

# Accelerate your digital transformation

Enabled by KPMG x Google Cloud

**The KPMG X Google Cloud alliance combines KPMG’s business acumen, industry centricity and technology capabilities with Google Cloud’s data analytics and machine learning cloud platform to offer technology solutions that can help accelerate your digital transformation.**

The KPMG x Google Cloud 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 trusted advisors to clients across a range of industries, KPMG professionals provide deep domain and technical knowledge, as well as an understanding of business-critical processes and workflows. Google brings Google Cloud, one of the most comprehensive, wide-ranging platforms for data analytics and AI, and customer engagement platforms such as Google Assistant and Google Home.

KPMG firms and Google Cloud can help your organisation transform your business and operating models with secure cloud computing, machine learning technology, enterprise mobility, and advanced analytics.



## 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 can improve customer interactions also help generate data that can be used to identify emerging trends and influence new product and service creation.



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

Digital transformation is at the top of the agenda for many organisation, with the promise of using tested and emerging technologies to increase efficiency, positively impact customer experience, and convert data into insight and value. However, organisation need solutions developed with trusted business advisors who understand industry-specific challenges and processes, so technology can help enable new business models and drive competitive advantage.

The KPMG x Google Cloud alliance proactively develops combined offerings that seek to leverage the full power of automation, machine learning, and data and analytics to help transform your business.



## Data management and customer analytics

To help you build and execute a new vision for customer data management beyond compliance, KPMG firms offer purpose-built technology solutions that can help meet the challenges of GDPR and can also help lay the foundations for a game changing data management and customer analytics strategy. Combining KPMG professionals’ regulation, customer analytics, enterprise data strategy, and compliance knowledge with Google Cloud and its ML/AI technologies, the digital 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.

# KPMG Lighthouse

KPMG Lighthouse — a global Center of Excellence for Data & Analytics and Intelligent Automation — incorporates leading technologies, approaches and more than 16,000 specialists across the KPMG global organisation to build data-driven solutions that drive business value. The capability portfolio, KPMG Ignite, unlocks the value of artificial intelligence (AI) and fosters the rapid development and deployment of AI solutions to help transform your business. Based on KPMG professionals' 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 x Google Cloud alliance, the KPMG Lighthouse includes Google Cloud Platform (GCP)-certified professionals with real-time access to Google Cloud's latest innovations and technologies. They come together to help:

- Continuously drive innovation
- Deliver customised solutions to clients
- Work with pre-built solutions
- Develop use cases, prototypes, and demos
- Participate in design thinking workshops
- Execute POCs (Proof of Concept)
- Train and develop KPMG subject matter specialists

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

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

## Access to growing offerings and technologies to meet your organisations challenges

KPMG x Google Cloud professionals working together to bring tried and tested offerings that can be customised to meet your organisational requirements and specific challenges.

## Find out more information:



Visit our webpage to find out more about KPMG x Google Cloud.

## Why KPMG firms and Google Cloud?

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

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

## Why Google Cloud?

- **Market-leading cloud platform** for AI/ML solutions
- **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

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