



Mobile enablement of knowledge

KPMG helps enable access to access knowledge, insights and connections on the move through a range of mobile apps.

These mobile knowledge apps allow you to access your KPMG email, calendar, a directory of contacts, online news and curated, real time newsfeeds and other KPMG apps securely, installed on mobile devices.




View available mobile apps

KPMG provides a number of mobile apps to enable you to access knowledge and expertise on the move.

Most of these mobile apps are only available on KPMG-managed iPhones and iPads and require you to have installed MobileIron, which allows you to access your KPMG email, calendar and other KPMG apps securely, installed on your mobile device.

If you require MobileIron to be installed, please call the IT Help Desk on 710 4444.

App	Description	How to get it
 <p>MyContacts</p>	<p>To make it easier to search for and contact KPMG colleagues, MyContacts holds details of everyone based in the UK.</p> <ul style="list-style-type: none"> ▶ Easy to call, text or email anyone at KPMG – click to dial ▶ In addition to contact details, market/segment/sector allocation, secretary/EA details and link to My Site profile ▶ Works everywhere, even when not connected to Wi-Fi or mobile network ▶ Contact details are updated overnight, every night ▶ Ability to create groups for emailing several people at once ▶ Ability to add Favourites for quick recall 	<p>MyContacts is available on KPMG-managed iPhones and iPads.</p> <p>Open Apps@Work, tap My Contacts, then tap Install.</p> <ul style="list-style-type: none"> ▶ User guide ▶ Frequently Asked Questions ▶ Mobile number addition or amendment



Research, Benchmarking and Competitive Intelligence

Research, Benchmarking and Competitive Intelligence

Our Research and Competitive Intelligence team are responsible for providing access to the insights and intelligence required to have the most informed conversations with clients.

Our three areas of responsibility are:

- **Research Tools:** Market-leading desktop and mobile-enabled tools, personalised alerting, and databases, publications and subscriptions to ensure it is easy to stay current with news and developments impacting our clients and the markets in which we operate. **Training and Awareness** is an important part of our programme. Easy to use guidance and top tips to make the most of the information tools and sources provided.



- **Research Services:** Expert research support via the UK Research and Competitive Intelligence team at our captive offshore centre.

- **Competitive Intelligence:** Collation & analysis of publicly available information about our competitors and the competitive environment in which we operate.



Research Services

The UK Research and Benchmarking team provide on demand, tailored research and benchmarking to support targeting, pursuits and client delivery.

We deliver client, target, sector, competitor and issues analysis using market leading business intelligence databases to gather reputable, expert information and identify actionable insights.

UK Research and Competitive Intelligence Team - UK-FM Research

Company Analysis

The research team helped Chris Sheppard prepare for a meeting with Shanks Plc, operating in the waste management solutions sector

Business situation/description

- Chris wanted a detailed company profile to ensure he was up to date with all the relevant developments and opinions regarding Shanks Plc.

Research value add

- The profile incorporated:
 - Company Overview and Service Offerings
 - Financial Analysis
 - M&A Analysis
 - Recent Developments
 - Share Price Analysis
 - Directors & Management
 - Geographical Segments
 - Issues and Challenges
 - Business Strategy
 - Analyst Comments
 - Peer Analysis
- We placed emphasis on identifying any acquisitions/disposals undertaken by the company, as this would be the primary focus of the meeting

The result

- The success of this project resulted in a further request (720 hours) to produce more company profiles in a similar format.

Example

Project Duration: 1.5 weeks
Service Hours: 80 hours

"Thanks – the team here were very impressed, so well done! I expect you're going to be getting more of these requests very soon"


Chris Sheppard,
Associate Director, Deal Advisory

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Survey solutions

Find out more about the UK Research and Benchmarking team's end-to-end survey support.

[Read more](#)



UK Research & Benchmarking services provide expert support, combining the skillset of experienced researchers and benchmarking analysts with authoritative external insights from a range of market leading business information sources.

[Case studies](#)

[Support for managing an account](#)

[FAQs](#)

Research Services



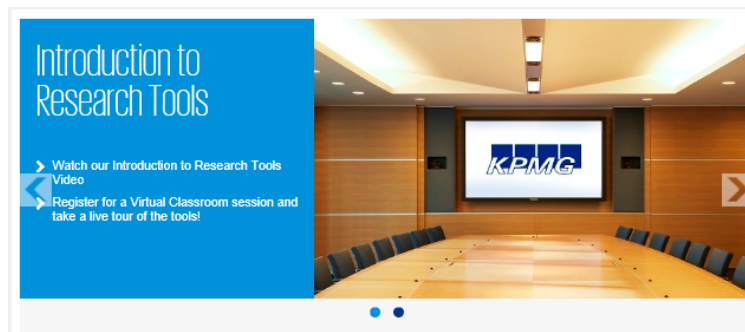
Research tools training and awareness

Easy to use training and guidance, designed to ensure you are able to find the insights you need quickly and effectively, is available on our portal.

We also deploy targeted training programmes to support specific business requirements.

Research Tools Checklist		company profiles and financials	company filings	press and publications	sector, industry, business trends	transaction analysis	economics and macroeconomics	executives
Database	Content type	Additional information						
BoardEx.com								Relationship mapping and executive bios, global coverage.
Debtwire Europe								European leveraged finance, distressed debt & corporate restructuring.
Economist Intelligence Unit (EIU)								Global coverage. Industries include: Automotive, Consumer Goods, Energy, FS, Healthcare, Telecommunications.
Euromonitor								Global country, industry and macroeconomic reports and forecasted data.
Factiva Companies & Executives								Profiles on public and private companies and executives globally.
Fame								UK and Irish public and private company information.
FT.com								Global business news from the FT. Set up email alerts and view via mobile/tablet, or view the FT e-paper.
Onboard (D&B)								Onboard provides access to UK and ROI Companies House documents plus company, compliance, and ownership data.
Mergermarket								Forward-looking global M&A intelligence and deal flow opportunities covering public & private companies globally.
Newsdesk (LexisNexis)								Premium content and alerts from daily newspapers; newswires; trade publications; social media; multimedia and web content.
Thomson One								Screen or set up email alerts for news, analyst reports, deals and public company filings. Primarily covering quoted entities.

Type research into your browser or contact UK-FM Knowledge to learn more



Research tool learning resources

Watch our [Introduction to Research Tools Video](#) [4 mins] to learn the essentials about the Research Tools at KPMG (read text transcript).

Listen to your colleagues explaining how they depend on our research tools. Read the transcript [here](#).

Our Research Tools Checklist helps you understand how and when to use the different research tools.

The online learning modules, recorded tutorials, quick reference cards and other guidance materials accessible via the links below are designed to help you navigate our core [research tools](#).

For on-the-spot guidance on a specific research tool you can also contact the vendor's helpdesk (their contact us/help details are usually located at the top right of the page within the research tool interface).

BoardEx RCM

Debtwire

Economist Intelligence Unit (EIU)

Euromonitor Passport

Factiva Companies & Executives

FAME (Bureau van Dijk)

FT.com

Mergermarket

Newsdesk (LexisNexis)

Onboard (Dun & Bradstreet)

Mobile enablement of news

The KPMG Newsdesk app, built in collaboration with our external news provider, surfaces curated news and current awareness from external news providers, enabling our colleagues to stay up-to-date on current news across a range of media types, anytime, anywhere.

The app provides

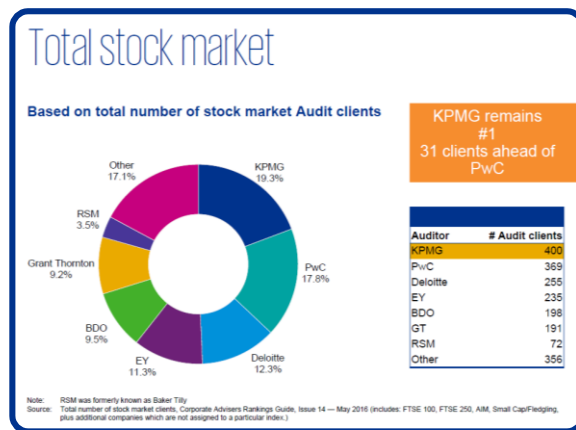
- KPMG in the News, news about competitors, UK and global Business News
- 25 industry feeds aligned to the industry sectors in which KPMG operates;
- Access headlines, extracts and full articles
- Ability to share articles via text, email or social media



Competitive Intelligence

Up to date Competitive Intelligence, ethically curated from the analysis of publicly available information, is critical for business decision-making and to help KPMG pursuit and engagement teams gain and retain competitive advantage. Our growing CI offering currently incorporates:

- **Scheduled Reporting:** covering topics such as FTSE 350 analysis, UK Audit market shares, Big Four annual financials analysis.
- **Competitor Awareness:** Continuous media monitoring of competitor news and developments in the press.
- **Deep Dive analysis (public domain research):** Harvesting and analysing external insight to support tactical and strategic decision-making.
- **Deep Dive analysis (internal intelligence):** Harvesting and analysing internal insight to support strategic decision-making:



About Competitive Intelligence

Competitive Intelligence (CI) is a growing capability within the UK Knowledge team. Our current CI offering incorporates media monitoring for significant news and developments, analysis of KPMG and our competitors UK market share and financials and the ability to request bespoke CI studies.



CI News

- ▶ View all UK CI news by theme
- ▶ View all UK CI News



FTSE 350 Analysis

- ▶ FTSE 350 Quarterly Data and Analysis – June 2016
- ▶ FTSE Quarterly Audit Market Share – UK Indices – June 2016
- ▶ FTSE 350 Analysis – Tax Fees to the Auditor
- ▶ FTSE 350 Analysis – Audit and Non-Audit Fees



UK Competitor Financial Analysis

- ▶ UK Big 4 Financial Analysis



CI support from research services

- ▶ Request research support

Latest headlines

- Hitachi Consulting wins IoT and analytics contract from water services company 04 Oct 16
- BDO and PwC ranked among best accountancy firms to be interviewed by 03 Oct 16
- AlixPartners Manchester appoints leader for turnaround & restructuring practice 03 Oct 16
- BAE Systems launches online cyber risk assessment tool 03 Oct 16
- Jacobs updates UK graduate development programme 03 Oct 16

▶ More

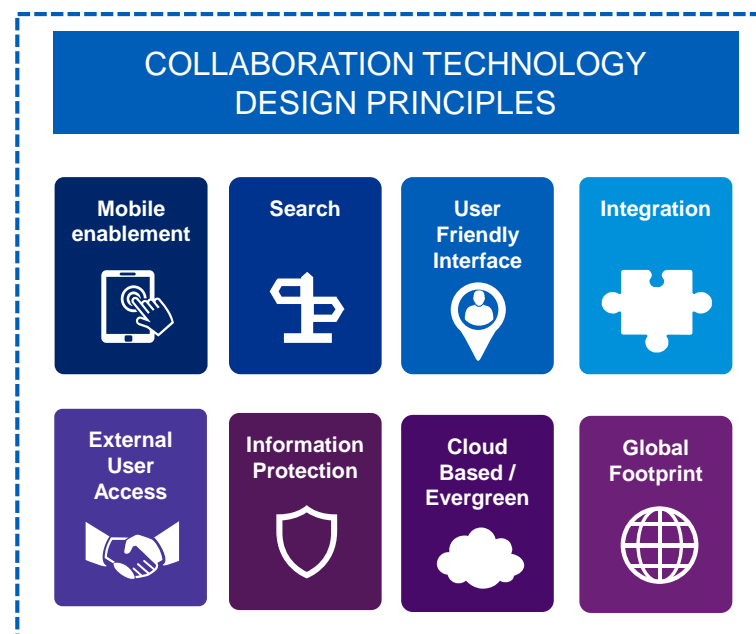


Collaboration

Collaborative working with clients and in teams

It is essential that our colleagues can find and connect with each other to work together to provide the best solutions to our clients. We bring KPMG people and clients together and help you connect to internal experts, enable focused teamwork and make us all more effective at developing opportunities and working with clients. Collaborative working is essential to deliver our vision and purpose, it's embedded into our values, and clearly articulated in our strategy. We help enable a collaborative working culture in three main areas:

- **Secure collaboration for external or internal team working:** KPMG Central is our firm-wide, document-based collaboration platform for use internally and externally with our clients;
- **Real-time social collaboration through private or public conversations:** The Hub is KPMG's internal social network. It is used to collaborate with colleagues around the globe. KPMG Player is our enterprise-wide video content sharing platform, enabling real time connections, learning and knowledge sharing;
- **Access to experts via online profiles, skills, experience & CVs:** firm-wide directory of skills and experience.



KPMG Player

New KPMG Video Platform **KPMG Player**.

- Fully mobile-enabled;
- Like, share, comment on video content;
- Live streaming;
- User-generated content production and sharing.





Thank you



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

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