

KPMG ACQUIRES DIGITAL MOBILITY COMPANY CYNERGY SYSTEMS

Transaction Enhances KPMG's Business Transformation Capabilities to Help Clients. Advance Customer Engagement and Enterprise Mobility

NEW YORK and BALTIMORE, March 4 – KPMG LLP, the U.S. audit, tax and advisory firm, has completed the acquisition of Cynergy Systems, Inc., to help businesses capitalize on the transformative opportunities provided by digital and mobile



"Digital and mobile technologies are transforming the way we live and work. We see this in every sector of the economy, and it will only grow in importance in the years ahead," said John B. Veihmeyer, Chairman and Chief Executive Officer of KPMG LLP. "By adding Cynergy's leading-edge mobile and digital capabilities to KPMG's depth in helping clients solve their biggest operational and technology challenges, we are fully prepared to help clients re-imagine how they deliver services to customers, employees and other stakeholders."

"This acquisition advances our capabilities to help businesses integrate digital and mobile technologies across their enterprises. We see tremendous opportunities to help our clients unlock new business models, increase revenue and make their enterprises more efficient," Veihmeyer said. "We're also excited to enhance KPMG's broad approach to business integration services, which already includes strategy, process and technology enablement, data and analytics, change management, security, risk and controls and tax services."

Financial terms of the agreement will not be disclosed.

About Cynergy

Cynergy, headquartered in Baltimore with offices in Seattle, San Diego, Grand Rapids, Mich., Phoenix, Houston, Detroit, Rochester, N.Y., and Washington, is a mobility services business and a leading digital experience company specializing in strategy, design and development across

mobile, web and desktop. With a strong track record of successful experiences in customer-facing and enterprise digital and mobile enablement, the company's capabilities span a variety of leading digital and mobile technologies, enabling transformation for businesses across a variety of industries.

Enabling Transformation

"Digital and mobile enablement are no longer just disruptive, but rather, critical components to integrated business transformation," said Carson Hager, Cynergy's president and founder. "Cynergy focuses more on the business problem than the device, helping clients effectively implement digital and mobile strategies to solve both their current and future challenges. As consumer, employee and executive expectations continue to rise for companies to make their enterprises more efficient and their digital experiences more engaging, the alignment between KPMG and Cynergy will create one firm, uniquely positioned to drive transformation across enterprises - from strategy through execution."

Technology is a primary enabler of operating model transformation, as companies increase their reliance on data and analytics, cloud and mobility to enhance efficiencies in back-office functions and improve margins in product service and delivery in the front office. [KPMG's research](#) has identified strategic deployment of mobility applications for customer-facing operations and the mobile enablement of workforces among the highest priorities for business leaders seeking to gain the greatest value from their IT investments.

“The pace of change in business today has placed greater urgency on companies to adopt new technologies to drive growth and efficiency. This acquisition enhances our ability to use digital and mobile technologies to transform our clients’ business processes and customer engagement,” said Lynne Doughtie, vice chair for Advisory at KPMG. “As part of KPMG, Cynergy’s people and processes can help clients leverage digital and mobile technologies to transform existing customer engagement and employee mobile enablement into seamless experiences for end users across multiple platforms and devices.”

This transaction further solidifies KPMG’s market leadership in helping clients leverage technology to drive value for their businesses. In December, KPMG announced the expansion of its sophisticated data and analytics capabilities to help clients drive growth through customer acquisition and loyalty, and big data monetization with the [acquisition of analytics solutions company Link Analytics](#). Earlier in 2013, KPMG announced the [addition of professionals from The Hackett Group’s Oracle Enterprise Resource Planning practice](#) to focus on global strategic advisory and business transformation consulting.

KPMG was recognized as a [leader in Business Consulting Services](#) (doc #239484, February 2013) in the International Data Corporation (IDC) MarketScape: Worldwide Business Consulting Services 2013 Vendor Analysis. KPMG was also cited as a [leader in Information Security Consulting Services](#) in The Forrester Wave™: Information Security Consulting Services, Q1 2013 Report and a [leader in IT Organization Redesign](#) in The Forrester Wave™: IT Organization Redesign Consultancies, Q4 2012 report.

About KPMG LLP

KPMG LLP, the audit, tax and advisory firm (www.kpmg.com/us), is the U.S. member firm of KPMG International Cooperative (“KPMG International”). KPMG International’s member firms have 155,000 professionals, including more than 8,600 partners, in 155 countries.

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