



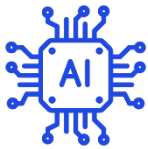
# Empowering your enterprise with generative AI

Are you ready?

April 2023



## Your teams are already competing against AI-empowered workers today



**Companies experimenting with the popular generative artificial intelligence platform ChatGPT**

**37%**

**CANADA**

Compared to

**65%**

**UNITED STATES**

### The rise of Generative AI

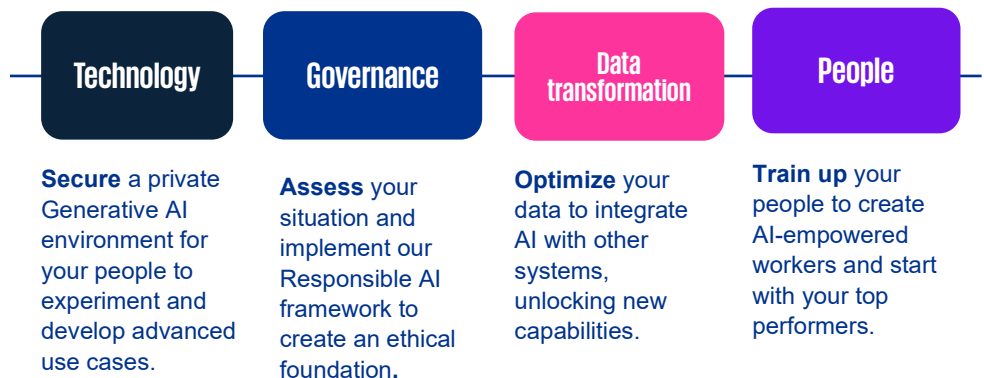
AI can automate—but it can also augment. While many are focused on the chance to produce their existing output with less effort, AI-empowered workers are maintaining or even increasing their efforts to capture unprecedented gains in output volume and quality.

Canadian organizations have an opportunity to gain value through AI tools by collecting and harnessing the output generated by their organization’s top performers to improve business processes and unlock advanced use cases.

Your organization needs a secure, responsible environment for your people to leverage the productive benefits of Generative AI. Our Responsible AI framework ensures that the ethical, legal and societal implications of AI are considered and managed throughout its integration into your business processes and workforce dynamics.

### What does AI-readiness look like for your organization?

In the face of the digital revolution, embracing your AI transformation with a well-defined readiness plan is the first step towards harnessing your organizations immense potential, creating AI-empowered workers, and ultimately becoming an AI-empowered enterprise. You can assess your AI-readiness against the following key areas:



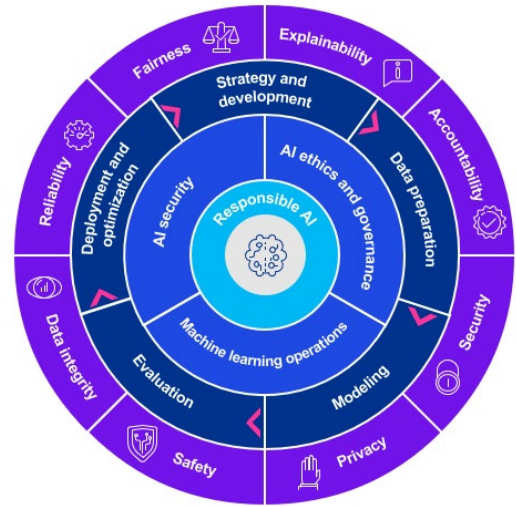
## AI is driving a rapidly evolving risk landscape:

'Responsible AI' can help you protect your organization, your employees, and your customers from the following risks:

- **Intellectual property.** Organizations need to protect their IP and avoid using outputs that contain licensed or restricted content, which could lead to huge financial risk.
- **Employee misuse.** AI can present a powerful temptation for misuse by employees. Significant brand damage could result from unprofessional or unethical conduct.
- **Inaccurate and unexpected results.** Inaccuracies can impact decision-making, results, and other outcomes, creating liability for the business.

## How we can help

Our professionals are committed to offering your organization tailored support throughout your AI journey, scaling your AI adoption and moving from risks to opportunities.



### AI Readiness Assessment

Ensure your organization is ready from a technology, data, governance, and people perspective leveraging KPMG's Responsible AI frameworks.

### AI-Empowered Workers

Unlock productivity and competitive advantage by empowering your people with a secure and private AI instance, tools, and training.

### AI-Empowered Enterprise

Achieve value across your organization by scaling adoption and integration of AI across your back, middle and front office.

## Contact us

Our KPMG professionals leverage our professional experience, tested approach, and leading technology solutions to develop a generative AI strategy tailored to the needs of your organization.

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