

GEORGE WASHINGTON UNIVERSITY TAPS INTO KPMG CONSULTING FOR “INTELLECTUAL CAPITAL”

With a mission statement that includes having “a student-focused community...built upon a foundation of integrity, creativity, and openness to the exploration of new ideas,” the George Washington University (GW) strives for continuous process improvement. One of the methods the University has chosen in an effort to improve its operations has been to partner with KPMG Consulting.

KPMG Consulting has been supporting GW for more than 15 years in several areas including cost recovery, research administration, and information technology (IT) implementation. According to Louis Katz, the University’s vice president and treasurer, “Our relationship with KPMG Consulting has evolved over time; it is much more strategic now than it was in the beginning when we were working with them on a project basis.”

Chief Information Officer David Swartz concurs, pointing out that “KPMG Consulting’s involvement with the University is quite far-reaching, going beyond IT initiatives to actually providing us with intellectual capital. Their experience with other higher education institutions means we benefit from their knowledge of what works best in this industry. Our affiliation with them is evolving into much more of a true partnership rather than a project-centric relationship.”

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DAVID SWARTZ,
CIO
THE GEORGE WASHINGTON UNIVERSITY

A DEFINITIVE ROI

As CIO, Swartz says his experience with KPMG Consulting has been focused on a particular project—implementation of the Oracle Enterprise Resource Planning (ERP) system—but even that has been demonstrative of the strategic, team-like nature of their association.

“KPMG Consulting has been represented on virtually every aspect of the ERP implementation project, including the executive committee. Beyond staffing critical teams and finding talent for us, they have brought us the experience necessary to succeed on a project of this size and continue to provide us with advice. Even after going live with the Oracle system, we have had the benefit of KPMG Consulting’s industry knowledge.”

“The return on investment is definitely evident,” continues Swartz. “KPMG Consulting even does negotiations with vendors. They know what’s a fair price, and that saves a ton of money.”

A STRATEGIC APPROACH TO REBUILDING GW

Swartz says that KPMG Consulting’s “depth of experience—not just in higher education but in business as well—is helping us transform our business.”

“For example,” explains Swartz, “we are currently shifting our focus to students so we can become a more user-friendly university. We are looking at transforming how we deliver service to students and are considering call center technology to build transparency into student services. Technology is important, but KPMG Consulting’s knowledge of how to use it is even more important.”

“One reason we’ve ramped up our relationship,” Swartz remarks, “is because we decided we want to tap into their strategic thinking across the board, not just on specific projects. We want to rebuild our University to make it more efficient, friendly, and productive. Doing so involves not just technology, but processes. Knowing the best practices and where technology plays a role, and tying it all together, is critical—that’s what they do. We want to be on the leading edge, and KPMG Consulting is our strategic partner to get us there.”

“We are now far ahead of many universities, doing things quicker and faster with their advice and expertise. These are the things that make this partnership pay for itself.”

AN ONGOING COMMITMENT

KPMG Consulting’s evolution from a contractor to a strategic partner has been a natural development, stemming from the company’s commitment to “understanding our needs as a University and understanding the higher education industry,” says Katz.

“The way they have assisted us in this multi-year effort to transform our University shows their overall commitment not just to the same strategy, but to our institution and to the industry. KPMG Consulting is a company made up of excellent people who are committed to the higher education industry, who understand products and best practices, and who want to work with you as a team to solve your business problems.”

THE BENEFITS OF WORKING WITH US ARE CLEAR
KPMG Consulting is one of the world’s most respected business advisors and systems integrators. We build enduring relationships with our clients by helping them create new business models and innovative solutions, enabling organizations to leverage technology for stronger return on investment and enhanced service to their customers, vendors, and employees.

From business system strategy to implementation, we combine our industry knowledge with technology experience to deliver results-focused solutions quickly. By partnering with technology leaders, we provide clients ranging from small and medium organizations to Global 2000 companies with best-in-class solutions across every industry segment.

THE NEXT STEPS ARE EQUALLY CLEAR

If you would like to learn more about how we can help your organization, please contact us at 1-866-FOR-KCIN or visit our Web site at www.kpmgconsulting.com.



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