



# Accelerate your digital transformation with KPMG and Google

The KPMG and Google alliance combines KPMG's business acumen, industry centricity and technology capabilities with Google's end-to-end data analytics and machine learning cloud platform to offer solutions that accelerate your digital transformation.

The KPMG and Google alliance can support you with your digital transformation journey in Financial Services (Banking, Insurance, Capital Markets), Healthcare, Retail and a number of other industries.

As a trusted advisor to clients across a range of industries, KPMG professionals provide deep domain and technical knowledge, as well as a thorough understanding of business-critical processes and workflows. Google brings Google Cloud, the most comprehensive, end-to-end platform for data analytics and AI, and customer engagement platforms such as Google Assistant and Google Home.

KPMG's alliance with Google can help your organization transform your business and operating models with secure cloud computing, machine learning technology, enterprise mobility, and advanced analytics.

## Cross-industry and industry-specific solutions to enable digital transformation

Digital transformation is at the top of the agenda for many organizations, with the promise of using proven and emerging technologies to increase efficiency, positively impact customer experience, and convert data into insight and value. However, customers need solutions developed with a trusted business advisor that understands their industry-specific challenges and processes, so the technologies can enable new business models and drive competitive advantage. The KPMG and Google alliance proactively develops combined offerings that leverage the full power of automation, machine learning, and data and analytics to help transform your business.



## Transform your customer interactions

Intelligent interactions (US) — customer experiences enhanced with machine learning, artificial intelligence, and data and analytics — have the potential to enhance customer touchpoints, reduce costs, and improve efficiencies. Live agents will be supported through virtual assistants capable of determining customer sentiment and intent, retrieving relevant knowledge libraries, and suggesting optimal resolution paths, designed to improve customer retention and loyalty. The same technologies that improve customer interactions also help generate data that can be used to identify emerging trends and influence new product and service creation.



## Data management and customer analytics

To help you build and execute a new vision for customer data management beyond compliance, KPMG offers purpose-built solutions that meet the challenges of GDPR and will also help lay the foundations for a game changing data management and customer analytics strategy. Combining KPMG's regulation, customer analytics, enterprise data strategy, and compliance knowledge with Google Cloud and its ML/AI technologies, the solutions include Google Cloud data repositories, records management via encrypted data warehouses, and sophisticated data analytics. These solutions can result in compliance efficiencies for identifying any breaches or customer data requests, automated cognitive processing for additional data scans like fraud and forensics, and innovation from data analytics conducted at unprecedented scale and speed.

## The KPMG Lighthouse

The KPMG Lighthouse — our global Center of Excellence for Data & Analytics and Intelligent Automation — incorporates leading technologies, approaches and more than 12,500 experts to build data-driven solutions that drive business value. Our capability portfolio, KPMG Ignite, unlocks the value of artificial intelligence (AI) and fosters the rapid development and deployment of AI solutions to transform our clients' business. Based on KPMG's deep domain expertise and IP, clients actively participate in the ideation and creation of their own AI solutions.

As an integral part of the KPMG and Google alliance, the KPMG Lighthouse includes Google Cloud Platform (GCP)-certified professionals with real-time access to Google's latest innovations and technologies. They come together to:

- Continuously drive innovation
- Deliver customized solutions to clients
- Work with pre-built solutions
- Develop use cases, prototypes, and demos
- Participate in design thinking workshops
- Execute POCs (Proof of Concept)
- Continuous training and professional development of our KPMG subject matter experts

## Why KPMG and Google?

The KPMG and Google alliance can help transform your business and improve your customer's experience based on the latest and most innovative technologies. Working with KPMG and Google can:

- Enable you to meet the changing needs of customers
- Increase efficiency across all processes and functions
- Provide valuable insights across your organization
- Manage risks, compliance and security

## Why Google Cloud?

- **Market-leading cloud platform** for AI/ML solutions
- **Rock-solid foundation** with global scale and defense in-depth security
- **Open, easy to manage environments** based on open source technologies, with a pay-per-use, automated management of highly available environments

## Making the most of business and technical knowledge, transformation experience and AI/ML expertise

KPMG member firms are the trusted advisers when it comes to delivering purpose built AI/ML solutions using Google's cloud and AI leadership. Together, KPMG member firms and Google provide extensive capabilities and experience to build a customer-centric enterprise.

## Access to growing offerings and technologies that meet your organization's challenges

KPMG and Google professionals working together bring tried and tested offerings that can be customized to meet your organizational requirements and specific challenges.

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