



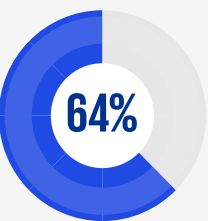
KPMG Kazakhstan AI Transformation Portfolio



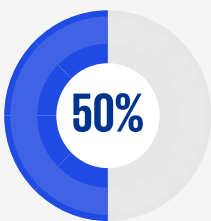
Strategic AI Services Addressing Kazakhstan's Business Priorities

Market Situation & Survey Insights

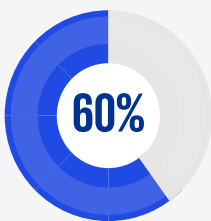
Kazakhstan's business community increasingly recognizes the transformative potential of AI — from improving operational efficiency to unlocking new growth opportunities. However, our 2025 AI Readiness Survey reveals that most organizations remain in the early stages of AI maturity, facing significant strategic and structural barriers:



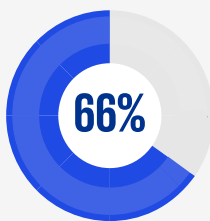
of organizations are **unsure where to start** or which use cases to prioritize



report that their **data infrastructure is not ready** to support AI initiatives



have not yet initiated any AI-related training for their staff



allocate less than 5% of their IT budget to AI, despite a strong correlation between higher investment and greater business impact

Our Strategic AI Services

To help organizations move from interest to action, KPMG has developed a set of strategic AI services designed to clarify vision, align leadership, and establish the foundations for sustainable AI transformation. Whether you are just beginning to explore AI or seeking to scale existing initiatives, our services are tailored to support every stage of your journey. These include AI Startegy, AI Jumpstart, AI Workforce, Trusted AI, AI Technology, each focused on delivering business value through structured, forward-looking planning.

Explore our services in the following pages and get in touch to discuss which approach best aligns with your business priorities and transformation goals.

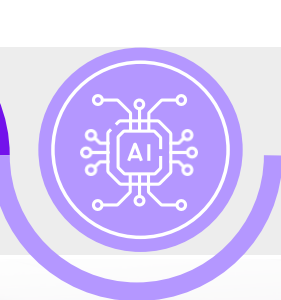
KPMG AI Strategy



KPMG AI Workforce



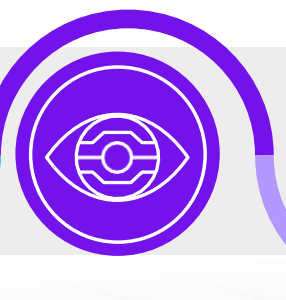
KPMG AI Technology



KPMG AI Jumpstart



KPMG Trusted AI



KPMG AI Strategy

Define a clear, actionable AI vision aligned with business priorities and built for long-term success

KPMG's AI Strategy Service provides a comprehensive framework to guide organizations through the complexities of AI implementation. Our strategic approach aligns with business objectives to ensure AI delivers tangible business improvements and sustainable growth.

Key Features of our AI strategy:

- 01 Current State Assessment:** Evaluating your current AI capabilities and readiness.
- 02 Executive Strategy Workshop:** A focused session with leadership to co-define your AI vision, align business priorities, and ensure consensus on success metrics.
- 03 Use Case Identification and Prioritization:** Pinpointing high-impact AI applications tailored to your business needs.
- 04 Strategic AI Roadmap Development:** Crafting a detailed pathway for AI integration and scalability.
- 05 Business Case and Investment Guidance:** Providing insights on potential returns and strategic investment areas for AI deployment.

Questions the AI Strategy will help you answer:

- 1** How to Measure the Success of AI Initiatives?
- 2** What is the Best Entry Point for AI in Our Organization?
- 3** How to Scale AI Solutions Across the Organization?
- 4** How to Ensure AI Compliance with Industry Regulations?

KPMG's AI Strategy Dimensions

The six key dimensions are embedded into our AI strategy solution, ensuring an all-encompassing approach for implementing use cases and strategic roadmaps resulting in rapid time to value and long-term success.



Expected benefits of AI Strategy for your business

Clear Strategic Roadmap: Concise and actionable AI implementation plan, guiding your journey from conception through execution.

Operational Efficiency: Streamline processes through automation, reducing time and cost while increasing productivity.

Scalability: Adapt AI solutions that grow with your business, ensuring long-term sustainability and success.

Innovation Acceleration: Fast-track innovation by implementing cutting-edge AI technologies that keep you ahead of the competition.

Cost Savings: Optimize resource allocation and reduce overhead costs through AI-enhanced operations.

Optimal Use Case Prioritization: Begin your AI initiative with the most impactful use cases, ensuring efficient allocation of resources and quicker realization of benefits.

KPMG AI Jumpstart

Help accelerate your AI / Generative AI journey
to reduce risk and increase value

Launch your gen AI journey to help accelerate speed, value and improved security

Many organizations seek a trusted advisor to effectively launch their AI initiatives. Overcoming the challenges of adopting AI at scale requires a strategic approach and solid governance. KPMG provides essential insights and guidance to refine your strategy, make informed AI adoption decisions, and set roadmap priorities to enhance business impact.

AI Jumpstart is designed to be a conduit between strategy and execution

Questions you should consider

It helps addressing barriers to early AI/gen AI adoption by creating:

- 01 Clear journey map
- 02 Accelerated AI use case selection
- 03 Jumpstart Workshop for Executives
- 04 Productized AI Minimum viable product
- 05 AI building block boost
 - Lightweight Trusted and governance model
 - Lightweight AI operating model
 - Lightweight architecture

- 1 What are the first few steps to starting my AI journey?
- 2 How do I identify initial use cases for AI/gen AI?
- 3 How do I resolve initial legal, cybersecurity or regulatory hurdles to getting started with AI/gen AI?
- 4 How can I demonstrate immediate value and AI/gen AI capabilities?
- 5 What governance do I need when adopting AI/gen AI services?

Possible generative AI productivity use cases

	Sales	Marketing	Customer service
Front office	<ul style="list-style-type: none">• Increase conversion rates through personalized engagement experiences• Lead identification and qualification	<ul style="list-style-type: none">• Increase prospect volume through personalized content• Improve retention rates by driving customer value	<ul style="list-style-type: none">• Nurture customers with care by anticipating needs• Accelerate activation and onboarding
Middle office	Operations	IT/security	Employee productivity
	<ul style="list-style-type: none">• Adaptive forecasting for inventory reduction• AI-enhanced supply chain visibility to reduce risk	<ul style="list-style-type: none">• Faster feature development through code generation• Reduce security incidents and risks	<ul style="list-style-type: none">• Enable search and question answering on private company knowledge/data• Create business presentations
Back office	Procurement	Finance	HR
	<ul style="list-style-type: none">• Transform category management• Dynamic contract lifecycle management	<ul style="list-style-type: none">• Benchmarking and peer analysis (Investor Relations)• Financial regulation compliance	<ul style="list-style-type: none">• Personalize onboarding• Human-centered employee support

Potential benefits of AI Jumpstart for your company

1. **Secure AI Innovation:** Enable safe testing and innovation with AI technology, identifying functional uses.
2. **Scalability and Capability Enhancement:** Improve AI capabilities to expand them across business functions efficiently.
3. **Evidence-Based Implementation:** Demonstrate value through a replicable proof-of-concept that highlights practical AI applications.
4. **Tech Stack Modernization:** Adapt and upgrade technology infrastructure to meet emerging AI demands.
5. **Robust Governance and Adoption:** Establish initial governance for smooth startup and foster widespread AI tool adoption for enhanced productivity.

KPMG AI Workforce

Helps organizations capture the value of their
Generative AI technology investments

Many organizations have yet to master how they transform their workforce with Gen AI to realize the capacity promise

Unlocking the value of Gen AI requires a new approach defined by identifying and **augmenting previously hard to automate tasks**. Without an **intentional approach** and **clear success criteria**, it is difficult for organizations to effectively transform and augment their workforce.

KPMG AI Workforce is a human-centered three-step approach designed to help realize the value from Gen AI investments:

01 Identify opportunity

We start by estimating the capacity savings Gen AI can unlock for your organization:

Here are sample deconstructed roles to illustrate how Gen AI can boost capacity throughout your organization.



Source: Sample data based on KPMG estimates

 Generative AI opportunity  Human

02 Augment the workforce

We can help your organization adopt and implement new workflows with Gen AI technology.



Ensure
adoption and
activation



Scope and design
Gen AI Enabled
workforce



Measure value
and capacity
metrics

03 Reshape the workforce

The value of your Gen AI investment is only captured when you transform your workforce to meet your business objectives.

Like other recent technology disruptors, organizations cannot simply implement a technology and immediately attain high levels of productivity and profitability. Implementation needs to be intentional and planned, with a clear focus on the humans at the center through activation and upskilling. We can help you achieve this with KPMG AI Workforce.

Summary of potential benefits of AI Workforce

Help accelerate productivity and growth by increasing capacity of knowledge workers to innovate new products and services

Help drive profitability by making data-driven decisions to allocate resources effectively when reshaping the workforce

Enhance quality and experiences by improving job satisfaction and enhancing customer experience

AI-enabled KPMG Trusted Imperative

How AI can help transform risk management

With demand for AI growing, many leaders are grappling with the additional risks that AI initiatives might bring. But AI itself can provide mechanisms for managing organizational risk, can help reduce the costs of regulatory compliance, and can help you focus on building value. Here we explore how AI is helping with the KPMG Trusted Imperative — a dynamic, modern approach to risk and regulation.

KPMG Trusted Imperative, enabled by AI, helps you to find answers to key questions, such as:

- 1 How can AI help build trust with stakeholders
- 2 How best to use AI to automate the risk function for competitive advantage?
- 3 Can I use AI to build a compliance framework and reduce the compliance cost burden?

KPMG firms' approach to AI in risk and regulation is based on principles that help deliver technology in a way that is responsible, trustworthy, safe and free from bias.

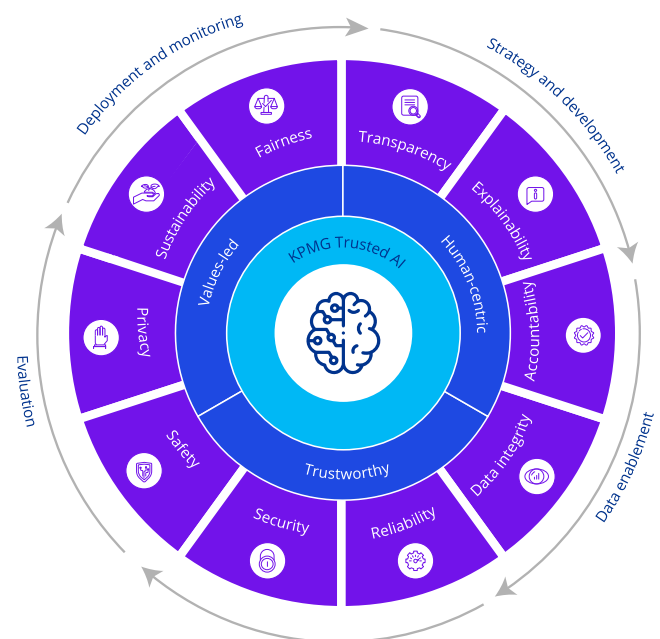
KPMG professionals know how to help organizations handle risk activities and keep compliant by using generative AI. Underpinned by our three AI principles, ten AI ethical pillars and AI governance approach, the KPMG approach can help overcome barriers to AI adoption across risk functions. The ten KPMG Trusted AI pillars help organizations to deploy AI in ways that can drive significant change and create value across transformation initiatives relating to risk management.

Here are three examples:

Tolerance - Where tolerances are tight (and/or the cost of non-compliance is high), stakeholders must be sure about the data being generated. The pillars of **data integrity, transparency, and explainability** help reassure users about AI.

C-Suite - For issues to be automatically elevated to the C-suite, they need trust in what they're being told. The pillars of **reliability, data integrity and transparency** support this.

Driving value - For risk functions to reduce costs and deliver a platform for growth, the pillars of **security, safety, sustainability** have a strong role to play during service design.



Expected benefits of AI enabled KPMG Trusted Imperative

Anticipate, embrace and balance risk management, made more efficient by AI enabled processes

Help reduce cost of regulatory and non-regulatory compliance through automation

Address challenging or sensitive areas of compliance, previously little touched by automation

Enhance stakeholder trust with assured AI-enabled insights and decision making

Help the C-suite to focus on growth, rather than firefighting risk related issues

Help reduce chance of a severe adverse outcome, and move risk from defense to that of trusted partner

KPMG AI Technology

Deliver the technology infrastructure and data needed to launch and scale AI

Building sustainable technology infrastructure for AI adoption

Organizations require robust, scalable Gen AI for complex use cases and sustained growth. Existing data architectures commonly lack support for Gen AI and LLMs, requiring secure, GPU-enabled environments for integration and effective training. KPMG's technology teams, leveraging AI frameworks and platforms, help implement and scale AI efficiently and reliably.

Questions you should consider

1 How can I effectively and efficiently use data and AI to make informed business decisions?

2 How do I quickly adopt and implement new technologies to stay competitive?

3 How do I find ways to improve trust in our data?

Getting started:

- Deploy a tailored Gen AI solution with KPMG professionals, addressing complexities and optimizing integration and training.
- Utilize KPMG's framework for Gen AI training and fine-tuning to meet complex model requirements.
- Enhance performance assessment with tailored metrics for specific use cases.
- Engage with KPMG professionals for business insights and model refinement, managing output complexities.
- Leverage KPMG Ignite and Modern Data Platforms for improved scalability and efficiency in model training and deployment.

KPMG's AI Technology capabilities:

Scaled LLM architecture

Analytical models utilizing standard and custom algorithmic methods along with Gen AI examples such as RAG, document ingestion and CoPilot with lower manual effort on certified data products.

Cloud modernization

Accelerated, ready-to-use cloud platform tailored for AI with deployment scripts, data controls, security measures, and operational models for faster on-demand delivery.

Trusted AI framework

Our Trusted AI design thinking starts at the conceptual stage and follows a well-defined path for implementing controls at a program level.

Development and engineering

Empower developers to build scalable, high-quality AI services by leveraging our assets, accelerators, and harmonized data workflows that ensure trusted, valuable, and autonomous data products.

Data fabric foundations

Realtime metadata and knowledge graphs power the ecosystem with 'data as a product'.

LLM evaluation

A robust evaluation framework that includes speed, cost, robustness and other dimensions is necessary for optimal performance and scaled outcomes.

KPMG's AI Technology capabilities:

A structured approach to help you make informed decisions about Gen AI adoption. Standardized frameworks or blueprints for designing, implementing, and managing AI solutions.

Configurable and deployable service catalog of data capabilities. Assets and accelerators to modernize applications for cloud.

Collection of algorithms, models and starter code to accelerate business value. Assets and accelerators to jump-start the Gen AI journey.

KPMG your trusted AI Partner

KPMG brings a comprehensive approach to AI, combining strategic advisory with deep implementation experience across a wide range of industries. From shaping national AI agendas to deploying real-world solutions in banking, mining, Oil & Gas sectors, and beyond, we support our clients at every stage of their AI journey. The services presented in this portfolio are designed to lay the groundwork for successful adoption, helping organizations make informed decisions, align leadership, and prepare for responsible scaling. Whether you are defining your AI strategy or driving transformation at scale, we're ready to work with you to unlock the full potential of AI.

Why KPMG?

AI Leadership and Expertise:

KPMG offers deep AI sector insights and thought leadership with a global team of 23,000 technology professionals, enhancing AI integration and value across various industries.

Advanced Tools and Alliances:

Utilize KPMG's proprietary assets, accelerators, and a strong alliance network with technology leaders and startups to fast-track your digital transformation and AI deployment.

Strategic Implementation:

Benefit from KPMG's comprehensive digital transformation strategies and risk function transformation, aimed at rapidly increasing value and building stakeholder trust.

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Let's discuss how AI can move your business forward.

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For more detailed information about our services, please visit our website.

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