KPMG AI Jumpstart

**Help accelerate your Generative AI journey
to reduce risk and increase value**

Launch your gen AI journey to help accelerate speed, value and improved security

Many organizations are looking for a trusted advisor to help jumpstart their gen AI journey. Navigating the hype and building lasting capabilities that will have the most impact to employees and your customers at scale can be challenging without the right approach and governance. KPMG offers valuable insights and guidance on how to get started, including refining your strategy to improve future outcomes, informing decisions about gen AI adoption within your organization, and guiding your roadmap priorities based upon learnings and expected business impact.

Questions you should consider

What governance do I need when adopting AI/gen AI services?

How do I resolve initial legal, cybersecurity or regulatory hurdles to getting started with AI/gen AI?

How do I identify initial use cases for AI/gen AI?

How can I demonstrate immediate value and AI/gen AI capabilities?

What does my initial operating model need to entail for using/getting started with AI/gen AI?

What does my initial tech stack need to look like to support an initial use case for AI/gen AI?

What are the first few steps to starting my AI journey?

AI Jumpstart is designed to be a conduit between strategy and execution

It helps to remove barriers from the early stages of gen AI adoption through the creation of:

1. **AI journey activation**
   - Clear journey map
   - Mobilize the AI movement

2. **AI use case acceleration**
   - Minimum viable product to productizing AI
   - Embedding AI into processes

3. **AI building block boost**
   - Lightweight Trusted and governance model
   - Lightweight AI operating model
   - Lightweight architecture

Potential outcomes of AI Jumpstart for your organization

- Enabling safe execution and experimentation with gen AI technology.
- Clarity on specific areas to further enhance gen AI capabilities as the foundation to scale.
- Identify use cases and demonstrate value (proof of concept) with a replicable approach.

- Ability to scale gen AI efforts within target business unit or function(s).
- Establishment of day 0 governance required to get started.
- Drive productive adoption of AI tools with immediate benefits across the organization.

Possible generative AI productivity use cases

Front office

Sales	Marketing	Customer service
• Increase conversion rates through personalized engagement experiences • Lead identification and qualification • Sales forecasting	• Increase prospect volume through personalized content • Improve retention rates by driving customer value • Enhance voice of the customer insights	• Nurture customers with care by anticipating needs • Accelerate activation and onboarding • Analyze/summarize customer feedback/reviews

Middle office

Operations	IT/security	Employee productivity
• Adaptive forecasting for inventory reduction • AI-enhanced supply chain visibility to reduce risk • Streamlined order fulfillment through real-time analysis	• Faster feature development through code generation • Generate test cases and create test automation • Reduce security incidents and risks	• Supercharge employee learning • Enable search and question answering on private company knowledge/data • Create business presentations

Back office

Procurement	Finance	HR
• Transform category management • Streamlined procurement decisions through RFx automation • Dynamic contract lifecycle management	• Cross-functional performance commentary • Benchmarking and peer analysis (Investor Relations) • Financial regulation compliance	• Personalize onboarding • Human-centered employee support • Holistic and prescriptive workforce analytics

Potential benefits:

- Scale gen AI with **additional use cases**
- Architect and **modernize tech stack** for new demands
- Expand gen AI **program support** and drive **employee adoption**

- Explore **advanced analytics** using gen AI
- Strengthen data **governance and security**
- Refine **forecasting** with new data signals
- Scaling plan with a replicable **proof-of-concept approach**

Why work with KPMG firms?

- KPMG Trusted AI framework can help accelerate AI Governance design.

- Proprietary assets and accelerators (e.g. value-assessments, applets, signal library) that can be easily embedded within your organization.

- Cross-enterprise experience combining industry, functional, and technology leadership.

- Collaboration with leading technology implementers through our Alliances and start-ups can help bring flexibility to your needs.

Find out more, contact us below.

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