



Future of finance

Dynamic risk management



CFO agenda for elevating finance

KPMG firms believe that CFOs and their teams are natural leaders in today's digitally enabled, dynamic environment. Leading finance organizations are investing in new capabilities that can allow them to elevate from their traditional roles to strategic advisors across the enterprise. KPMG firms' strategy for future-ready finance includes five distinct, but complementary pillars focused on unlocking business value. [Download](#) this white paper to learn more.



We say risk management is dynamic now because it's operating continuously and can deliver insights in real time. It can be both an early warning system and a predictive operation."

Nikki McAllen
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In the recent white paper, CFO agenda for elevating finance, KPMG professionals discussed how dynamic risk management in finance is invariably a matter of trust. By supporting trust with stakeholders inside and outside the enterprise, CFOs and finance teams can turn risk into an opportunity to enhance value, foster innovation, improve performance, and help manage change for the organization.

From this point of view, we'll outline how data automation can improve the accuracy, speed, and value of operations within the finance function.



Automate where it matters the most

Effective risk management in finance begins with leveraging enterprise data along with external signals to gain real-time insights into risk factors. Automation harnesses customer data and signals to help finance better predict risk and determine appropriate actions while continuing to monitor and assess risk factors across the enterprise. Finance can accelerate digital automation to proactively mitigate risk and improve accuracy, speed, trust, and the customer experience.

Digital technologies and applications can deliver solid benefits in three key areas:

Data ingestion and management:

- Anomaly detection tools, including generative AI (Gen AI), that proactively manage risks before an event occurs, e.g. Gen AI can help analyze and monitor contracts and monitor systems for anomalies and fraud
- Machine learning that helps to reduce accidents, limit fraud, and accelerate reaction time
- Blockchain technology designed to ensure data integrity and prevent fraud

Business processes:

- Robotic process automation (RPA) designed to reduce manual execution and eliminate repetitive, rules-based processes
- Cognitive technology, e.g. Gen AI, that makes risk identification, decision making, and mitigation faster and more accurate. These technologies will free up finance professionals to proactively manage and mitigate risks

Policies and controls:

- Automated controls that can improve risk reaction time and enhance compliance
- Cyber security designed to improve protection of customer and enterprise data in virtual environments
- Dynamic risk assessment that can accelerate adaptation in changing risk environments

Case in point

KPMG in the US helped an online payment processing company improve data trust by using anomaly-detection capabilities.

Challenge: The client needed a better way to monitor the quality of KPIs and detect fraud. Data inconsistencies were degrading the overall trust in KPIs. This lack of trust resulted in silos of information maintained separately by individual departments, with minimal data integration across the enterprise.

How we helped: KPMG professionals developed an online data quality monitoring tool using a time-series modeling technique. The model learns patterns of each individual data feed and forecasts the expected behavior on a daily basis. The model also handles yearly, monthly, and weekly seasonality in the data and learns to predict multiple nonlinear behaviors.

The model monitors the business metrics in real time and notifies data owners when the behavior of any data feed significantly deviates from normal.

Benefits to the client: With support from KPMG professionals, the client can now quickly detect anomalies in key business metrics and assign owners responsible for ensuring data quality. This helps provide better insights in supporting day-to-day decision making.

Most importantly, the monitoring tool enhances overall trust in the data flowing through the organization's departments. Any analysis and decisions made from the data can be used with confidence by downstream departments.

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Publication name: Future of finance | Publication number: 138551-G
Publication date: March 2023