

Guardians of trust

Who is responsible for trusted analytics in the digital age?

A trusted organization has traditionally been anchored by the behaviors and decisions of trusted people. As people give way to machines, a trusted organization (and a trusted platform) also requires trusted data and analytics.

KPMG International's *Guardians of trust* report looks closely at the intimate relationship between trust and digital transformation within an organization — who is responsible for ensuring trusted analytics and what good governance can look like in a digital world.

The Study

Over 2,190 executives were surveyed across 9 countries representing 6 industries



Australia



Brazil



China



France



Germany



India



South Africa



UK



US

Industries:

- Banking/Financial Services
- Insurance
- Telecom
- Retail
- HC/LS
- Govt.

Trust in analytics is lacking*

Only **35%** of respondents say they have a high level of trust in their own organization's use of different types of analytics



and **25%** admit that they either have limited trust or active distrust.

Trust in an age of digital transformation*

Trust is becoming a defining factor of an organization's success or failure. Underpinning a company's license to operate effectively, trust reduces uncertainty and builds resilience as well as:



influences reputation



inspires employees



drives customer satisfaction and loyalty



enables global markets to function