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addressing topics in keeping with the day's theme, "Innovation. Globally Executed."

May. 28, 2015

More than 50 of the world's top industry analysts joined dozens of global leaders from across KPMG's network of member firms on May 27<sup>th</sup> for its 2015 Global Analyst Day ([#kpmgad](#)) in New York City. The day-long event featured presentations, one-on-one sessions and demonstrations of new solutions and service-delivery methods, with KPMG speakers addressing topics in keeping with the day's theme, "Innovation. Globally Executed."

"By devoting a full day to this dialogue, KPMG had the unique opportunity to showcase our latest capabilities and investments and increase our engagement with this important audience," said Steve Hill, KPMG's Global Head of Innovation and Investments. "As KPMG's global capabilities continue to grow, it has done so in ways that may not be immediately obvious to this very important constituency. We used this day to challenge perceptions and illustrate our proficiency as a truly innovative and globally connected organization."

Analysts from around the world heard directly from KPMG's Global Chairman John Veihmeyer, along with KPMG's U.S. Chairman and [CEO-elect, Lynne Doughtie](#), as well as other key leaders from across the KPMG network. Other key speakers included the Head of Global Advisory, Mark A. Goodburn, and U.S. National Managing Partner for Tax, Laura Newinski, both of whom spoke on KPMG's vision for growth through innovation. Doughtie also introduced new capabilities such as *Source*, KPMG's new global delivery backbone, and *KPMG Spectrum*, a new platform for asset-based client solutions.

Veihmeyer opened the morning session and outlined KPMG's innovative approach to serving clients in an environment of constant and dynamic change. Veihmeyer focused on KPMG's culture of innovation, led by professionals who work to ensure

that the organization stays ahead of its clients and the challenges they face. He also

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investments to bring to market data and analytics solutions for predictive financial sustainability modelling; integrity due diligence; and customer experience management.

Analysts also heard from Doughtie, who becomes KPMG's U.S. Chairman and CEO on July 1<sup>st</sup> 2015. Doughtie discussed KPMG's collaborative approach to serving clients, which enables them to benefit from the broad set of end-to-end capabilities and skills member firms offer, including expertise in helping companies prepare for future volatility and aligning their business and operating models with strategy. Doughtie also discussed KPMG's efforts to optimize collaboration across services and highlighted the importance of tax technology with the U.S. firm's Tax National Managing Partner Laura Newinski.

While discussing *KPMG Spectrum*, Doughtie described how assets, referred to as "Intelligence Engines," complement a traditional services approach by packaging KPMG's most relevant intellectual property with advanced data and analytics to address client issues in ways previously not possible. Doughtie lauded the early success of *KPMG Spectrum*'s "Third Party Intelligence" engine, one of the first Intelligence Engines to be offered to the market. The Third Party Intelligence Engine helps clients see disruption in their third-party networks before it affects their businesses, allowing them to execute remedial or contingency plans quickly. Doughtie's remarks preceded an afternoon demonstration of Third Party Intelligence.

Analysts also heard from Hill, who spoke about KPMG's approach to, and governance of, innovation. Hill stressed KPMG's view of innovation as a business imperative and detailed newly-developed capabilities that help its clients foster innovation within their businesses.

The afternoon's breakout sessions focused on topics that included Business

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