KPMG’s Robotic and Cognitive Automation practice leverages our firm-wide knowledge and experience to deliver scalable business processes that provide clients with non-linear growth opportunities.

KPMG’s practical methodology enables delivery of business critical solutions to a wide range of client issues and growth targets. This methodology, our expertise, and our cognitive ecosystem technology partnerships are the foundations that help our clients establish and take the right steps on their cognitive journey.

Innovation discovery
- Internalize the impact of Cognitive Automation on your business
- Understand what it means for you
- Identify the parts of your business that are good candidates for transformation

Vendor landscape
- Separate “Hype vs Reality” and gain broad insight into the heterogeneous service offerings and toolsets
- Understand the boundaries between the classes of automation and the capabilities of each class

Strategy & roadmap
- Prioritize and develop detailed use cases, user personas, benefits case, journey map and solution concepts to inform implementation
- Develop the governance model and identify change management requirements
- Develop detailed business/investment case

Implementation
- Use Design Thinking and rapid prototyping to finalize detailed solution architecture and user experience
- Build cognitive automation solution for each use case
- Configure and teach bots
- Test and deploy cognitive automation solutions
- Integrate with other enterprise systems
- Enable and train users to incorporate into workflows
- Run cognitive automation solution, once steady-state is reached
KPMG’s Cognitive Automation Value Assessment

KPMG’s Cognitive Automation Value Assessment enables our clients to leverage key insights and decisions from cognitive solutions into prescribed actions through automation. KPMG firms stand ready to help you maximize the value from these emerging technologies.

The approach has two key checkpoints to support clients in different phases of their cognitive journey:

**Checkpoint #1** — Innovation/discovery workshop that provides a broad understanding of cognitive automation solutions
- Conduct innovation/cognitive discovery workshop to:
  - Communicate and share KPMG’s thought leadership on impacts of cognitive automation solutions
  - Identify domains and related use case opportunities for further discovery and analysis
- Identify and prioritize use cases based on perceived value
- Identify scenarios, inputs, outputs for each of the prioritized use cases
- Understand current state of the use cases - who, how, what? - including areas of improvement, e.g., scale, errors, and non-value
- Finalize cognitive strategy based on prioritized use cases, and present it to key stakeholders for approval to proceed

**Checkpoint #2** — The documentation of an investment case, after analysis of the prioritized use cases – benefits versus investment
- Define detailed use cases and scenarios
- Develop user personas of cognitive automation platform users
- Identify capabilities, functions delivered by the targeted processes
- Identify content source(s), type of content, system of record, system interactions/integrations required
- Identify operational requirements to support the solution – benefits management, operational reporting, etc.
- Identify key required attributes and level of content annotations required for configuration and training

**The KPMG difference**
- We have deep industry and functional expertise, and understand the social, political, and regulatory barriers to automation adoption that may stand in your way
- We have a deep global business perspective through serving clients in 155 countries
- We have broad industry-specific knowledge, honed by our work with 76 percent of global Fortune 500 companies.
- We help you build the skills, business processes, and the organization model needed to sustain on-going continuous improvement.

To learn more about our Cognitive Automation Value Assessment, please contact us.

And to discover more of KPMG insights on cognitive automation, robotic innovations, and the digital workforce, please visit [www.kpmg.com/us/cognitiveautomation](http://www.kpmg.com/us/cognitiveautomation)

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