Let's meet ... Our INCREDIBLE Speaker !

Ying Vareeporn
Advisory Partner
KPMG Thailand

Tong Apisak
Advisory Associate Director
KPMG Thailand

K'Rung Rungchat
Advisory Associate Director
KPMG Thailand

And Let's meet ... Our AMAZING Guest !

Puri
Chief Financial Officer
Tipco Foods Public Co. Ltd.

View Patiwat
ASEAN Digital Technical Specialist
Microsoft Thailand

Agenda

1.00 - 1.30 P.M.	Registration
1.30 - 1.40 P.M.	Welcome and Opening
1.40 - 2.00 P.M.	Future of Corporate Services - Is Corporate Services your untapped superpower?
2.00 - 2.30 P.M.	The 3 A's of ERP Modernization - AI, Automation, and Analytics
2.30 - 2.50 P.M.	Break and Refreshments
2.50 - 3.20 P.M.	Transforming the enterprise for the future
3.20 - 3.50 P.M.	Panel Discussion: Releasing the full potential of Corporate Services
3.50 - 4.00 P.M.	Closing and Q&A

01

Future of Corporate services

Speaker : Ying Vareeporn
Advisory Partner
KPMG Thailand

Quick word cloud question

What are factors shaping the direction of your company ?

Future of Corporate Services

Faced with increasing competitive, regulatory, and sustainability pressures, companies are now asking more from their Corporate Services. **Corporate Services must play a larger role in helping deliver enterprise-wide value**. To accomplish this, these functions — **procurement, human resources (HR), finance, information technology (IT), and legal — should be more closely aligned to support value creation, prevent value loss, and proactively mitigate risk**.

Key Insights :

Over 1/2
of executives say a connected back office "**improves operational efficiency**," yet

4 out of 10
say their **Corporate Services** functions are **siloed**.

> 50%
say their function's priorities are only "**somewhat**" aligned with those of the wider organization.

#1 Priority
Cutting costs and driving **efficiencies**

Half
of key leaders would **reorganize Corporate Services to improve the delivery of services and value**.

Source : https://kpmg.com/th/en/home/insights/2024/09/future-of-corporate-services.html

Future of Corporate Services

Value
Center on enterprise value and design Corporate Services to deliver it

- Identify priority value streams that Corporate Services can align around
- Focus business and operating models on enterprise value creation
- Assess the maturity of the current Corporate Services model

Tech and data
Enable data to deliver value for the business

- Focus design on delivering data to support your business (architecture and governance)
- Build enterprise capabilities cross-functionally (data, technology, and processes)
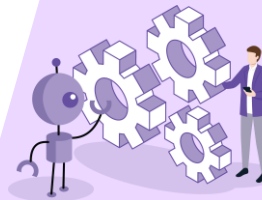- Make sure to risk-proof your design and functional capabilities

Gen AI
Gen AI will fundamentally change the Corporate Services model – including the workforce

- Evaluate where you need Gen AI and, if necessary, completely rebuild processes
- Leverage ecosystem partners to drive Gen AI goals
- Redesign workforce roles
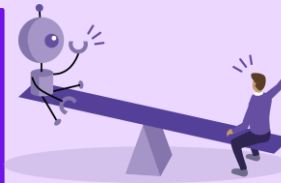
People
Incentivize, enable, and drive change to improve Corporate Services

- Influence functional leaders to promote and support the change
- Champion greater trust in the new way of working
- Develop digitally literate and agile staff and leaders

AI Transformation

Quantifying the Gen AI opportunity

91% Of leader believe AI will help their organization run a better business in the next 2 years

68% Of executives intend to invest between $50 and $250 million in Gen AI over the next 12 months.

50% Of companies are scaling Gen AI but have not yet established ROI; 31% expect to do so in 6 months.

What have to be done

| Enrich employee experiences | Reinvent customer engagements | Reshape business processes | Bend the curve on innovation |

Potential Business Area to Focus

Front Office	Customer Experience	Employee Experience	Suppliers and partners	Back Office
• Sales Management • Customer success & operations • Account Management • Sales Order and Contract Management • Awareness and Demand Generation	• Customer service functions • Manage customer data • Marketing • Commerce	• Talent Acquisition and Recruiting • Onboarding • Learning & Development • Offboarding	• Supplier management information • Procurement and payments • Inventory management • Supply chain and logistics	• Finance operations • Quote to cash • Finance and Accounting • Reporting • IT services and operations

Output

| Drive Revenue Growth | Increase Customer Retention and Expansion | Increase Employee Retention and Productivity | Improved Partner Operations and Efficiency | Operational Excellence |

Tackling organizational boundaries that get in the way of Corporate Services' collaboration

We see Corporate Services do not operate in collaboration, but what are the deep-rooted organisational boundaries that get in their way?

What is getting in the way?

We see Corporate Services not collaborating, but it is more than just the behaviours of functions, there are deeper rooted organisational and behavioural challenges

Current

Future

Functional silos

Teams already used to operating in their functional silos

- -

Create fusion teams to pilot new approaches or combined functional capabilities

Hierarchy

Long chains of command for decision making meaning some getting deprioritised at the top

- -

Ensure those raising issues have a direct line of sight – maybe reporting through the fusion team

Culture differences

Some personality traits and cognitive styles make people more inclined to certain positions – causing sub cultures between departments

- -

Raise awareness and acceptance of culture variations and different ways of working

Leadership support

The vast majority of leaders do not think Corporate Services need to be more aligned

- -

Leadership should role model behaviours they want reflected in their teams. They must prioritise collaboration to embed the change

KPMG

The Future of Corporate Service is not AI vs. humans

"it's humans using AI smartly."

02

The 3 A's of ERP Modernization - AI, Automation, and Analytics

Speaker : View Patiwat
ASEAN Digital Technical Specialist
Microsoft Thailand

Agenda

- Industry Impact by AI

- Microsoft Ecosystem for AI – Three A's

- AI Agent in Dynamics 365 (Preview)

- Business Performance Management

- Migration to Cloud - AIM Program

79%

of leaders agree their company needs to adopt AI to stay competitive.

AI is defining how leaders approach business growth imperatives

- Enhance business performance
- Profitably meet customer demand
- Overcome workforce shortages
- Mitigate cybersecurity threats
- Deliver on ESG goals

60%

of leaders worry their organization's leadership lacks a plan and vision to implement AI.

Source: 2024 Work trends index annual report from Microsoft

CFO: Moving beyond their traditional role

Lead the AI strategy...

Define the budget

Ensure compliance

Control RISK

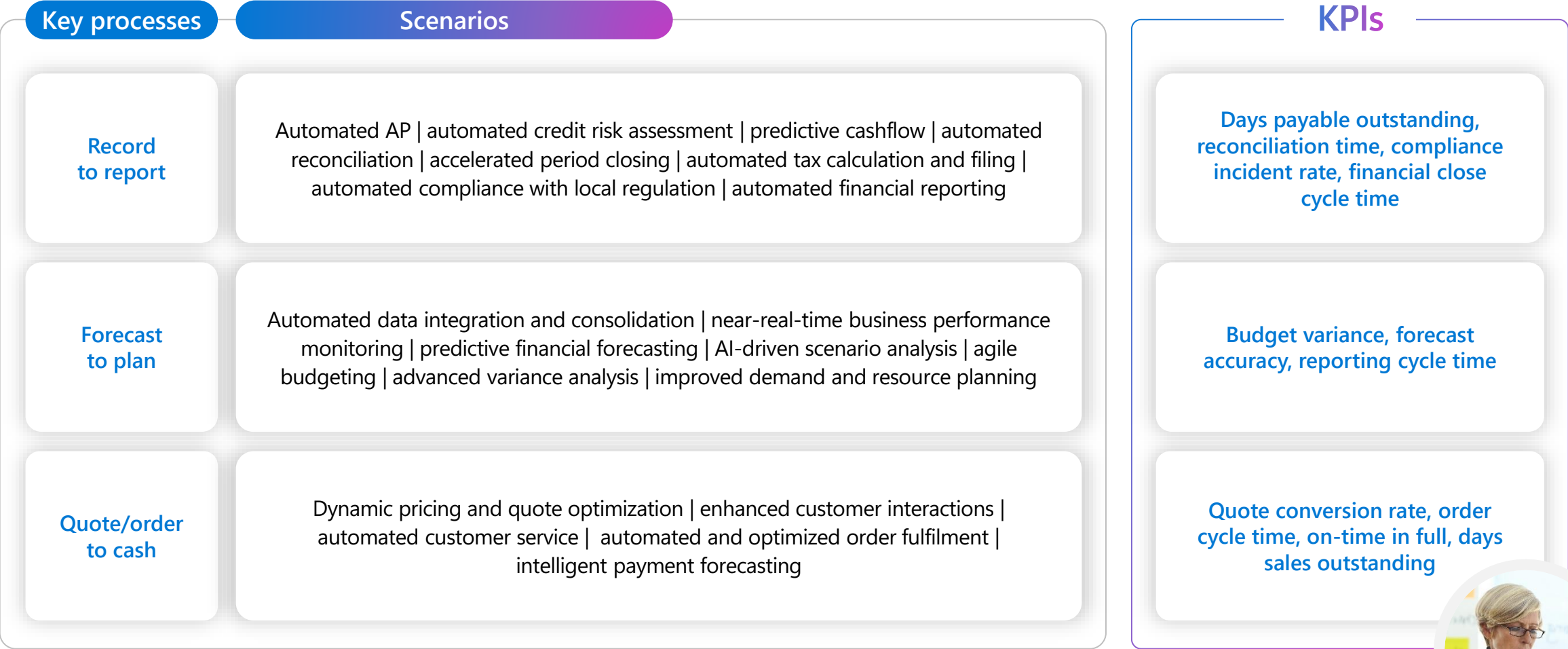Shift mindsets

...while delivering financial goals

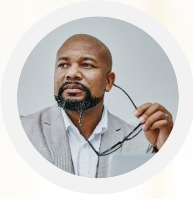Real-time visibility of financial data across silos

Strategic planning with predictive analytics

Automation and standardization of financial processes

Real-time reporting to track ESG goals

Enhance business performance and achieve financial goals

Key processes	Scenarios	KPIs
Record to report	Automated AP | automated credit risk assessment | predictive cashflow | automated reconciliation | accelerated period closing | automated tax calculation and filing | automated compliance with local regulation | automated financial reporting	**Days payable outstanding, reconciliation time, compliance incident rate, financial close cycle time**
Forecast to plan	Automated data integration and consolidation | near-real-time business performance monitoring | predictive financial forecasting | AI-driven scenario analysis | agile budgeting | advanced variance analysis | improved demand and resource planning	**Budget variance, forecast accuracy, reporting cycle time**
Quote/order to cash	Dynamic pricing and quote optimization | enhanced customer interactions | automated customer service | automated and optimized order fulfilment | intelligent payment forecasting	**Quote conversion rate, order cycle time, on-time in full, days sales outstanding**

COO: Executing digital vision

Execute the AI strategy...

Drive AI adoption

Measure incremental value

Scale AI impact

...while navigating a volatile market

Create workforce efficiencies with automation

Build resilient, sustainable, and secure supply chains

Enhance supply chain visibility to mitigate risks

Drive innovation and personalized customer interactions while reducing costs

Operate profitably and meet customer needs

Key processes	Scenarios	KPIs
Inventory to deliver	Enable real time inventory visibility | optimize inventory across supply chain network | automate and optimize warehouse processes | rapidly deploy DCs | enable real time transportation visibility | optimize truck loads and routes	Inventory turns, days/weeks on hand, OTIF, revenue per sq. ft. (DC), order cycle time, carrier utilization rate, CSAT score, number of shipments
Source to pay	Predict and mitigate supplier risks | generate actionable spend insight | streamline vendor management and collaboration | improve supplier selection, negotiation, and onboarding | smart contract management | automate invoice and payment processing | automate handling of PO changes | improve supplier performance	PO cycle time, supplier-quality, OTD, compliance first time match rate, supplier spend, payments on time, invoice processing time
Plan to produce	Enhance production floor visibility | improve throughout, quality, and uptime | automate production | eliminate stock outs | improve scheduling | perform predictive maintenance | adopt lean methodology | support discrete and process manufacturing at once | support product as a service | operate sustainably	OEE, OTD, cycle time, defect rate, production cost/unit, takt time, CO time, capacity utilization, mean time between failure, mean time to repair
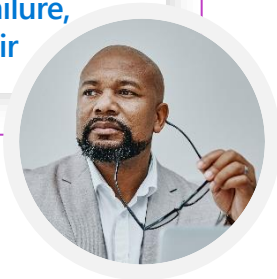
The Three A's of ERP Modernization - AI, Automation, and Analytics

Why cloud ERP? -> Three A's

Moving from **systems of transaction** to **systems of reasoning**

73% of enterprises plan to upgrade or replace their ERP in less than two years.[1]

Meet customer demand
Perform strategic planning with mutual awareness of priorities and constraints.

Enhance business performance
Manage budget effectively with collaboration on cost-saving initiatives, streamlining processes, and reducing waste.

Mitigate risks
Gain visibility into operational, regulatory, and security risks and proactively develop and implement mitigation plans.

By migrating to Dynamics 365 Finance and Supply Chain, Tiryaki...

- Reduced month-end close time by **67 percent**

- Completes 12-month financial report preparation in **just 30 minutes**—down from 12 hours

- Performs audits in **three days** instead of a month
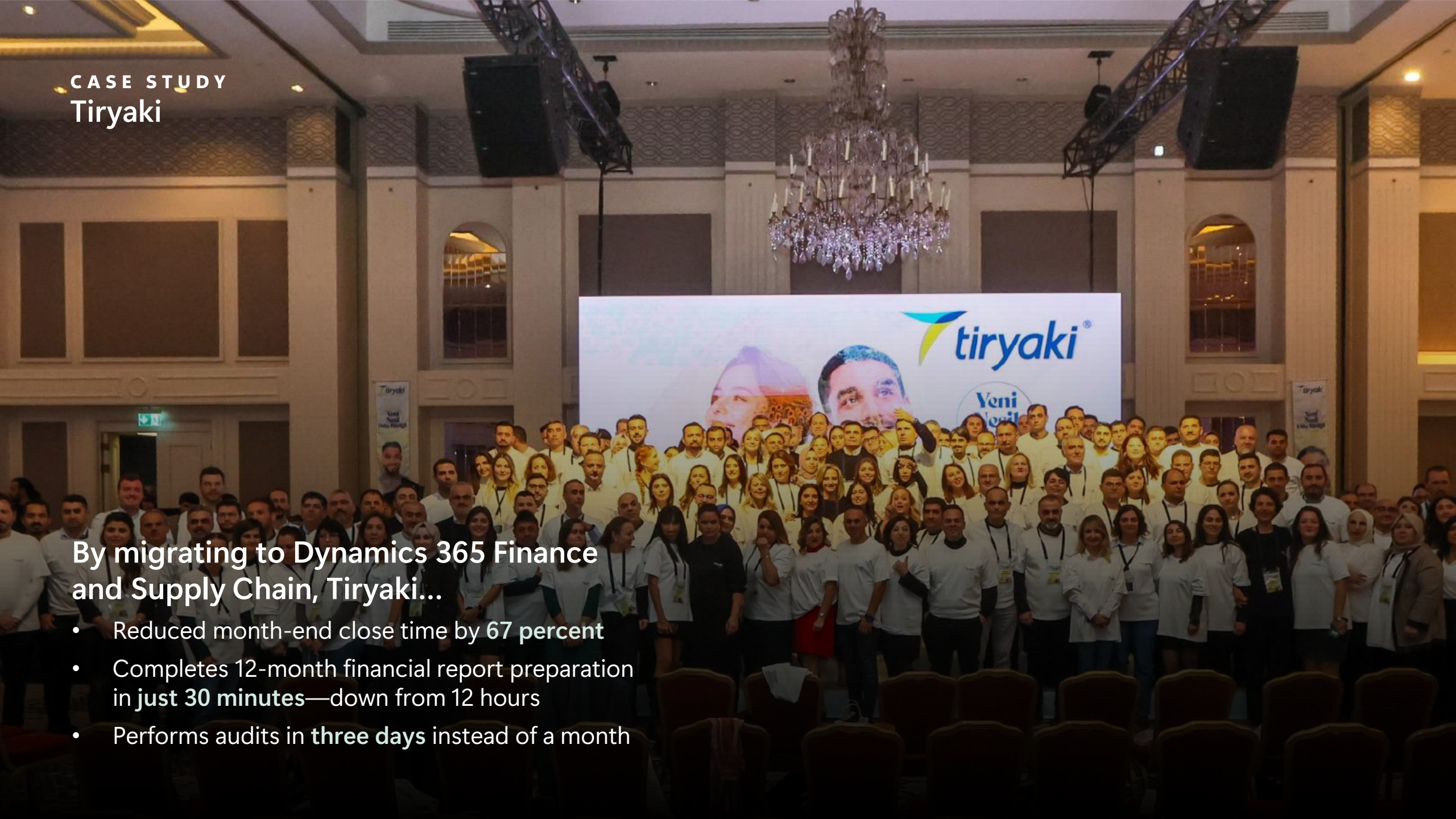
5 reasons why customers choose Dynamics 365

- Single unified platform

- Leading GenAI capabilities

- Composable, extensible, and agile

- Unparalleled security and trust
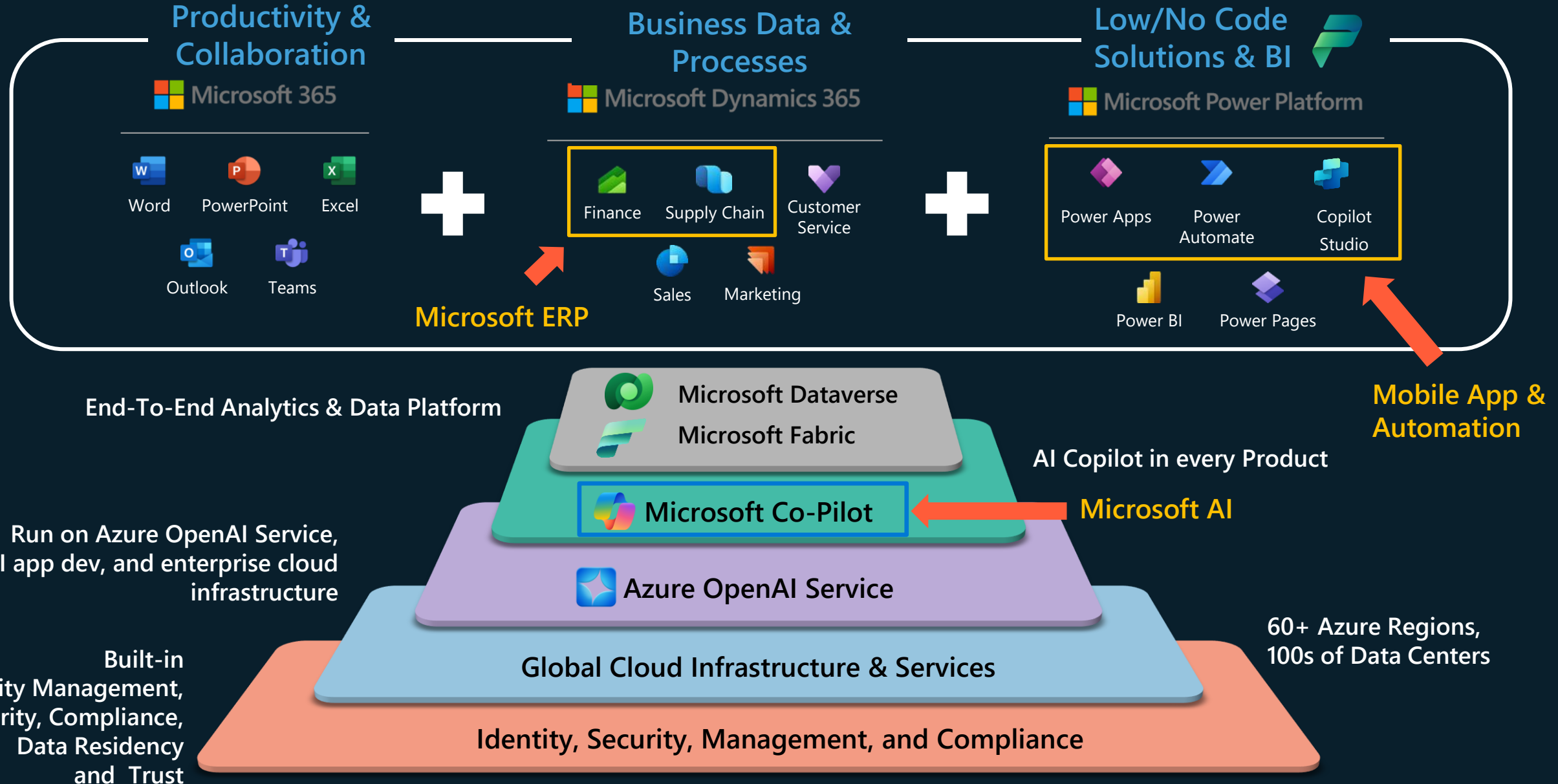
- Significant cost reduction

A **leader** in the Oct'23 Gartner® Magic Quadrant™ for Cloud ERP for Product-Centric Enterprises[1]

Figure 1: Magic Quadrant for Cloud ERP for Product-Centric Enterprises

CHALLENGERS | LEADERS

Oracle (Fusion Cloud ERP)
Microsoft
Oracle (NetSuite)
Infor
SAP (S/4HANA Cloud)
Epicor Software
Plex, by Rockwell Automation
IFS
QAD
SAP (Business ByDesign)
Priority Software

ABILITY TO EXECUTE

NICHE PLAYERS | VISIONARIES

COMPLETENESS OF VISION   As of August 2023   © Gartner, Inc

Source: Gartner (October 2023)

Copilot + Agents = AI-First Business Process

Microsoft 365 Copilot

is the UI for AI, your personal, intelligent assistant for work, grounded in your data and integrated into your Microsoft apps.

Agents

use AI to automate and execute business processes, working alongside or on behalf of a person, team, or organization.

Demo – Copilot in Microsoft ERP

Expense Agent   Chat   Shared   About

Expense Agent 1:19 PM

Hello, I'm Expense Agent

I'm your virtual assistant designed to help manage your expenses efficiently. Here's a quick guide on how I work:

1. **Expense Creation:** Simply ask me to create expenses. I will provide you with a list of all your expense reports that are pending in drafts. You can then choose a draft to work from or create a new expense report.
2. **File Upload:** After selecting an expense report, you can upload multiple files. I will extract the relevant transaction details from these files and present them in a tabular format for easy review.
3. **Expense Report Management:** You have the option to create all expense lines in one report or distribute them across separate reports.

Create Expenses

1:20 PM

Create Expenses

Expense Agent 1:20 PM

You have the following Expense Reports in draft stage

Expense Report Numer	Total Amount	Number of Expense Lines

Select the Expense Report Number you would like to add lines to. (Leave Blank if you want to create a new one) *

ReportNumber ▾

Submit

Type a message

Supplier
Communications Agent

Challenges
Procurement specialists

What current state looks like

Time consuming to manually address PO changes

Reactive to supply chain disruptions

Limited strategic focus

Current workflow
Procurement specialists

Read incoming email

Navigate to order
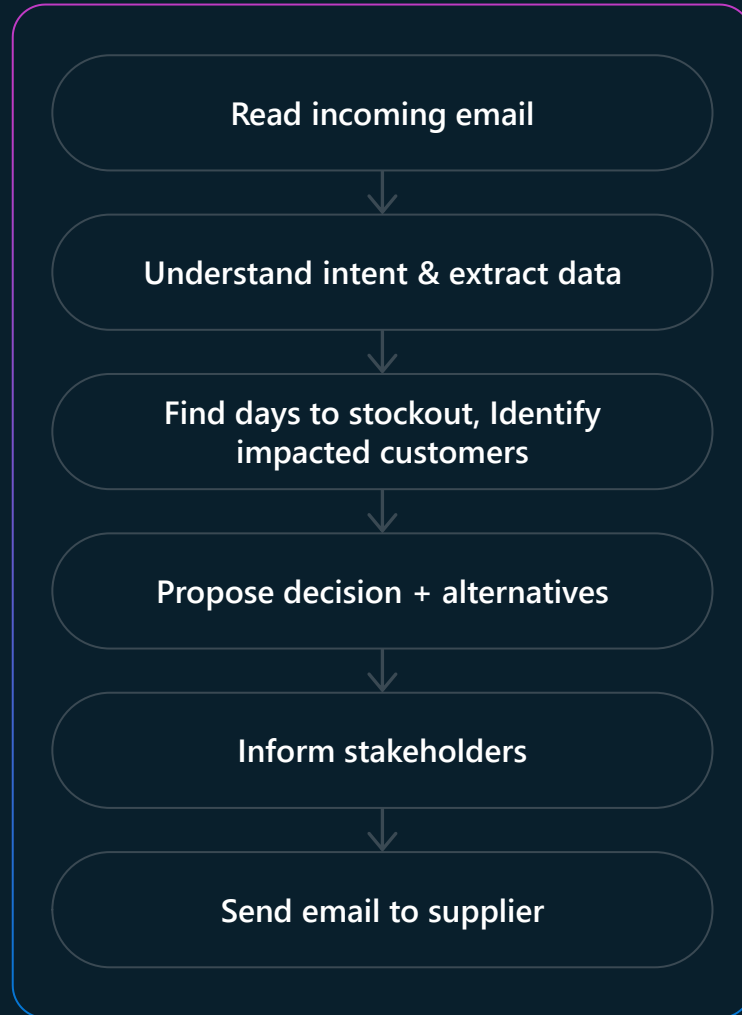
Find days to stockout

Identify impacted customers

Inform stake-holders

Send email to supplier

Future workflow
Procurement specialists with Supplier Communications Agent

Read incoming email

↓

Understand intent & extract data

↓

Find days to stockout, Identify impacted customers

↓

Propose decision + alternatives

↓

Inform stakeholders

↓

Send email to supplier

← → Review and accept / reject proposals

← → Review draft

* Users control the degree of autonomy at critical steps in the process – they entrust Copilot to be more autonomous as trust grows

Search for a page

Good morning, Inga. You have 1 recommendation.

Speed up your purchase order updates

Your team have manually confirmed 155 purchase orders in the last week. If most of these confirmations came from emails, we can help your team speed up the process and keep your purchase orders correctly updated.

Manually confirmed purchase orders   5% ↑

50
40
30
20
10
0

Mon   Tue   Wed   Thu   Fri

Potential time savings

0   **114.5** hrs   8
Per week

Business outcomes

What current state looks like

Time consuming to manually address PO changes

Reactive to supply chain disruptions

Limited strategic focus

What future state looks like...

Proactively mitigate supplier risks

Improve vendor management

Improve supplier performance

Efficiently manage PO changes

Account Reconciliation Agent

Challenges
Finance manager

What current state looks like
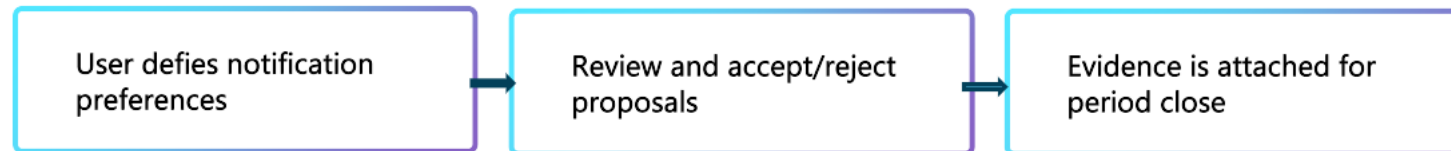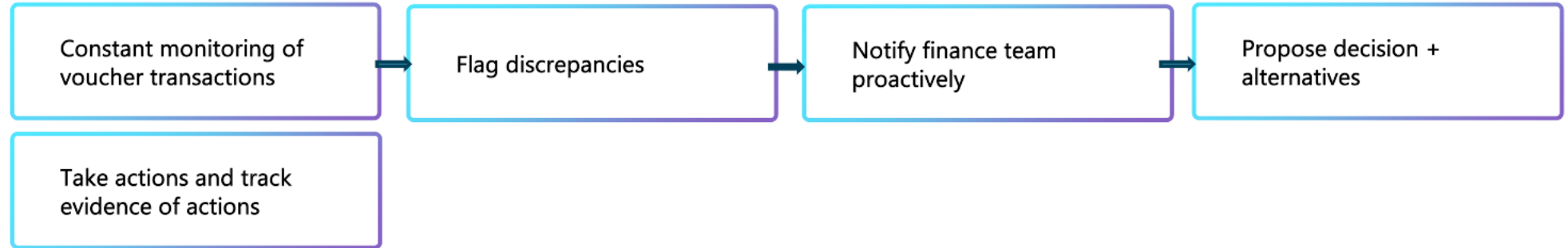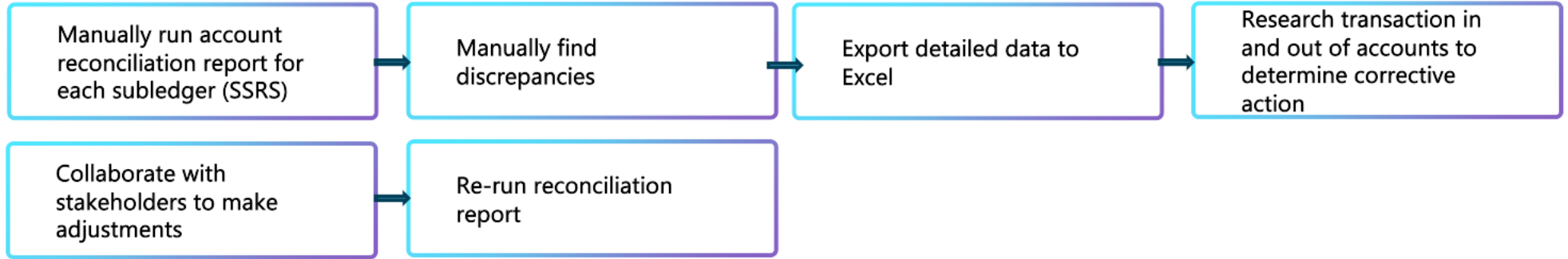
Time consuming to manually reconcile ledgers

Error-prone and stressful

Limited strategic focus

Account reconciliation process

Today

Manually run account reconciliation report for each subledger (SSRS) → Manually find discrepancies → Export detailed data to Excel → Research transaction in and out of accounts to determine corrective action

Collaborate with stakeholders to make adjustments → Re-run reconciliation report

---

Constant monitoring of voucher transactions → Flag discrepancies → Notify finance team proactively → Propose decision + alternatives

Take actions and track evidence of actions

User defies notification preferences → Review and accept/reject proposals → Evidence is attached for period close

Search for a page

← Ledger to subledger reconciliation

20,000 transactions were reconciled without exceptions, 5 exceptions ne
have already been addressed

✦ Fix exceptions faster with the subledger to ledger reconciliation copilot.

Summary   ∧

Open exceptions	Automatically reconciled
5	20,000

Addressed exceptions
6

Open exceptions

4 open exceptions are in the ledger but not the subledger
1 open exception has a date mismatch

[Mitigate exceptions]

Group by
[Area ▾]

Area ∨	Company ∨	Status ∨	Exceptions ∨	Accounting currency differenc
∨ Accounts payable	--	Has exceptions	3	--
Accounts payable	USMF	Has exceptions	2	100,000 USD
Accounts payable	USSI	Has exceptions	1	100,000 USD
∨ Tax	--	Fully reconciled	0	--
∨ Accounts receivable	--	Has exceptions	2	
∨ Fixed assets	--	Fully reconciled	0	--
∨ Bank	--	Fully reconciled	0	--

Business outcome

What current state looks like

Time consuming to manually reconcile ledgers

Error-prone and stressful

Limited strategic focus

What future state looks like...

Continuous reconciliation

Identify issues in real time

Close books faster

Focus on planning

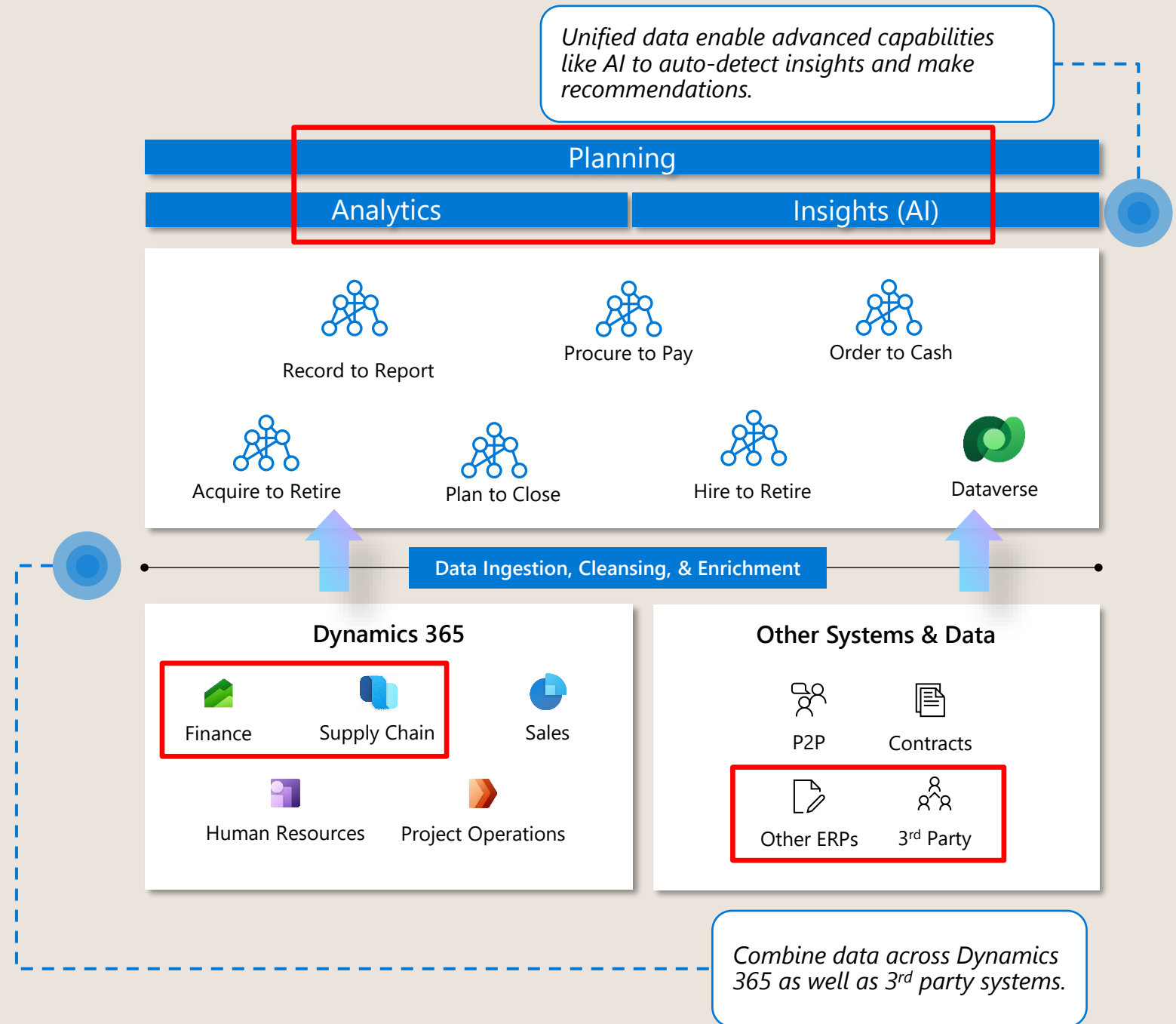# Enhance business performance management

Enhance visibility with unified data

Gain a complete view across business systems and processes

Streamline data ingestion, cleansing, and enrichment for enhanced usability

---

Lay the foundation for advanced planning, analytics, and AI

Unified data enable advanced capabilities like AI to auto-detect insights and make recommendations.

Planning

| Analytics | Insights (AI) |

Record to Report

Procure to Pay

Order to Cash

Acquire to Retire

Plan to Close

Hire to Retire

Dataverse

Data Ingestion, Cleansing, & Enrichment

Dynamics 365

Finance

Supply Chain

Sales

Human Resources

Project Operations

Other Systems & Data

P2P

Contracts

Other ERPs

3rd Party

Combine data across Dynamics 365 as well as 3rd party systems.

Dynamics 365 | Business performance analytics

Data explorer
- Reports

Administration
- Administration home
- Diagnostics
- Dimensions
- Dimension groups
- Roles
- Users

← Profit and loss ☆ Favorite ✎ Edit ⧉ Duplicate ▣ Details Data refreshed on: 3/19/2025, 1:12:52 AM

Profit and Loss ⓘ

Currency
Accounting ▾

Legal Entity
All ▾

Accounting Dates
1/1/2023 12/31/2023

Number Type
Scaled Original

Decimal Places
0 1 2 3 4

				Year			2023			2024			Total	
Currency	Legal entity - Name	Type	Category description	GL Amount	Budget	Variance	GL Amount	Budget	Variance	GL Amount	Budget	Variance		
⊟ USD	**Total**			**$432.68M**	**-$709.04M**	**-$1.14bn**				**$432.68M**	**-$709.04M**	**-$1.14bn**		
	⊟ USMF - Contoso Coffe (USMF)	**Total**		**$433.54M**	**-$709.05M**	**-$1.14bn**				**$433.54M**	**-$709.05M**	**-$1.14bn**		
		⊟ Revenue	**Total**	**-$600.00M**	**-$1.31bn**	**-$708.75M**				**-$600.00M**	**-$1.31bn**	**-$708.75M**		
			⊞ Sales	-$580.88M	-$1.02bn	-$435.01M				-$580.88M	-$1.02bn	-$435.01M		
			⊞ Sales Returns and Dis…	-$5.56M	-$40.19M	-$34.63M				-$5.56M	-$40.19M	-$34.63M		
			⊞ Other Income	-$3.86M	-$212.73M	-$208.87M				-$3.86M	-$212.73M	-$208.87M		
			⊞ Sales Return Discount	-$9.70M	-$39.94M	-$30.24M				-$9.70M	-$39.94M	-$30.24M		
		⊞ **Expense**		**$1.03bn**	**$599.71M**	**-$433.83M**				**$1.03bn**	**$599.71M**	**-$433.83M**		
	⊞ **USPM - Contoso Coffe (USMF)**			**-$34.00K**						**-$34.00K**				
	⊞ **USRT - Contoso Retail USA**			**-$151.41**	**$7.85K**	**$8.00K**				**-$151.41**	**$7.85K**	**$8.00K**		
	⊞ **USSI - Contoso Consulting USA**			**-$819.63K**						**-$819.63K**				
⊞ INR							₹34.07K			₹34.07K				
⊞ GBP				£900.00						£900.00				
⊞ BRL				R$2.88K						R$2.88K				

← Trial balance ⭐ Favorite 🖉 Edit 📄 Duplicate 📄 Details Data refreshed on: 3/19/2025, 1:12:52 AM

Data explorer

📄 Reports

Administration

🏠 Administration home

〰 Diagnostics

☰ Dimensions

☰ Dimension groups

👤 Roles

👤 Users

Trial Balance ?

Currency	Legal Entity	Accounting Dates		Number Type	Decimal Places
Accounting ▾	All ▾	1/1/2023 📅	3/30/2025 📅	Scaled Original	0 1 **2** 3 4

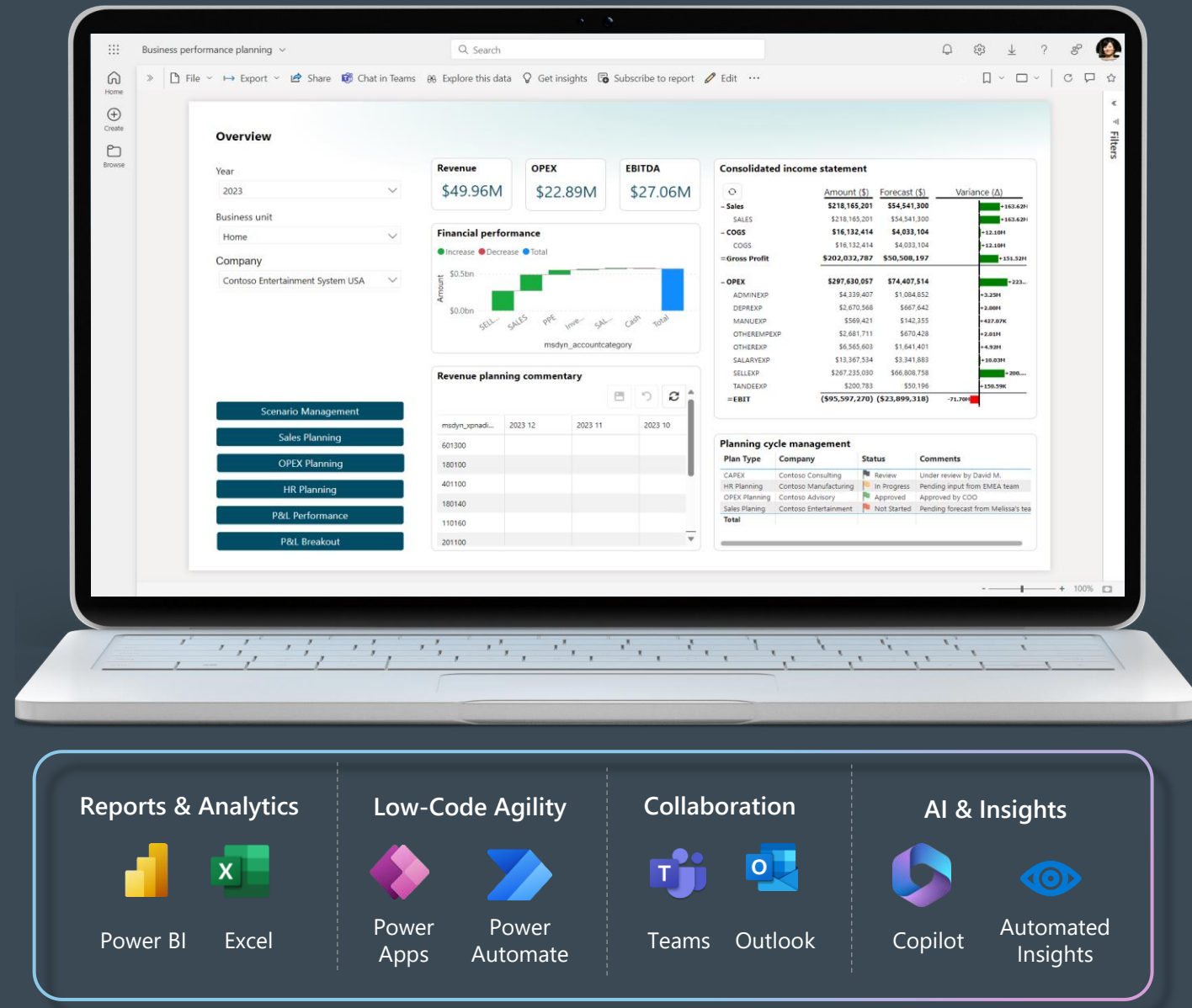| Year			2023				2024			
Currency	Legal entity - Name	Account Categories	Opening Balance	Debit	Credit	Closing Balance	Opening Balance	Debit	Credit	Closing Bala
⊟ USD	**Total**		**$64.03K**	**$3.51bn**	**-$3.51bn**	**$64,030.93**		**$11.07M**	**-$11.07M**	
	⊟ USMF - Contoso Coffe (USMF)	**Total**	**$64.03K**	**$3.49bn**	**-$3.49bn**	**$64,030.93**		**$11.07M**	**-$11.07M**	
		⊞	$167.52M	$1.28bn	-$1.29bn	$160,707,581.31		$7.10K	-$1.00K	$6,
		⊞ Cash	$53.51M	$22.50M	-$1.00M	$75,011,241.91				
		⊞ Accounts Receivable	$713.72M	$478.77M	-$877.21M	$315,289,165.25		$10.46M		$10,464,
		⊞ Inventory	$269.14M	$51.62M	-$83.47M	$237,295,639.12		$490.08K		$490,
		⊞ Prepaid Expenses	$35.01M			$35,012,085				
		⊞ Accumulated Depreciat...	-$1.21M		-$1.02K	($1,210,933.33)		-$257.24		($257.
		⊞ Intangible Assets	$26.00M			$26,000,000				
		⊞ Other Assets	-$53.92			($53.92)				
		⊞ Accounts Payable	-$130.68M	$318.04M	-$331.77M	($144,413,479.15)		$3.00K	-$565.81K	($562,8
		⊞ Taxes Payable	-$7.55M		-$3.47K	($7,558,256.6)				
		⊞ Other Current Liabilities	-$21.02M	$101.13K	-$221.55M	($21,136,555.86)		$1.25K		$1,
		⊞ Long-term debt	-$1.40M			($1,400,200)				
		⊞ Additional Paid in Capit...	-$14.26M			($14,262,000)				
		⊞ Retained Earnings	-$1.07bn			($1,067,457,794.17)				
		⊞ Treasury Stock	-$1.00M			($1,000,000)				
		⊞ Sales		$42.19K	-$584.46M	($584,413,602.71)		$31.67K	-$10.47M	($10,434,47
		⊞ Sales Returns and Disc...			-$5.56M	($5,560,041)				
		⊞ Cost of Goods Sold		$884.55M	-$300.03M	$584,524,522.82				
		⊞ Selling Expense		$1.24M		$1,238,326				

Business performance planning

Transform planning with the power of Microsoft

Encompassing crucial tasks of budgeting, forecasting, financial analysis, and corporate performance management—all from market leading business intelligence tools Microsoft Power BI and Excel.

AI guided experiences provide the ability to analyze vast amounts of data, uncover valuable insights, and enhance the accuracy of financial projections.

- Revenue planning
- Bottom-Up Planning
- Driver Based Planning
- Budgeting and Forecasting

- Long-range Planning
- M&A Valuation
- Cashflow planning
- *And many more...*

Reports & Analytics

Power BI   Excel

Low-Code Agility

Power Apps   Power Automate

Collaboration

Teams   Outlook

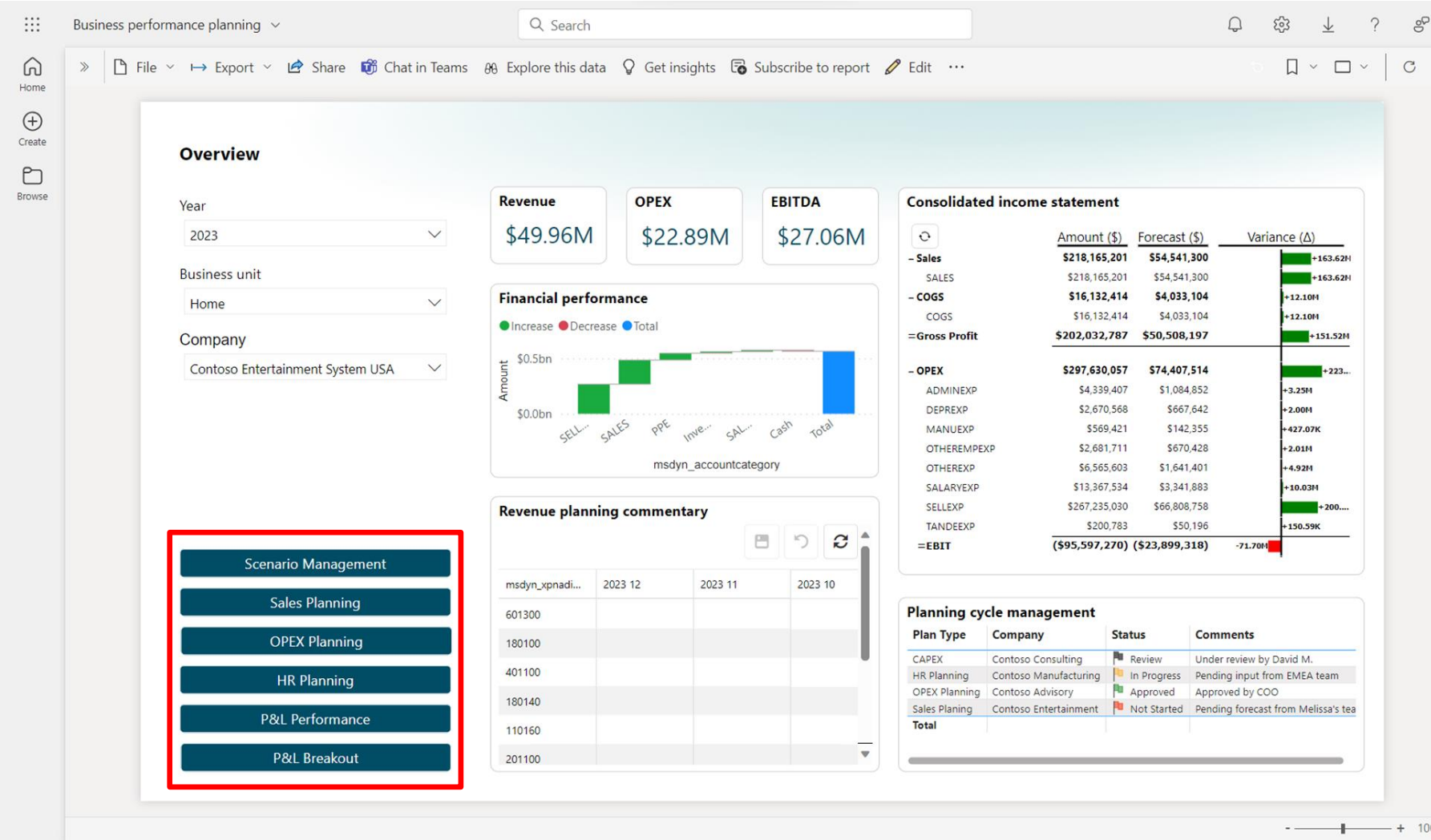**AI & Insights**

Copilot   Automated Insights

Graphical planning visual

Interact with charts to fine-tune underlying values

Drag and drop to update data and write-back to Dataverse tables

Drill-down and top-down allocation
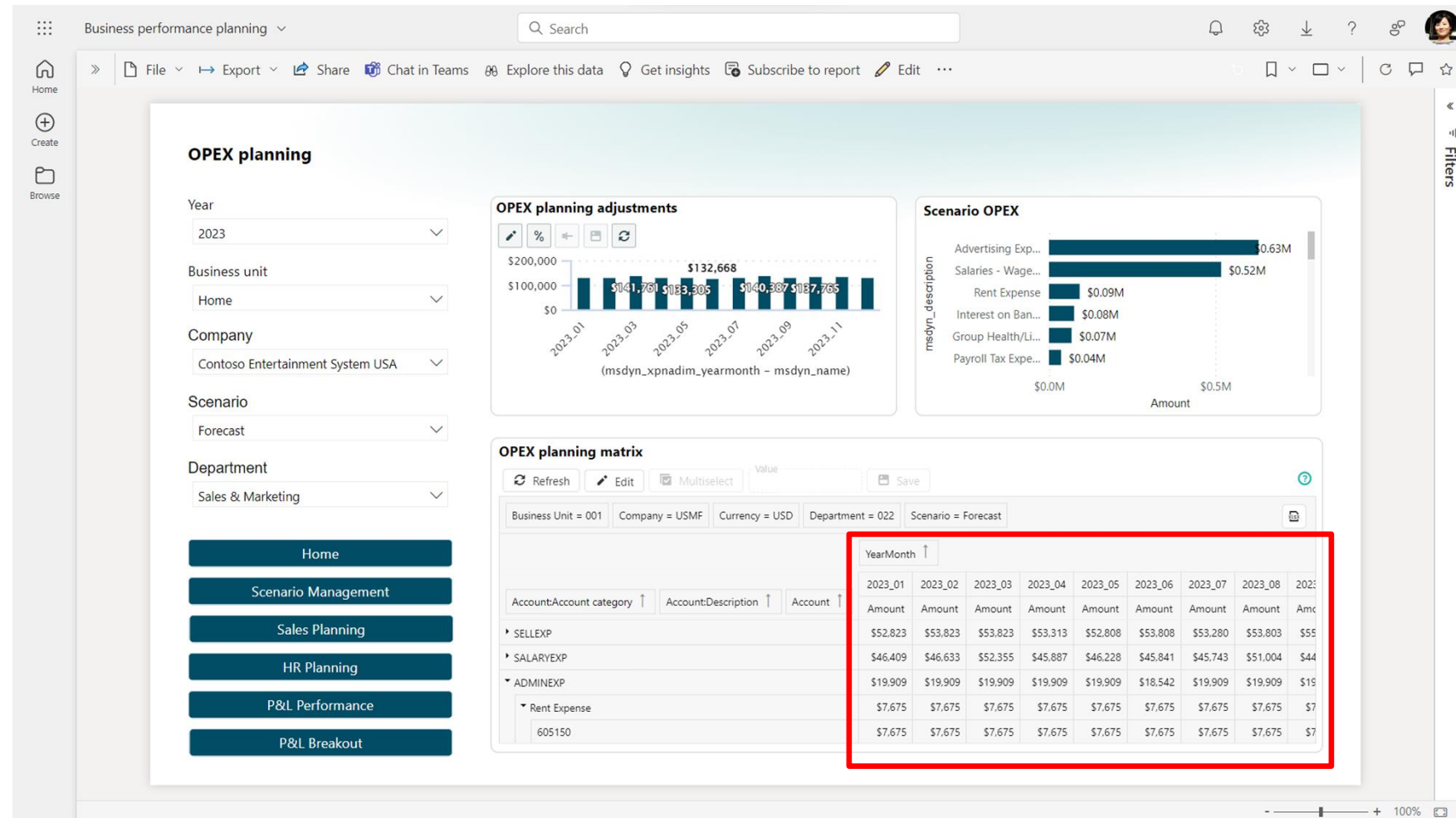
Enter data as absolute or percentage

Matrix planning visual

Design comprehensive planning scenarios

Enter planning data in a tabular format

Write-back changes to Dataverse

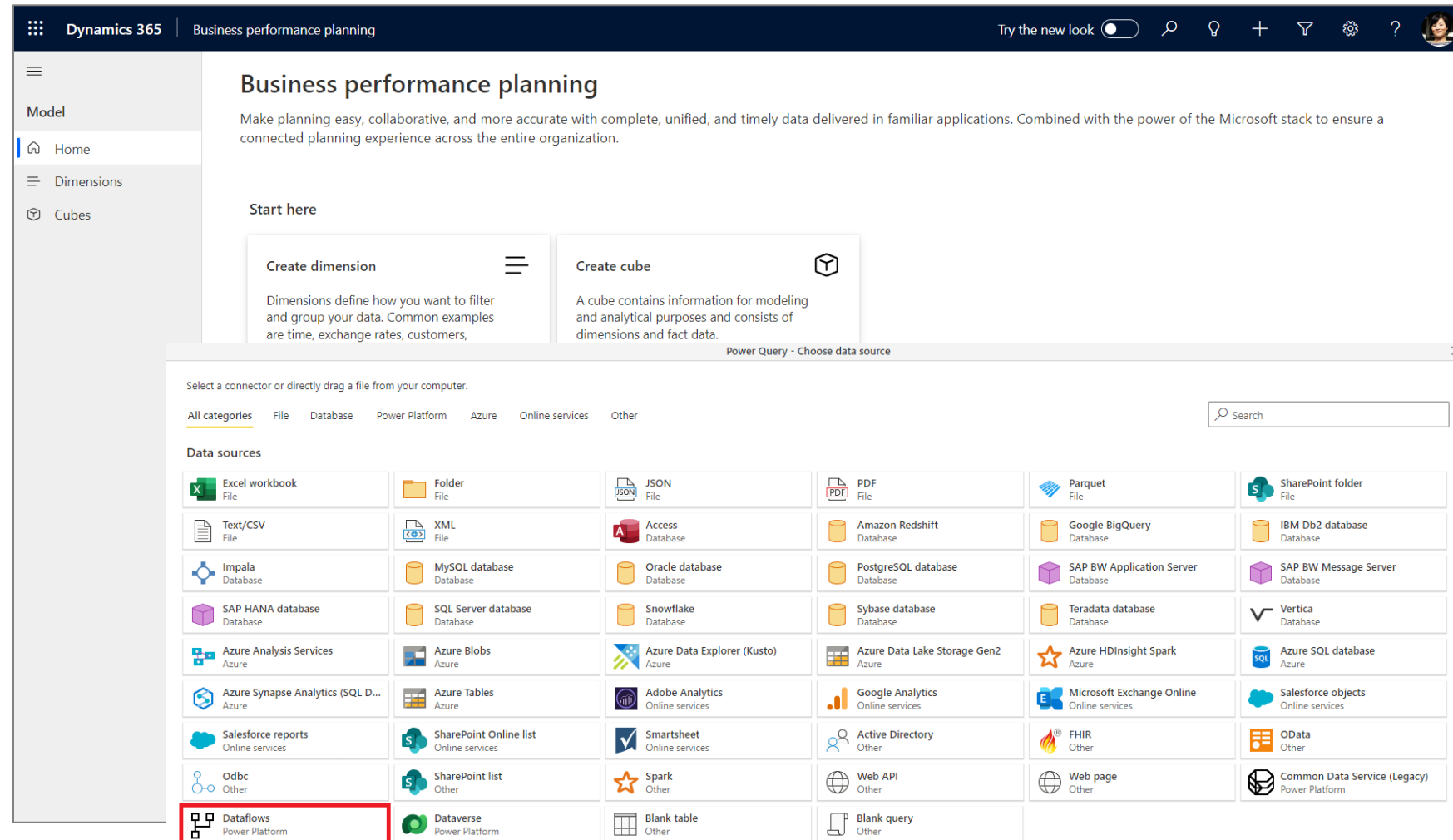Supports top-down or bottom-up planning

Easily create collaborative plans by connectors

Flexible planning canvas

Get fact and dimension data from dataflows with Power Query

Row level security for dimension values

Access to 7 Power BI planning toolkit visuals

Thank you

Microsoft

Take a Rest with coffee break and Enjoy our Game
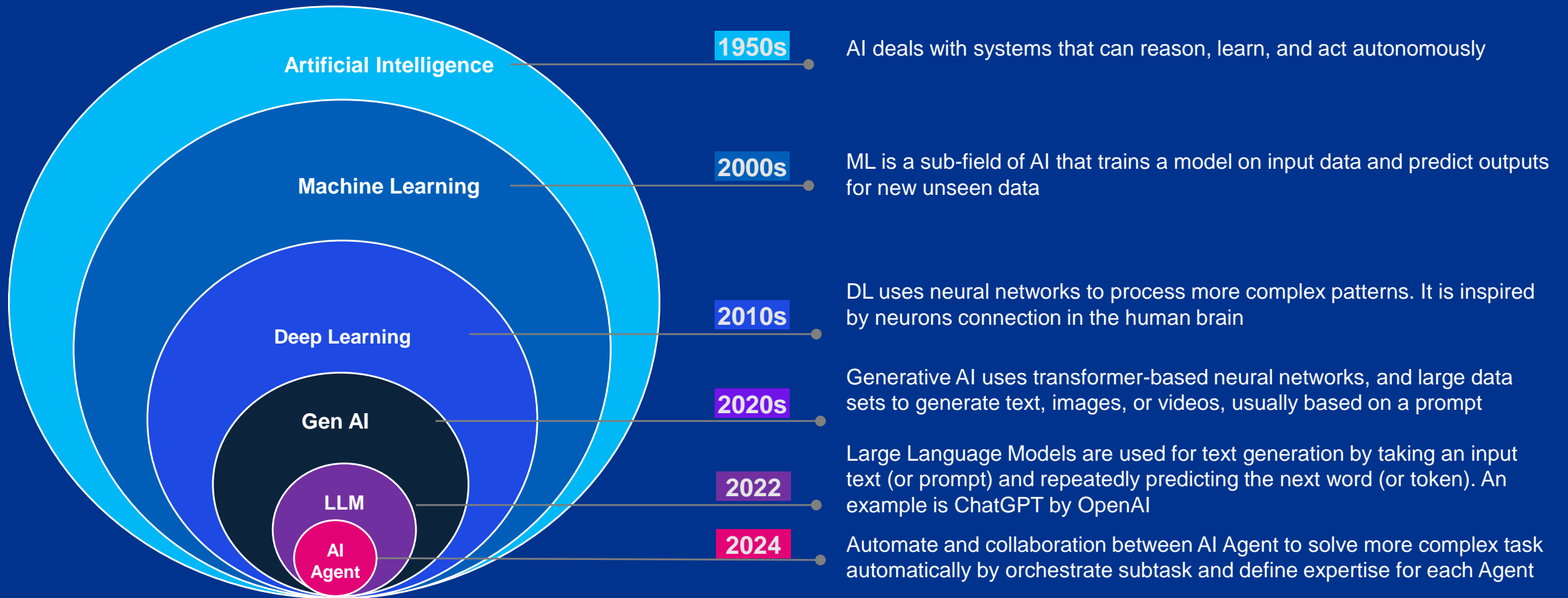
03

Transforming the enterprise for the future

Speaker : Tong Apisak
        Advisory Associate Director
        KPMG Thailand

AI Overview

Recognizing the significance of understanding the capabilities of AI is essential to grasp its value proposition and to navigate potential risks effectively.
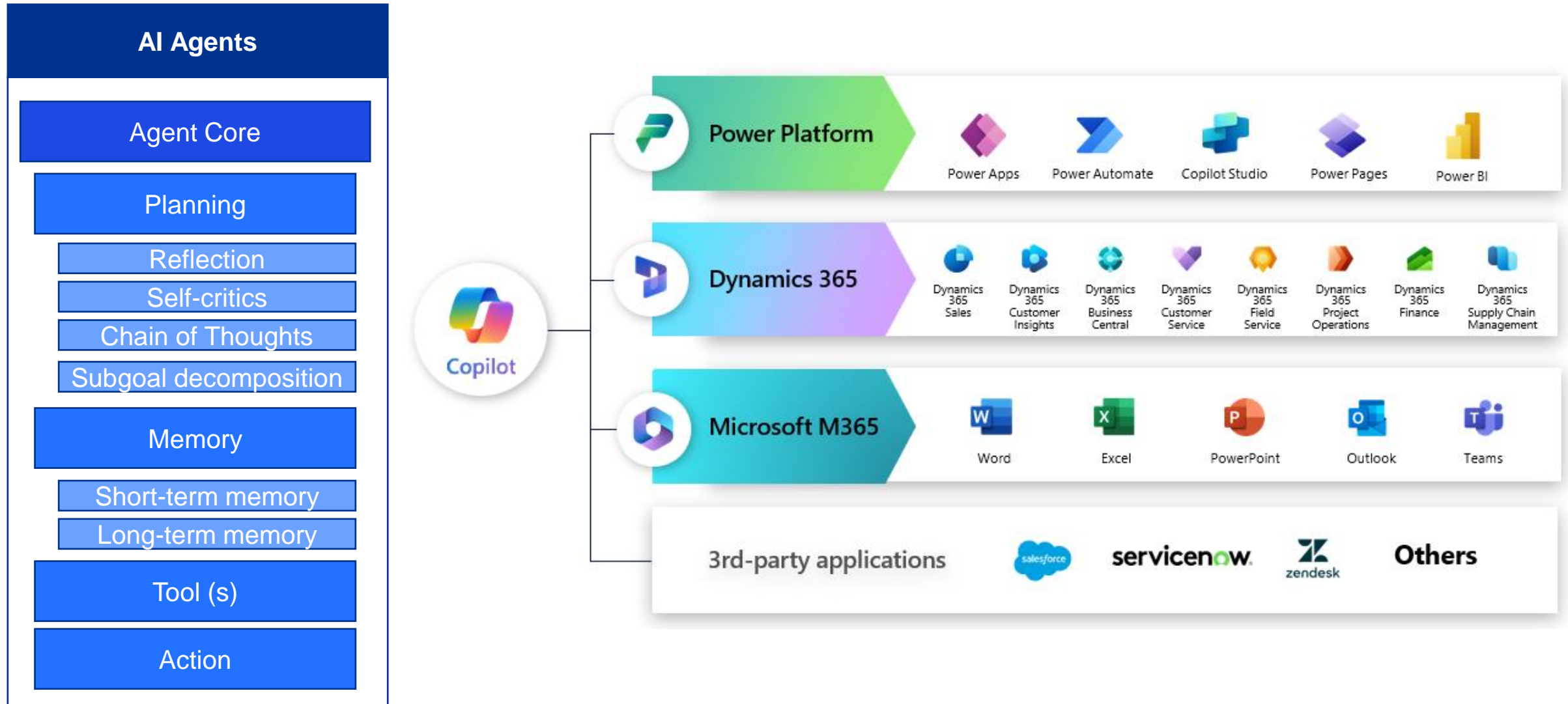
Artificial Intelligence

Machine Learning

Deep Learning

Gen AI

LLM

AI Agent

1950s — AI deals with systems that can reason, learn, and act autonomously

2000s — ML is a sub-field of AI that trains a model on input data and predict outputs for new unseen data

2010s — DL uses neural networks to process more complex patterns. It is inspired by neurons connection in the human brain

2020s — Generative AI uses transformer-based neural networks, and large data sets to generate text, images, or videos, usually based on a prompt

2022 — Large Language Models are used for text generation by taking an input text (or prompt) and repeatedly predicting the next word (or token). An example is ChatGPT by OpenAI

2024 — Automate and collaboration between AI Agent to solve more complex task automatically by orchestrate subtask and define expertise for each Agent

Document Classification: KPMG Public

Quick Poll

Do you have AI implemented in your organization ?

Document Classification: KPMG Public

AI connected to the ecosystem

AI Agent: Analysis Sub Agents for Jarvis in Ironman 2 Scene

Agent: Jarvis (in 1:30 minutes) => Answer 14 Sub Agents
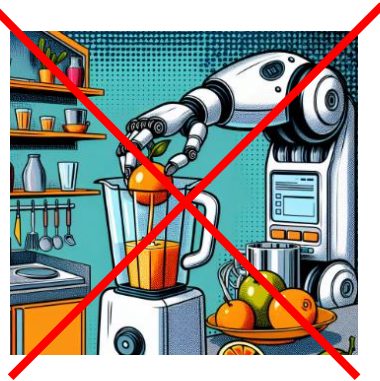
- **Sub Agents#1:** Listening voice from Tony Stark
- **Sub Agents#2:** Wake up computers, monitors, light
- **Sub Agents#3:** Greeting "welcome home"
- **Sub Agents#4:** Get latest Tony Stark's good news
- **Sub Agents#5:** Congratulation to Tony Stark
- **Sub Agents#6:** Scan, Initialize Iron Suites
- **Sub Agents#7:** Get Tony Stark's latest video
- **Sub Agents#8:** Summarize content in the video
- ~~**Sub Agents:** Make some drink (Not Jarvis but Dum-E)~~
- **Sub Agents#9:** Check blood toxic
- **Sub Agents#10:** Check & Analysis healthy conditions
- **Sub Agents#11:** Simulate healing conditions
- **Sub Agents#12:** Inform critical conditions
- **Sub Agents#13:** Recommend options to get help in critical situation
- **Sub Agents#14:** Mute
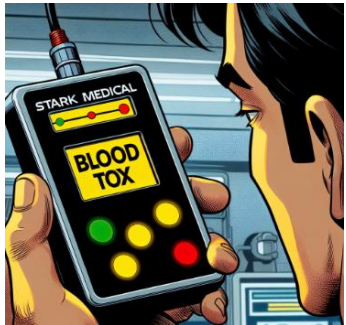
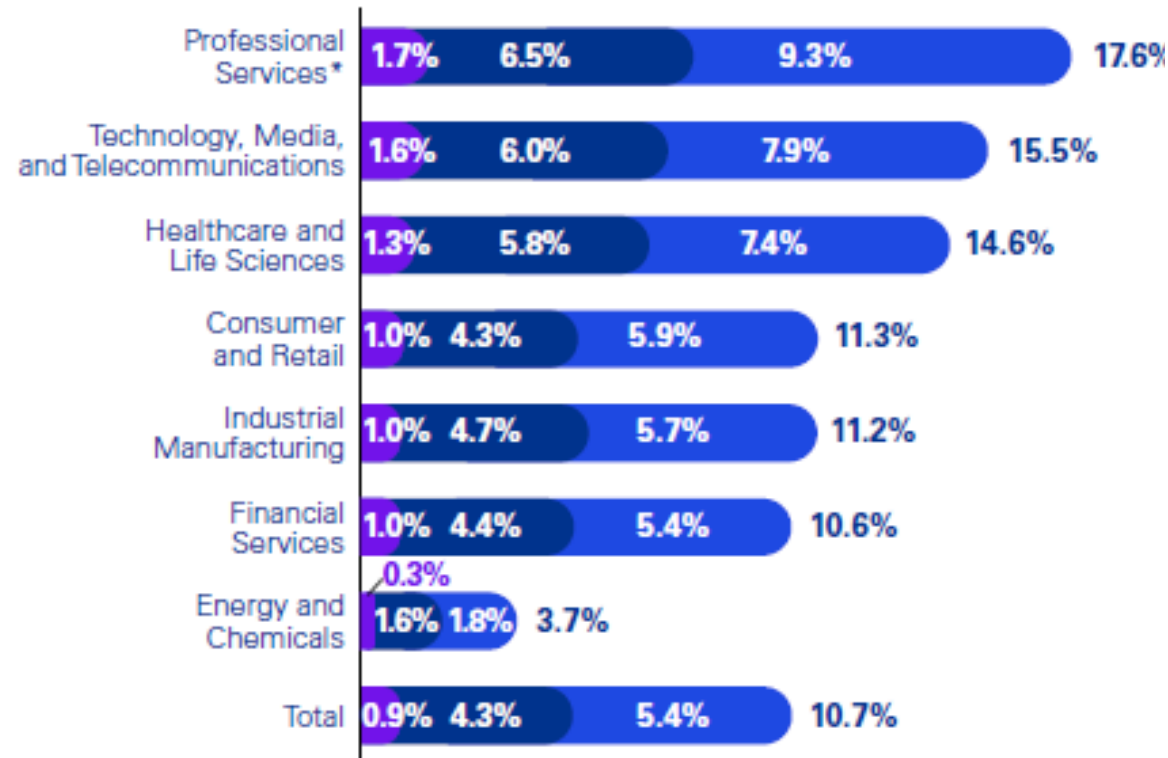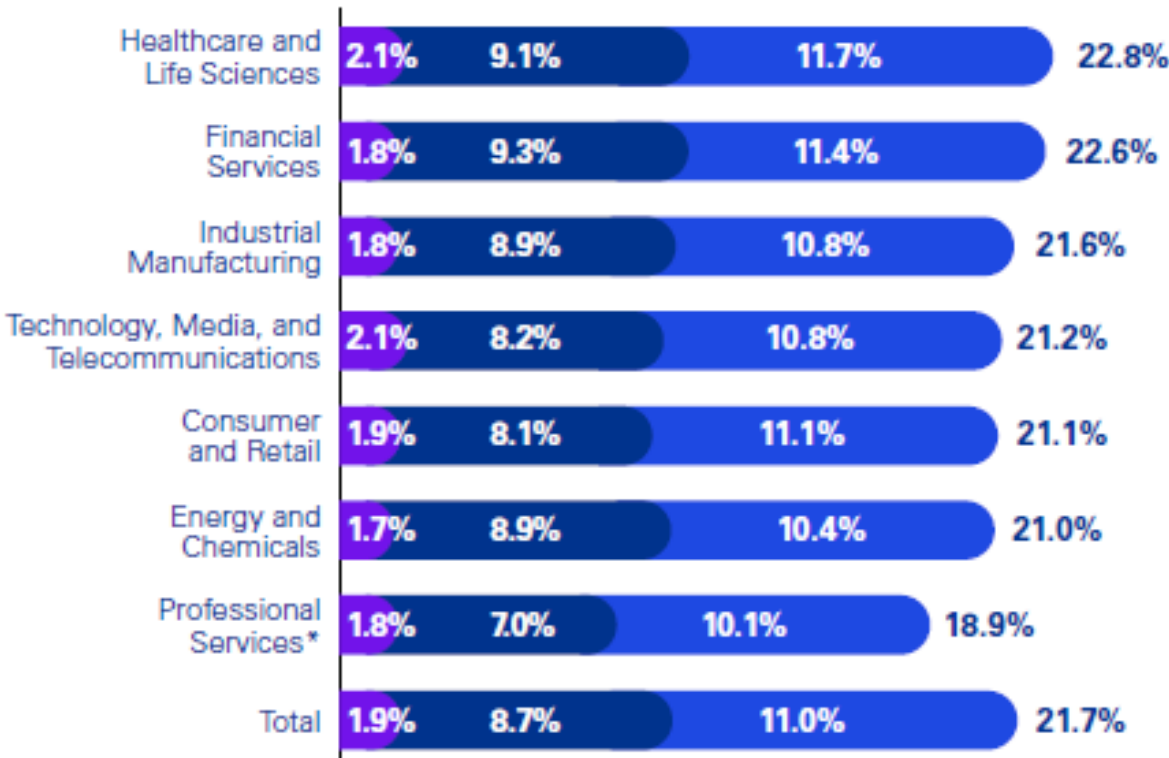# KPMG Research: Quantifying the Gen AI opportunity

The Gen AI opportunity equates to 4-18% of EBITDA and 19-23% of salary cost annually, across sectors.

The full potential, for low/medium complexity opportunity ranges from 1.9-8.2% of EBITDA, or 8.8-11.2% of salary cost.

Gen AI opportunity as % of EBITDA

Sector	Low	Medium	High	Total
Professional Services*	1.7%	6.5%	9.3%	17.6%
Technology, Media, and Telecommunications	1.6%	6.0%	7.9%	15.5%
Healthcare and Life Sciences	1.3%	5.8%	7.4%	14.6%
Consumer and Retail	1.0%	4.3%	5.9%	11.3%
Industrial Manufacturing	1.0%	4.7%	5.7%	11.2%
Financial Services	1.0%	4.4%	5.4%	10.6%
Energy and Chemicals	0.3% / 1.6%	1.8%		3.7%
Total	0.9%	4.3%	5.4%	10.7%

Gen AI opportunity as % of salary cost

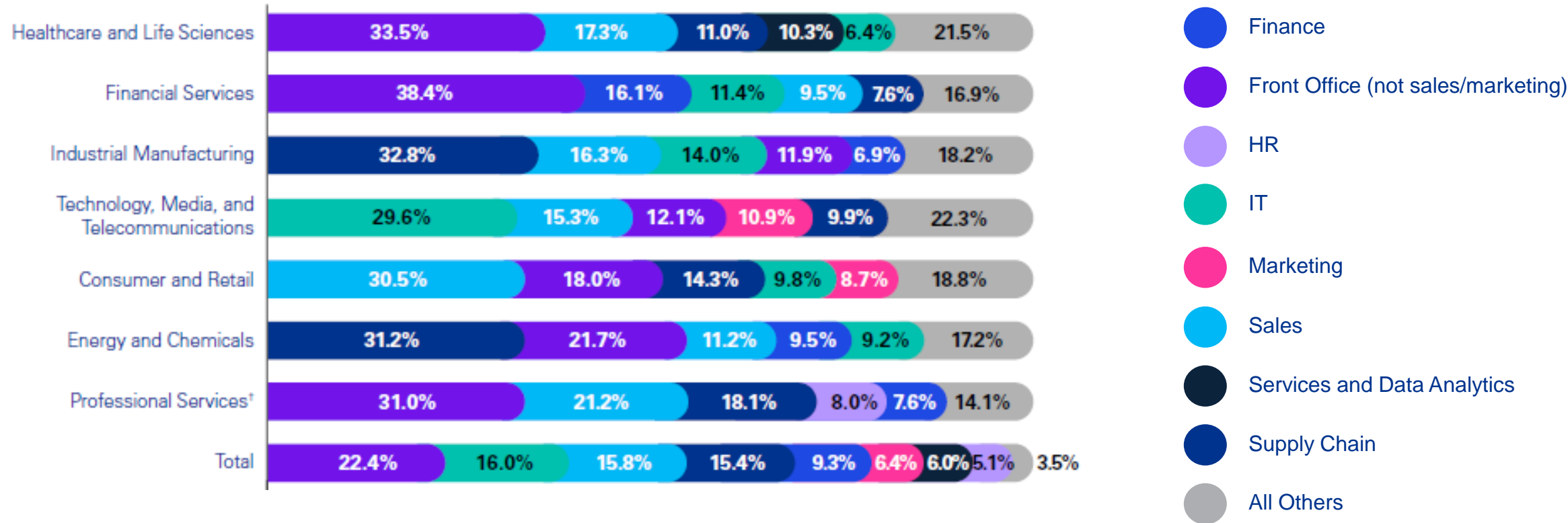| Sector	Low	Medium	High	Total
Healthcare and Life Sciences	2.1%	9.1%	11.7%	22.8%
Financial Services	1.8%	9.3%	11.4%	22.6%
Industrial Manufacturing	1.8%	8.9%	10.8%	21.6%
Technology, Media, and Telecommunications	2.1%	8.2%	10.8%	21.2%
Consumer and Retail	1.9%	8.1%	11.1%	21.1%
Energy and Chemicals	1.7%	8.9%	10.4%	21.0%
Professional Services*	1.8%	7.0%	10.1%	18.9%
Total	1.9%	8.7%	11.0%	21.7%

● Low complexity ● Medium complexity ● High complexity

KPMG Research: Quantifying the Gen AI opportunity

On average, the Sales and Front Office, IT and Supply Chain functions exhibit the highest potential for Gen AI value across all sectors.
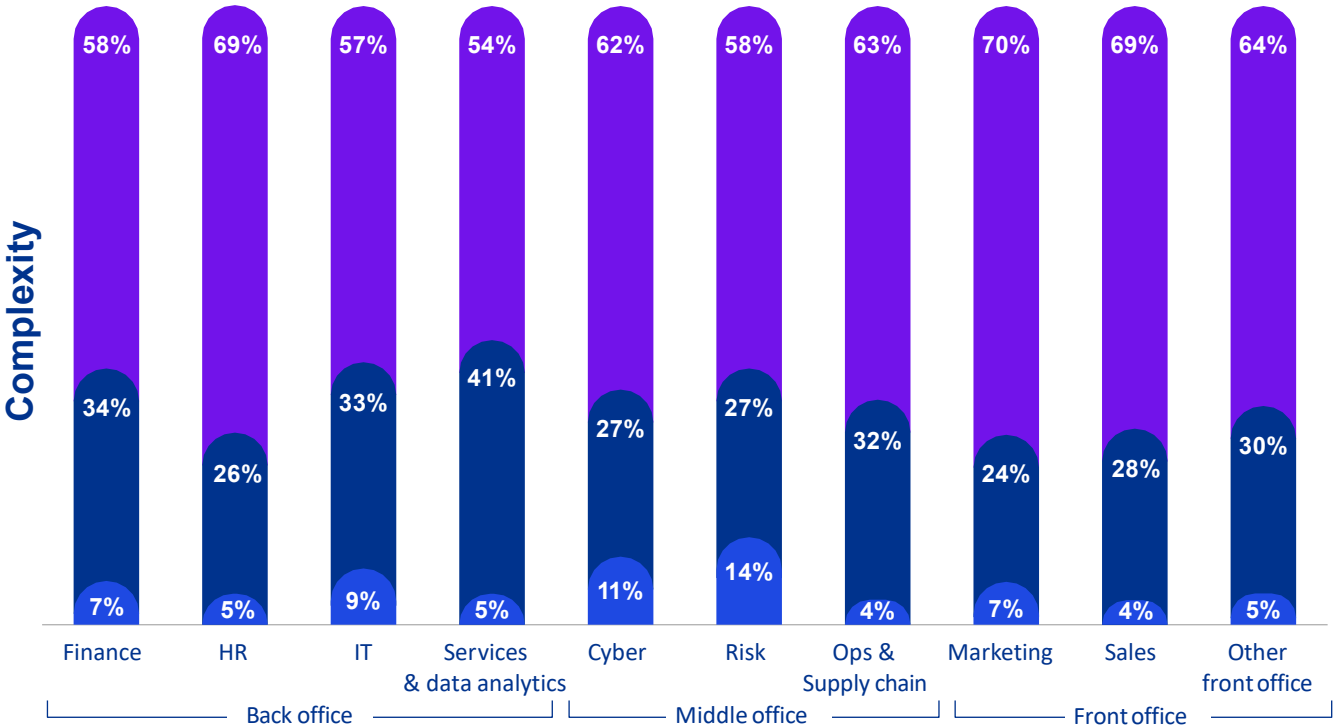

Sector						
Healthcare and Life Sciences	33.5%	17.3%	11.0%	10.3%	6.4%	21.5%
Financial Services	38.4%	16.1%	11.4%	9.5%	7.6%	16.9%
Industrial Manufacturing	32.8%	16.3%	14.0%	11.9%	6.9%	18.2%
Technology, Media, and Telecommunications	29.6%	15.3%	12.1%	10.9%	9.9%	22.3%
Consumer and Retail	30.5%	18.0%	14.3%	9.8%	8.7%	18.8%
Energy and Chemicals	31.2%	21.7%	11.2%	9.5%	9.2%	17.2%
Professional Services†	31.0%	21.2%	18.1%	8.0%	7.6%	14.1%
Total	22.4%	16.0%	15.8%	15.4%	9.3%	6.4% / 6.0% / 5.1% / 3.5%

Legend:
- Finance
- Front Office (not sales/marketing)
- HR
- IT
- Marketing
- Sales
- Services and Data Analytics
- Supply Chain
- All Others

KPMG Research: Quantifying the Gen AI opportunity

Gen AI opportunity, task complexity breakdown: Banking

Complexity (y-axis label)

Category	High complexity	Medium complexity	Low complexity
Finance	58%	34%	7%
HR	69%	26%	5%
IT	57%	33%	9%
Services & data analytics	54%	41%	5%
Cyber	62%	27%	11%
Risk	58%	27%	14%
Ops & Supply chain	63%	32%	4%
Marketing	70%	24%	7%
Sales	69%	28%	4%
Other front office	64%	30%	5%

Back office: Finance, HR, IT, Services & data analytics
Middle office: Cyber, Risk, Ops & Supply chain
Front office: Marketing, Sales, Other front office

● Low complexity
Based on tasks that are relatively simple and can be effectively augmented using readily available Gen AI tools such as Copilot, ChatGPT and other out-of-the-box technologies.

● Medium complexity
Based on tasks that have potential for Gen AI augmentation but may necessitate the development of more integrated and customized solutions.

● High complexity
Based on tasks that have potential for Gen AI augmentation but will likely require the creation of integrated and sophisticated solutions, as well as comprehensive governance and change management to enable adoption.

Top 10 areas of opportunity: Banking

01 Customer relationship management

02 Operations execution

03 Performance optimization

04 Data analysis

05 Product performance analytics

06 Operations and supply chain resource allocation

07 Customer sentiment analysis

08 Content generation

09 Data compression

10 Quality assurance and testing

KPMG AI Technology capabilities required to deliver (Microsoft)

Complexity

Low
Based on tasks that are relatively simple and can be effectively augmented using readily available Gen AI tools such as Copilot, ChatGPT and other out-of-the-box technologies.

Medium
Based on tasks that have potential for Gen AI augmentation but may necessitate the development of more integrated and customized solutions.

High
Based on tasks that have potential for Gen AI augmentation but will likely require the creation of integrated and sophisticated solutions, as well as comprehensive governance and change management to enable adoption.

AI Technology Capabilities required (Microsoft)

Low	Medium	High
M365 Copilot	Power Platform Copilot	Custom Agentic AI
D365 Copilot	AI Builder	Azure AI Foundry
Microsoft Security Copilot	Microsoft Fabric (Power BI) Copilot	Azure AI Agent Service
Microsoft Sustainability Copilot	SharePoint	Microsoft Semantic Kernel
GitHub Copilot	Dataverse	Azure AI Services
Microsoft Copilot	Power Platform Connector	Azure Data
	Governance and administration	Azure Cloud
		Azure Security
		Microsoft Dev Box
		Microsoft Entra ID

Use case summary (Example)

No	Use Case	Benefit	Complexity
1	Treasury – Cash Flow Projection Report	Productivity, Time	Medium
2	Bank Reconcile (AI Agent)	Time, Accuracy	High
3	Demand Forecasting	Productivity, Time*	Low
4	Generative AI with SAP data (Internal)	Productivity	Medium
5	PR Approval workflow (Internal)	Governance	Medium
6	Auto calculate Cost and BOI Tax	Productivity, Time	High

DEMO Use Case | Treasury – Cash Flow Projection Report

As-Is

Manual Retrieving Bank Statements → Manual categorize items → Manually generate cash flow projection report in Excel (Preferred by Accounting Lead)

Example: 1

Account	Date	Time	Transaction	Channel	Cheque N	Debit Amount	Credit Amount	Balance	Balance Amount	Description
1113049410	01-02-25	00:17	XD	BCMS	N/A		14,056.00		32,339,701.15	รับเงินจาก SCB x0086 บริษัท xxx
1113049410	01-02-25	03:56	XD	ATS	N/A		269,629.83		32,609,330.98	CREDIT CARD DIVISION(EDC)
1113049410	01-02-25	03:56	XD	ATS	N/A		1,520,119.63		34,129,450.61	CREDIT CARD DIVISION(EDC)
1113049410	01-02-25	06:00	XD	ENET	N/A		86,602.20		34,216,052.81	กสิกรไทย (KBANK)/X184826

Example 2

Account No	Date	Time	Tr Code	Cheque No	Debit Amo	Credit Amo	Bal.	Tr Description	Description
5521000025	01-02-25	00:38:32	TR			670.00	32,517.55	PP TRANSFER DEP. CURRENT	1873681B
5521000025	01-02-25	10:54:44	CD		252,954.75		285,472.30	CASH DEPOSIT	5042 ค่าขาย
5521000025	01-02-25	11:00:15	CD		103,503.25		388,975.55	CASH DEPOSIT	5069 ค่าขาย

CASH FLOW PROJECTION 2024 — UNIT : MB

DESCRIPTION	YEAR 2024													TOTAL
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG		SEP	OCT	NOV	DEC	
	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	BUDGET	VARIANCE	BUDGET	BUDGET	BUDGET	BUDGET
CASHFLOW FROM OPERATION														
Sales - Store														
– Project Sales														
Special Rebate														
Other Income														
TOTAL CASH INFLOW														
Payment for Accounts Payable														
TOTAL TRADE														
Rent & Service Charges														
Consumable & Communication														
Adv & Pro Expenses														
Salary & Welfare														
Admin Expenses														
Tax payment														
TOTAL NON-TRADE														
TOTAL CASH OUTFLOW														
CASHFLOW FROM OPERATION														
CASHFLOW FROM INVESTMENT														
Information Technology (IT)														
Renovation														
New Store:														
before 2022														
In 2022														
In 2023														
2024 , Onward														
Dc New														
HO & Existing Stores														
CASHFLOW FROM INVESTMENT														

DEMO use case | Treasury – cash flow projection report

As-Is

Manually Retrieving Bank Statements → Manually categorize and reconcile items → Manually generate cash flow projection report in Excel (Preferred by Accounting Lead)

To-Be

Automatically retrieve bank statements

Automatically export data from SAP for reconcile item

→ Automatically categorize and reconcile items → Automatically generate cash flow projection report in Excel then delivery to user via Email

DEMO

DEMO Video: Auto Generate Cash Flow Projection Report
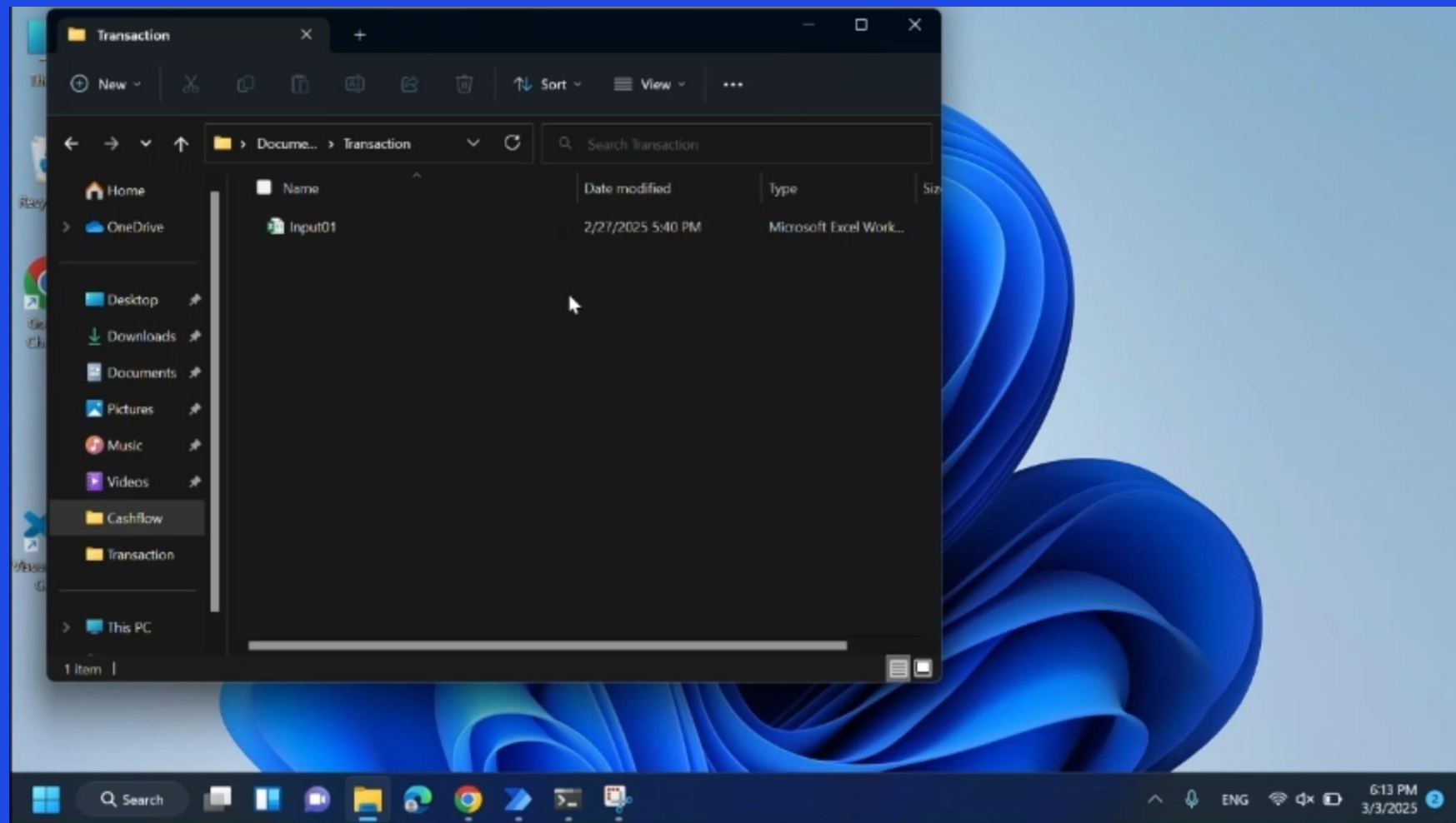
2. DEMO use case Bank Reconcile (AI Agent)

Unmatched Bank Reconcile

Date: 31 December 2024			
ABC Company			
Bank: V Bank / Acc: 123xx6321			
		in Baht	
Amount per Bank statement		4,245,641.00	
Less: Transferred in but not yet recorded in GL			
28 Dec 2024, Ref 563215	(312,000.00)		
29 Dec 2024, Ref 231476	(224,700.00)		
30 Dec 2024, Ref 673976	(48,150.00)	(584,850.00)	
Amount per Book		3,660,791.00	
Amount per GL		3,660,791.00	
Diff		-	

AR Aging

Date: 31 December 2024						
ABC Company						
				90	*in Baht*	31-Dec-24
Customer ID	Invoice no.	Invoice date	Due date		Amount	Aging
AR0004321	20240929-001234	29-Sep-24	28-Dec-24		321,000.00	-3
AR0003254	20240723-000867	23-Jul-24	21-Oct-24		107,000.00	-71
AR0006753	20240202-000058	2-Feb-24	2-May-24		260,010.00	-243
AR0006753	20240202-000059	2-Feb-24	2-May-24		200,000.00	-243
AR0006753	20240202-000061	2-Feb-24	2-May-24		642,000.00	-243
AR0006753	20240202-000060	2-Feb-24	2-May-24		535,000.00	-243
AR0006753	20240202-000062	2-Feb-24	2-May-24		48,150.00	-243
AR0002222	20241010-001345	10-Oct-24	8-Jan-25		321,000.00	8
					2,434,160.00	

AI Agent (Semantic Kernel)

Agent#1: Tool: Compare by consider conditions defined
Agent#2: AI Agent (Finance Assistant): Analysis matched/unmatched
Agent#3: Tool: Sending email

Staff

AI Agent: Bank Reconcile

- **Sub Agents#1:** Get unmatched case in Bank Reconcile end day (A)
- **Sub Agents#2:** Retrieve records of account receivable (B)
- **Sub Agents#3:** Compare (A) and (B) by consider Withholding TAX
-        Example invoice 107, transfer receive will be 104 And sanity check without Withholding TAX
- **Sub Agents#4:** Summary matched/unmatched cases
- **Sub Agents#5:** Send email to staff for continue process

2. DEMO use case Bank Reconcile (AI Agent)

Email Result

Financial Assistant: Summary of Bank Reconciliation as of 28–30 Dec 2024

🙂 ↩ Reply ↩ Reply All → Forward [Teams] ...

Wed 5/14/2025 2:55 PM

Finance Assistant:

Summary of Bank Reconciliation as of 28–30 Dec 2024

1. Bank Ref 563215 on 28 Dec 2024 – Amount paid 312,000.00
   - Possible invoice matches (both yield net 312,000.00 after VAT–WHT)
     – AR0004321 (Inv 20240929-001234, Inv Date 29-Sep-24, Aging –3 days)
     – AR0003214 (Inv 20240930-001299, Inv Date 30-Sep-24, Aging –2 days)
   - Amount (inc. VAT) – WHT = 312,000.00, which equals the payment.
   - Status: True match but duplicated.
   - Recommendation: Investigate which invoice the payment applies to (or whether it was meant to settle both).

2. Bank Ref 673976 on 30 Dec 2024 – Amount paid 48,150.00
   - Matched to AR0006753 (Inv 20240202-000062, Inv Date 02-Feb-24, Due 02-May-24, Aging –243 days)
   - Amount (inc. VAT) – WHT = 46,800.00 vs. Paid 48,150.00 → overpayment of 1,350.00
   - Status: Partially mismatched.
   - Recommendation: Confirm withholding-tax treatment and request credit or refund of the 1,350.

3. Bank Ref 231476 on 29 Dec 2024 – Amount paid 224,700.00
   - No matching invoice on record.
   - Status: Unmatched.
   - Recommendation: Trace supporting documentation, request invoice copy or reallocating entry.

Conclusion & Next Steps
– Resolve duplicate allocation for Ref 563215 by confirming customer remittance advice or checking which invoice was indeed paid.
– Follow up with the customer or AP team on the WHT discrepancy in Ref 673976 (AR0006753) and arrange for credit note or refund of the excess 1,350.
– Investigate Ref 231476 (224,700.00) immediately to identify the underlying invoice or determine if the payment is in error. Once these items are cleared, update the ledger, and close the month-end bank reconciliation.

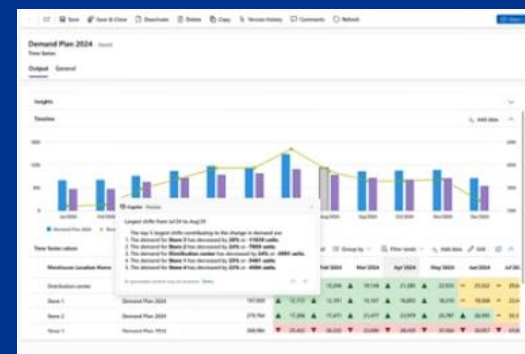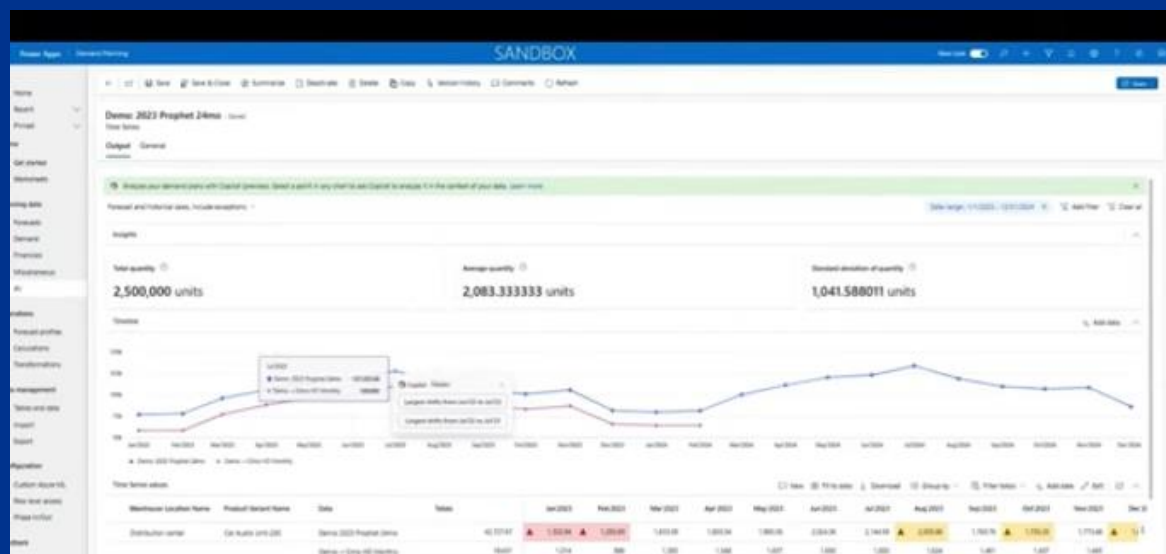# 3. DEMO User case: D365 F&O Demand Forecasting

Gather transactional historical data from the database

Use machine learning to generate forecast based on historical demand
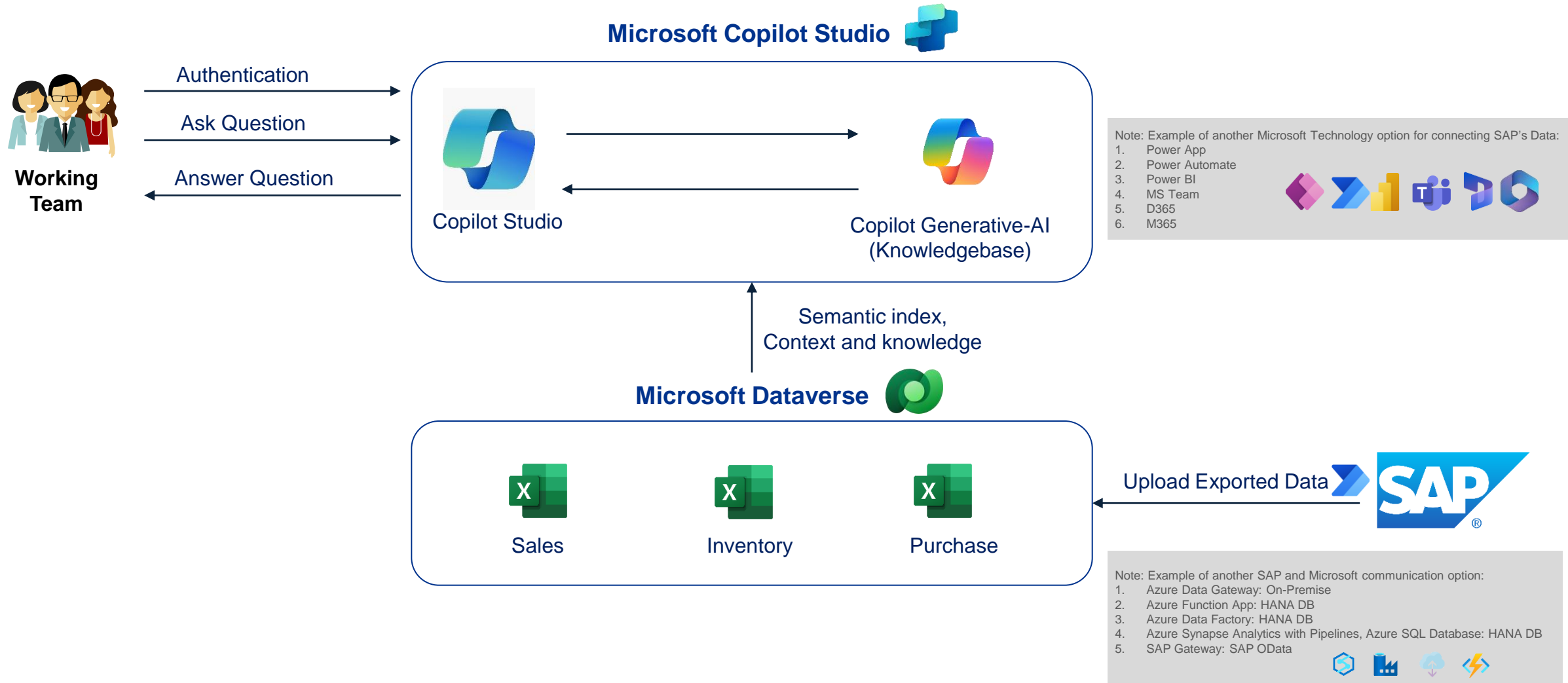
View and make changes to forecast

Authorize forecast

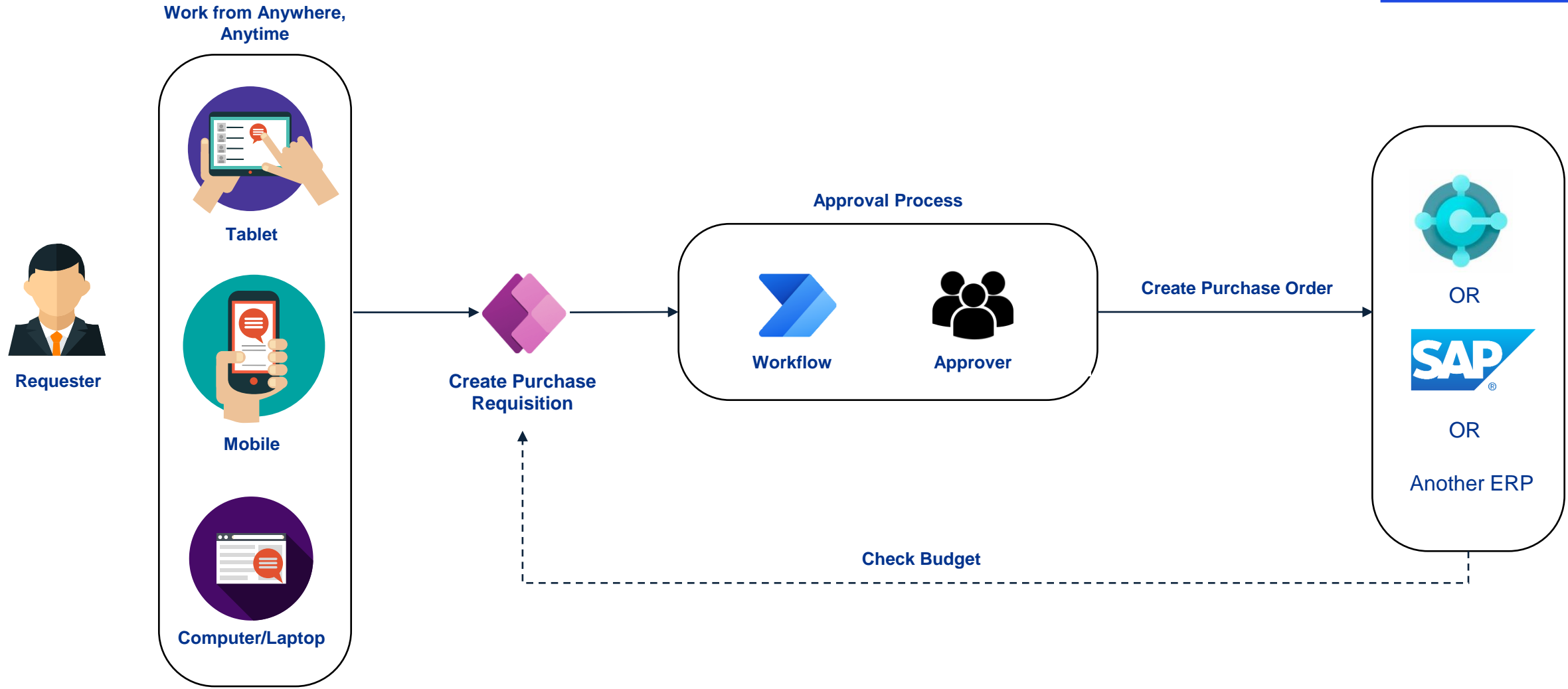Leverage Copilot to understand key data insights

4. DEMO Use Case | Generative AI with SAP data (Internal)

Microsoft Copilot Studio

Working Team

Authentication →

Ask Question →

← Answer Question

Copilot Studio → Copilot Generative-AI (Knowledgebase)

Note: Example of another Microsoft Technology option for connecting SAP's Data:
1. Power App
2. Power Automate
3. Power BI
4. MS Team
5. D365
6. M365

Semantic index, Context and knowledge ↑

Microsoft Dataverse

Sales   Inventory   Purchase

Upload Exported Data ← **SAP**®

Note: Example of another SAP and Microsoft communication option:
1. Azure Data Gateway: On-Premise
2. Azure Function App: HANA DB
3. Azure Data Factory: HANA DB
4. Azure Synapse Analytics with Pipelines, Azure SQL Database: HANA DB
5. SAP Gateway: SAP OData

5. Use Case | PR Approval workflow (Internal)

Work from Anywhere, Anytime

Tablet

Mobile

Computer/Laptop

Requester

Create Purchase Requisition

Approval Process

Workflow

Approver

Create Purchase Order

OR

SAP

OR

Another ERP

Check Budget

Use Case: Screen Captured | PR Approval workflow (Internal)

6. User case: Auto calculate Cost and BOI Tax

Scope Overview

KPMG will implement calculation tools for calculating income tax by using KPMG Approach. This approach is based on assess as-is operational process by interview and walkthrough, review law & regulation related to income tax, and get the functional requirement from Management and Users. Our deliverables are contained as follows:
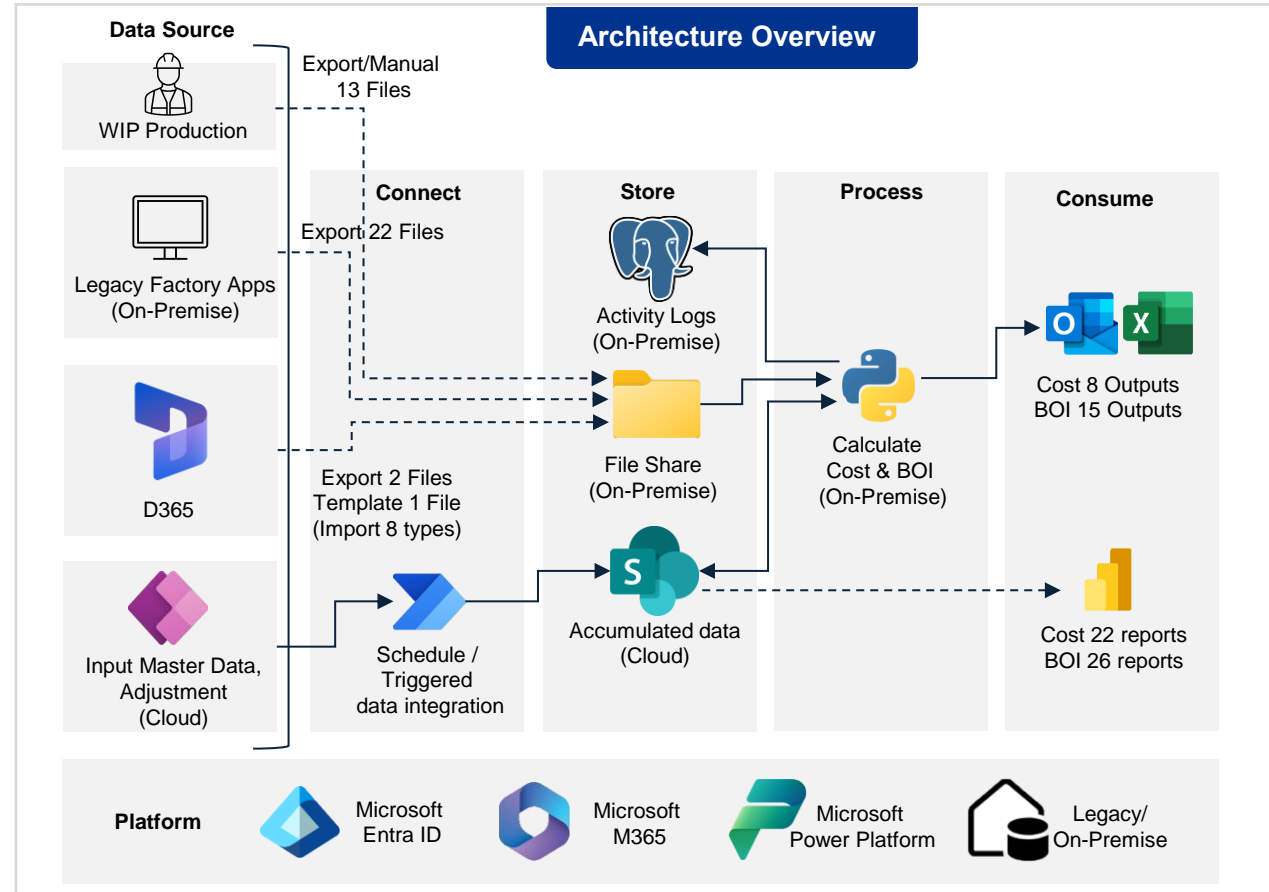
Tax BOI Recommendation

- Cost and Sales Driver for BOI Related Report
- Corporate Tax Addition and Deduction

Enhancement Programs (Power Platform)

- Enhancement Program for BOI Tax Calculation and Report
- Enhancement Program for Cost Calculation Report

Architecture Overview

Data Source

WIP Production

Legacy Factory Apps (On-Premise)

D365

Input Master Data, Adjustment (Cloud)

Export/Manual 13 Files

Connect
Export 22 Files

Export 2 Files
Template 1 File
(Import 8 types)

Schedule / Triggered data integration

Store

Activity Logs (On-Premise)

File Share (On-Premise)

Accumulated data (Cloud)

Process

Calculate Cost & BOI (On-Premise)

Consume

Cost 8 Outputs
BOI 15 Outputs

Cost 22 reports
BOI 26 reports

Platform

Microsoft Entra ID

Microsoft M365

Microsoft Power Platform

Legacy/ On-Premise

KPMG Blueprint for intelligent Organization

Read more >>

Enterprise

| Insight-Driven Strategy & Value Creation | Continuous Business & Operating Model Evolution | Value Stream & Experience Centricity | Composable Enterprise Architecture | Enterprise Resilience, Sustainability & Trust | Workforce Shaping, Change & Learning |

Functions

Seamless Customer Engagement

Predictive Operations

Intelligent Product Manufacturing

Operational Value Streams

Enabling Capabilities & Processes

| Capability Center | Capability Center | Capability Center | Capability Center |

Value

Foundations

| Hybrid Cloud Infrastructure | Intelligent Data Management | Responsible AI Model Development | Application of Embedded Intelligence | Cybersecurity &Safety | Digital Twins & Banking Ecosystem Integration |

The AI Tech Foundation will quickly evolve as your business scales and adopts AI

As your business scales and adopts AI, it is crucial to develop a sustainable and adaptable AI Tech Foundation that transitions your organization from an intelligent organization to an autonomous enterprise, ensuring it remains future-proof to meet evolving business needs.

Horizon 1
Intelligent Organization

Enable People

- Select AI strategic alliances
- Deploy AI infrastructure for standard AI tools (Copilots)
- Introduce simple custom models
- Provision curated data for RAG and fine tuning
- Capture metadata and develop analytics to monitor adoption
- Evolve cloud strategy to meet AI needs with proper guardrails

Horizon 2
AI-Powered Processes

Embed AI in Work

- Evolve the AI infrastructure for Agents
- Build an AI development 'factory'
- Select and train complex models
- Curate enterprise-wide data
- Establish multi-model and multi-modal capabilities
- Invest in increased cybersecurity

Horizon 3
Autonomous Enterprise

Evolve the Enterprise

- Deploy AI fueled inter-organization workflows
- Deploy AI Agents across ecosystem
- Utilize consolidated ecosystem data
- Evolve foundation to support new emerging technology (quantum)
- Transform FinOps for GenAI/LLMs

Trusted AI is critical

We understand trustworthy and ethical AI is a complex business, regulatory, and technical challenge, and we are committed to helping clients put it into practice. We leverage a robust framework to help develop and deploy an end-to-end Trusted AI program across the AI and machine learning lifecycle.
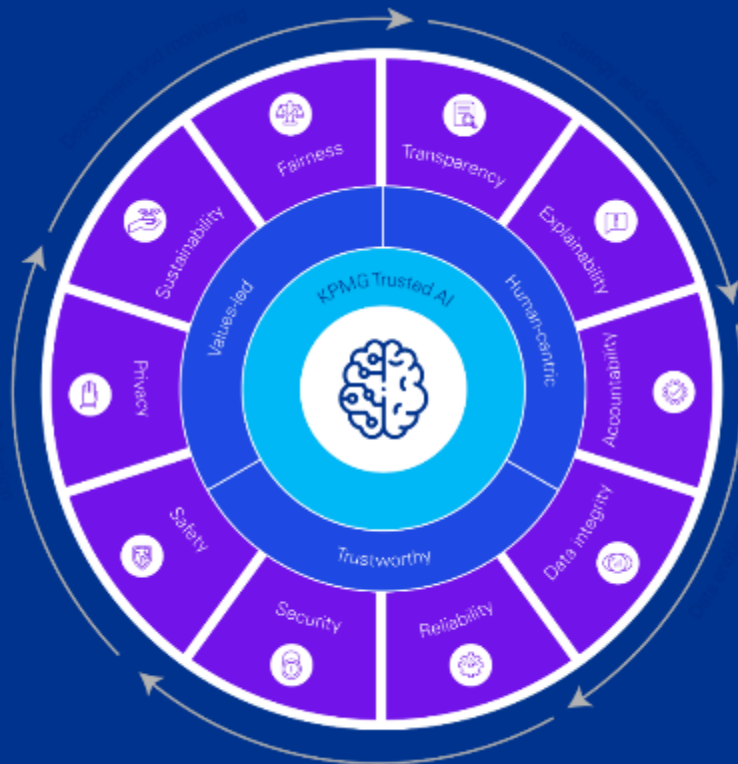
Fairness
AI solutions should be designed to reduce or eliminate bias against individuals, communities, and groups.

Transparency
AI solutions should include responsible disclosure to provide stakeholders with a clear understanding of what is happening in each solution across the AI lifecycle.

Explainability
AI solutions should be developed and delivered in a way that answers the questions of how and why a conclusion was drawn from the solution.

Accountability
Human oversight and responsibility should be embedded across the AI lifecycle to manage risk and comply with applicable laws and regulations.

Data integrity
Data used in AI solutions should be acquired in compliance with applicable laws and regulations and assessed for accuracy, completeness, appropriateness, and quality to drive trusted decisions.

Reliability
AI solutions should consistently operate in accordance with their intended purpose and scope and at the desired level of precision.

Security
Robust and resilient practices should be implemented to safeguard AI solutions against bad actors, misinformation, or adverse events.

Safety
AI solutions should be designed and implemented to safeguard against harm to people, businesses, and property.

Privacy
AI solutions should be designed to comply with applicable privacy and data protection laws and regulations.

Sustainability
AI solutions should be designed to be energy efficient, reduce carbon emissions, and support a cleaner environment.

Our Advisory AI Offerings

AI Strategy

AI Strategy	Gen AI Value Assessment	AI Business Case Development	AI CoE Op. Model

AI Vision & Aspiration	Full Enterprise AI Blueprint	AI Transformation Orchestration

AI Jumpstart

Use Case Development	AI MVP	Lightweight Architecture

Lightweight AI Operating Model	Lightweight Governance model

AI Trust

AI Governance	AI Security	AI Development & Deployment

AI Risk Assessment	AI Regulation & Compliance	AI Assurance

AI Workforce

Gen AI Workforce Opportunity Assessment	Augmented Role & Experience Redesign

Activation & Adoption	Gen AI Upskilling & LaaS	Workforce Shaping

AI Technology

Data Foundation for AI	Cloud Foundation for AI	Integration	FinOps

Model Training & Tuning	Technology Operations for AI	AI Applications

How can KPMG help with Power Platform ?

There are numerous ways we can help you with your Power Platform Journey.

Pilot program

- Power Apps workshops
- Use case evaluation
- POC build, test and deploy
- Readiness assessment
- Best practices and guidance

App development

- Mobile-first app development
- Requirements and wireframes
- Custom UI/UX
- Canvas and model-driven apps
- Portal apps for external users

Workflow automation

- Power Automate flows for apps
- UI flows and business process flows
- Business rules, alerts and notifications
- RPA using WinAutomation (desktop)

Embedded AI/Copilot

- AI builder integration with in apps and flows
- AI model – prediction, recognition and extraction
- Chatbot – scenario mapping and flows
- Dashboards/BI analytics and forecasting

Center of enablement

- COE design, build and deployment
- Policies methods, tools and standards
- Power Apps COE starter toolkit
- Governance of connectors/integrations
- Power Platform Admin Center

Data policy and security

- User and role management
- Data connectors classification
- Data loss policies
- Security and controls
- App analytics and monitoring

Integration

- Design architecture for integration
- Integration with your existing system
- Log trial for interface activities
- Dashboards for monitoring/maintenance

Enablement/support

- Change management
- Training and enablement
- Technical support
- Professional services support

We can meet your organization wherever you are on this journey and bring you to scale, fast.

04

Panel Discussion: Releasing the full potential of Corporate Services

Let's meet ... Our INCREDIBLE Speaker !

Ying Vareeporn
Advisory Partner
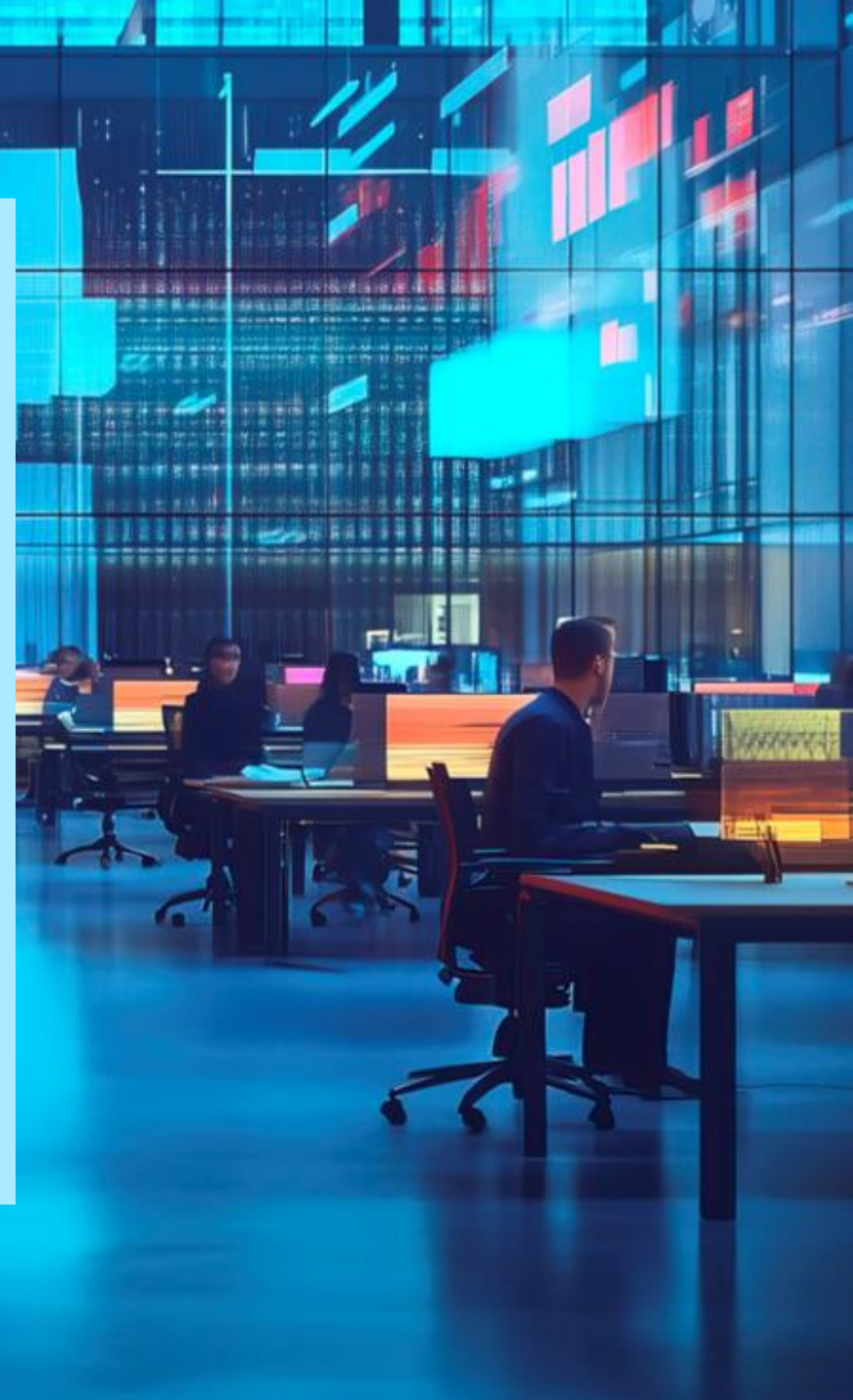**KPMG Thailand**

K'Rung Rungchat
Advisory Associate Director
KPMG Thailand

Puri
Chief Financial Officer
Tipco Foods Public Co. Ltd.

05
Closing and Q&A

FASTER Corporate Services

Front & middle office integrated

Artificial Intelligence enabled

Sustainability at the core

Technology & data driven

Employee & customer centric

Regulatory compliant

06
Q & A

"

It is time to stop thinking of Corporate Services as simply the back-office and start positioning it as a critical part of the business; capable of driving value, efficiency, and growth

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