

# Best practice spotlight

KPMG

## Global Tech Report 2024 – *Beyond the hype: Balancing speed, security, and value*



In the words of KPMG, “as tech innovation opens endless potential, tech leaders are afraid of falling behind. This can lead to the temptation to make hurried decisions, which may prove misguided, risky, and expensive.” In its [2024 Global Tech report](#), the firm describes the need for tech leaders to balance keeping up with applying a strategic approach to achieving genuine value from tech. To hammer home this message, KPMG states that it is essential to make evidence-based decisions, to deliver solutions that are resilient, and to scale new tools such as AI safely and responsibly. The research in this report was designed to understand how tech executives are achieving the right mix.

This is an excellent example of high-quality thought leadership campaigning. From a Source standpoint, not only did the 2023 KPMG Tech report achieve the top score in our Quality Ratings review of 2023 TL (11.98), this 2024 report has been further strengthened by crystallising the authorship, grounding the evidence in real-world examples, and delivering truly actionable insight—so much so that the score awarded this time was 12.43.

Following our review, we were lucky enough to speak to the team at KPMG to lift the lid on the story behind the 2024 report, the evolution of the research over the last 15 years, and what is coming for the next edition.

	Scores 2023	Scores 2024
Differentiation	3.00	2.33
Appeal	3.40	3.60
Resilience	3.25	3.50
Prompting action	2.33	3.00
<b>Total score</b>	<b>11.98</b>	<b>12.43</b>



# The inside story

## A long history of strategic refinement and success

Since its inception 15 years ago, the KPMG Global Tech report has evolved not just in terms of its content, but in its strategic purpose. It changed most significantly in 2022, when the report was redesigned to take the pulse of digital transformation and define what digital leadership looked like in a post-pandemic world, building the firm's credibility in the enterprise tech space as a result. The target audience grew from merely the CIO to the full C-suite, as COVID, AI, ESG, and cyber threats drove more cross-functional dependencies.

The 2023 report looked at how organisations needed to recalibrate priorities amid budget pressure and ESG demands. The 2024 edition took this to the next level by providing actionable frameworks to scale technology safely, strategically, and cross-functionally that would position KPMG as a hands-on transformation adviser, not just a strategist.

Looking forward to 2025 and 2026, the firm has plans to use its research to help executives lead through disruption in an AI-accelerating world—an exciting time for the team behind the scenes!

## Bringing together firm-wide expertise to have firm-wide impact

The collaboration ecosystem has expanded over time, bringing together an ever-broader group of KPMG technology, sector, and resilience stakeholders earlier in the process to ensure the research meets the needs and challenges of diverse audiences. In addition, close collaboration with the industry and sector marketing leads has been essential, so they can be fully invested in the overarching report messaging and are able to pull out what really matters for individual clients.

By expanding this pool of internal collaborators, the data and insights from the report are highly valued by sales teams across the KPMG network, who use them as a key tool in sales enablement to initiate conversations with clients and demonstrate the wealth of expertise KPMG has at its fingertips. This insights-driven approach has become a catalyst for broader client engagement, going beyond passive reading to actively support business development. As a result, the report is anticipated each year and continues to play a critical role in client-facing discussions.

## AI seen as a time-saver in research and marketing

GenAI is used internally to test research hypotheses by assessing how well certain ideas or questions might resonate in the market. Internal KPMG chatbots help validate these ideas by comparing them to competitor material, which ensures perspectives are differentiated. The team describes that this acts as a "gut check" to ensure the content is relevant and impactful for clients and society.

Secondly, since the release of the 2024 report, AI has significantly improved the KPMG video creation process by automating elements like transitions, stock footage selection, and storyline development. This allows teams to focus on approving or tweaking content rather than building it from scratch. As a result, videos can be created more efficiently and later in the process, ultimately ensuring that they stay relevant throughout the ongoing report editing process.



“Great reports are shaped at the start. The real work begins with aligning stakeholders, clarifying objectives, and investing in discovery and strategy sessions that surface key themes and shape early hypotheses. By taking the time to challenge assumptions and refine the focus upfront, you ensure the research isn't just a data collection exercise—it becomes a strategic tool with clear direction. When the front-end work is done right, the data has purpose, the narrative writes itself, and the report transitions from a project into a story that speaks to your audience's most pressing needs time and time again.”

**Danielle Moriana**, Global Technology & Transformation Marketing Lead



# The Source view on the 2024 report

## Strong message ownership and audience engagement in a crowded space

The landing page delivers a bold, concise introduction that establishes KPMG's perspective on the tech landscape, emphasising its unique value amid a crowded field of thought leadership. By directly targeting tech leaders and tapping into their fear of falling behind, both the landing page and the foreword address and engage the desired audience group, although the term "tech leaders" could be more specific. Overall, the opening messaging cements the relevance of the insights offered to its intended readers and helps differentiate KPMG's report from others.

## Visually engaging and enhanced with voices from the market

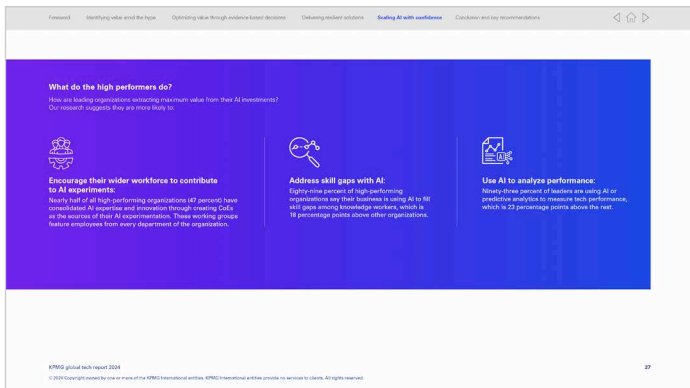
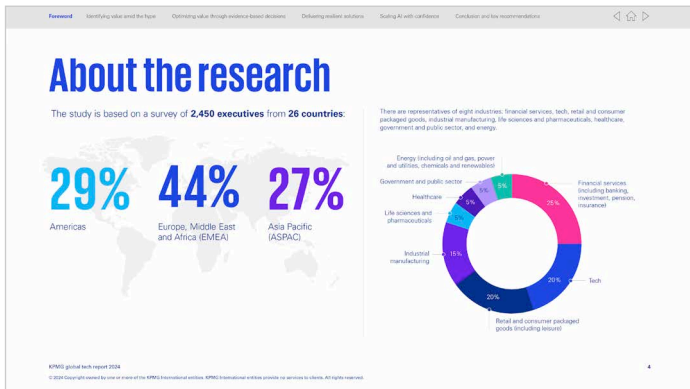
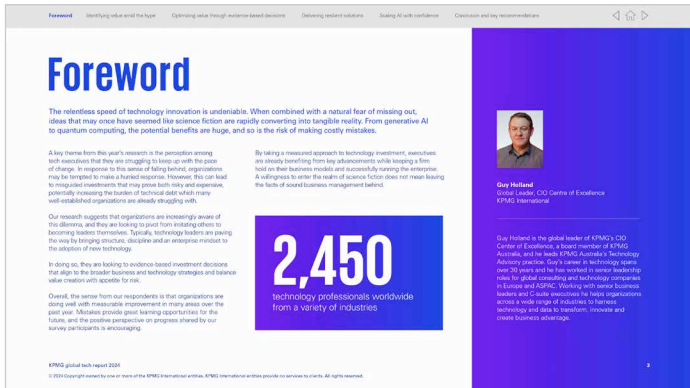
This is a visually strong and well-branded report from KPMG, featuring clean design, effective use of typography, imagery, data visualisations, and a well-structured navigational tool that helps aid the reader's experience. The landing page sets the tone with key themes and actionable tips. The content is well written, supported by market voices, insightful quotes, and relevant case studies.

## Credible research and insights delivered with a comprehensive methodology

The methodology is well-designed, clearly outlining both survey respondents and qualitative interviewees, with engaging graphics enhancing clarity. The report draws insights from nearly 2,500 global tech professionals and five high-profile executives. Year-on-year comparisons, especially regarding top performers' behaviours, set it apart from other pieces of research. The foreword effectively positions KPMG's global tech leader as an expert in the field through a detailed biography. While no complex analysis techniques are used, the straightforward approach allows for clear comparisons and valuable insights across various tech sectors and performance levels.

## Insights from high performers demonstrate the strategies for tech investment success

Each section of the report includes a summary entitled, "What do high performers do?" While not immediately actionable, this "high performers" lens is an effective way to link the research to real-world experiences and is likely to inspire those considering their own tech investment. Helpfully, the conclusion outlines KPMG's seven key strategies for deriving value from tech investment. Strong summaries and links to KPMG's related solutions and services, as well as further reading, enhance the report's value and provide a clear path for onward action from the reader.





# Our custom thought leadership work

Alongside off-the-shelf reports on the professional services industry, we also provide custom advice and research-led consulting services to the world's biggest and most successful professional services firms, **helping them identify the best areas for investment and plan their strategic responses.**

We can help by:

- Speaking to and surveying senior buyers of professional services to understand what they want to know more about, and what they expect from thought leadership and other forms of content;
- Bringing our extensive knowledge of the industry to bear on your thought leadership challenges;
- Conducting reviews of a sample of your content against our tried-and-tested methodology, and providing overarching feedback with suggestions for improvement;
- Reviewing thought leadership campaigns and providing actionable recommendations on how to improve the campaign;
- Helping you to find the white space in a crowded competitive landscape by assessing what your competitors are doing in a certain space.

Our goal is to ensure that you get the maximum possible return from your investment in thought leadership and content marketing. In everything we do, we ask “How could this be even more helpful to your target audience in building awareness, understanding, and trust?”

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