The new model for AI governance

Accelerating AI innovation with Trusted AI governance

As organizations increasingly turn to artificial intelligence (AI) to drive critical business decisions, three concerns become paramount: fostering compliance, securing data, and enhancing ethical AI practices—all while empowering innovation and building unshakeable trust.

KPMG LLP and IBM have joined forces to address these concerns. The KPMG Trusted AI framework, powered by the IBM watsonx portfolio, enables clients to monitor and govern their AI solutions effectively, reducing risk and making AI management more efficient.

IBM watsonx® is a portfolio of AI products designed to spur productivity and accelerate the impact of generative AI in core workflows. Watsonx.governance, part of this portfolio, is an end-to-end toolkit for AI governance that helps organizations manage, direct, and monitor their AI activities.

Together, the IBM watsonx portfolio and governance toolkit address the key challenges and benefits CEOs identify when implementing generative AI (GenAI) solutions.

Key challenges with AI adoption

Implementation complexity—Resource-intensive setup and continuous monitoring requirements

Ethical and bias concerns—Maintaining fairness, transparency, and accountability in AI

Lack of clear regulations—Navigating outdated or unclear regulatory frameworks

Resistance to change—Overcoming internal resistance and aiding in cultural shift.

Key benefits of effective AI governance

Increased operational efficiency—Automating processes to boost efficiency and reduce manual efforts

Enhanced regulatory compliance—Seamlessly adhering to regulations with structured governance

Improved risk management—Proactively identifying and mitigating AI-related risks

Enhanced innovation through safe practices—Encouraging innovation within ethical and safe boundaries.
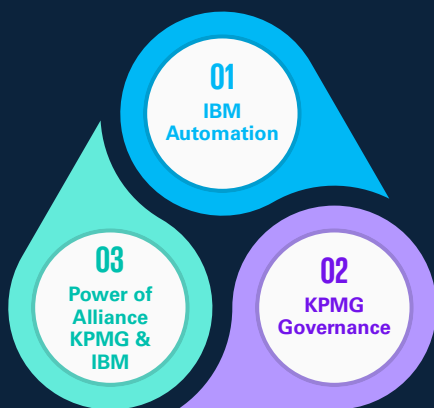
The power of the alliance partnership

The collaboration between KPMG and IBM combines deep industry experience with advanced technology solutions, delivering a transformative approach to AI governance. Together, KPMG Trusted AI framework and IBM watsonx.governance can deliver:

Effective AI program and model lifecycle governance—Implementing robust frameworks to manage the end-to-end lifecycle with automation

Compliance and accountability—Establishing clear processes to adhere to regulatory and internal requirements

Scalability and innovation—Future-proofing the enterprise governance program to manage increasing data and user demands.

01 IBM Automation

03 Power of Alliance KPMG & IBM

02 KPMG Governance

01 watsonx.governance toolkit
- Centralized AI lifecycle governance
- Proactive AI risk and security management
- Automated trustworthy and dynamic compliance

02 Trusted AI framework
- Strategic AI development and deployment
- Customized robust compliance
- Detailed responsible AI program

03 The power of alliance
- Effective AI program and model lifecycle governance
- Automated compliance and accountability
- Scalability and innovation

Why KPMG is the leader in Trusted AI

01 Industry recognition:
- Cited as a Worldwide Leader by IDC MarketScape for four consecutive years
- Leader in AI Consulting by Forrester Wave for four consecutive years
- Leader in Data & Analytics Services for six consecutive years in the Gartner Magic Quadrant.

02 Extensive client experience:
- Delivered over 1,700 AI projects globally.
- Realized more than $25 billion in client value
- Conducted 900+ GenAI client discussions in the past six months
- Provided GenAI value assessments for 4,500 companies.

03 Innovative tools and methodologies:
- Advanced proprietary tools for data model, risk and controls, and automated compliance processes
- Comprehensive AI solutions from strategy to implementation.

04 Client-centric approach:
- Tailored frameworks to meet the unique needs of clients, ensuring scalable and adaptable solutions.

Achieving success with KPMG and IBM watsonx

KPMG and IBM marry governance and innovation with the KPMG Trusted AI framework, powered by IBM watsonx helping to maintain and build user trust, streamline compliance, and establish organizations as market leaders.

Connect with one of our team members to learn more.

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