KPMG Microsoft

Prepare your data for an AI-driven future

KPMG. Make the Difference.

How to build an AI-ready enterprise

Is your organization ready for AI? The technology, data and trusted culture? This eBook outlines how KPMG and Microsoft can help you build a scalable, secure and human-first AI ecosystem – starting with your data.

AI adoption could be transformative for your organization – if you know how to do it right. Streamlined operations. Improved customer experiences. A boost in productivity. All these can be realized if you build a trusted AI ecosystem built on a unified data foundation that can scale over time.

The challenge

Many organizations are struggling to do the groundwork needed to make AI adoption a success.

Perhaps you're struggling because data preparation is time-consuming or you have no clear standardized roadmap. Perhaps you're facing internal resistance, your business applications are too fragmented or your AI and data science talent is lacking.

There can be real financial and compliance consequences for organizations that lack strong data foundations. Poor-quality data can result in flawed business decisions, derail AI initiatives and lead to inaccurate reporting, posing serious regulatory risks.

Without clear ownership and control of your data, you can't secure it, you can't trust it and you can't rely on it to unlock value.

How KPMG and Microsoft can help

KPMG leverages Microsoft solutions such as Microsoft Fabric to help you build robust data foundations, unify your data state and deliver a clear strategy and the strong governance needed to securely and ethically accelerate the adoption of AI – all while quantifying business value at every step.

From setting the foundations to powering your people, our business-led, human-first approach is not just about tech enablement. Driven by change management considerations, it can help build trust in AI across your organization, something you must achieve if you are to build the culture needed to fully realize true business value from your data and AI investments.

Your aim should be:

- 'Good' quality data – essential for running the business and making informed decisions
- An open standard platform that gives a holistic view of your data, enables short term AI use cases and is flexible enough to adapt for future integrations
- A platform that can support data engineering, data science, data activation and reporting and analytics in a scalable architecture
- A strong governance approach that allows flexibility for innovation
- A functional data culture enabling employees to extract power from your data

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01

Set the foundations

Wondering how to handle real-time data ingestion for AI applications? Considering your strategy for metadata management? You're asking the right questions. And the answer lies in the right data foundation.

Modern AI needs flexible, fast and scalable architectures to meet organizational needs in real time. Without a unified, intelligent data foundation, organizations cannot fully harness the power of AI to drive meaningful growth.

KPMG Powered Data & Analytics combines KPMG's global methodology for technical implementations with cutting-edge technology by Microsoft.

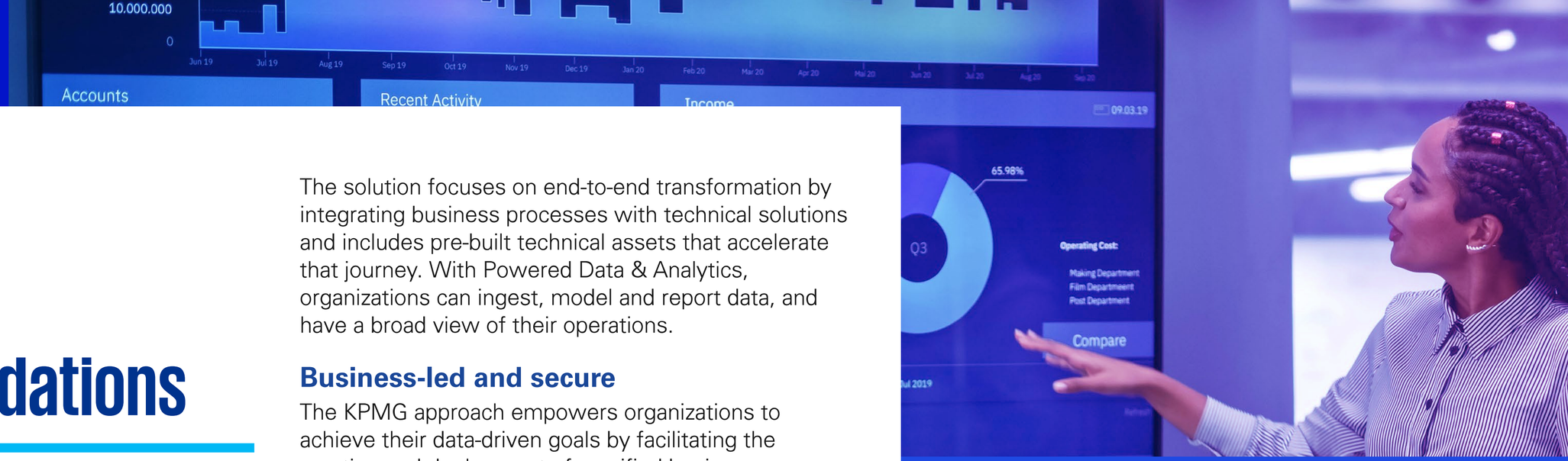
The solution focuses on end-to-end transformation by integrating business processes with technical solutions and includes pre-built technical assets that accelerate that journey. With Powered Data & Analytics, organizations can ingest, model and report data, and have a broad view of their operations.

Business-led and secure

The KPMG approach empowers organizations to achieve their data-driven goals by facilitating the creation and deployment of a unified business data model.

Our differentiator lies in combining deep functional, industry and topic-specific expertise with technical excellence, helping to ensure that technology enablement is not only secure and scalable but anchored in business value. KPMG professionals bring experience in governance, risk management, cybersecurity, AI/ML operations and change management to help organizations navigate complexity and deliver outcomes that matter.

We help organizations identify the optimal Microsoft technologies and define an AI infrastructure roadmap – complete with investment cases, risk scenarios and sunset plans – to translate emerging technologies into tangible business value.



Effectively integrating and unifying siloed data depends on several factors:

- Successfully identifying and utilizing data from diverse sources and platforms
- Streamlining the integration of both historical and real-time data
- Adopting scalable data platforms to ensure data remains accessible, scalable and ready
- Federating data management and enabling individual departments or business units to own and govern their data while maintaining a holistic view of all data across the organization – its security and its usage

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Sharpen your tools

AI is nothing without quality data.

Good data is reliable, timely, accessible and relevant. It's a strategic asset. Poor data lacks some or all of these characteristics and can't be easily integrated. It's rarely effective and its use can lead to ineffective decision making.

It's therefore vital you transform your data and put the foundational elements in place before rushing to AI implementation.

The KPMG AI readiness approach leverages Microsoft Fabric OneLake to help:

Build a centralized data management repository, conduct data assessments, establish a governance framework and develop a business-led roadmap tailored to your organization's needs.

Enhance data, including meta tagging, enriching and filtering so AI can quickly leverage organizational data.

Accelerate scaling data products, real-time pipelines and facilitate data sharing and accessibility.

Optimize for cost efficiency, scalability and continuous model improvement.

Need to know: Designing thorough ontologies and knowledge graphs to capture business concepts and interrelationships that validate and contextualize AI's potential is crucial.

What is Microsoft Fabric?

Microsoft Fabric is a unified, SaaS-based analytics platform that combines data integration, engineering, warehousing, real-time analytics, data science, business intelligence and governance on a single unified, logical data lake called OneLake.

By supporting open data formats such as Delta Lake, Parquet, and Iceberg, OneLake ensures seamless interoperability across a wide range of analytics tools.

It offers both code-first and low-/no-code experiences under a common security and Purview governance model, and integrates natively with Azure AI services to accelerate insight and innovation.

"Microsoft Fabric provides productive SaaS tools for developers, data engineers, data scientists, data analysts and business users, allowing them to focus on their tasks instead of provisioning clusters and managing infrastructure."

– Marcio Goncalves Cesario,
Vice President, Cloud & AI Platforms
Go-to-Market, **Microsoft**

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Establish the ground rules

Your AI systems are coming under increasing legal and regulatory scrutiny. Ensuring data privacy, AI explainability, fairness and compliance should always be top of mind. Governance should be built-in, not bolted on.

By democratizing data, organizations empower employees – regardless of technical background – to make smarter, data-driven decisions. While this has positive operational advantages, democratizing data can impact data quality – affecting lineage, version control, governance, auditability and security.

You must strike the right balance between robust data governance and security, and an operating model that promotes broad data accessibility while maintaining control over data once in circulation.

“Microsoft Fabric empowers organizations to accelerate AI innovation while maintaining rigorous governance, security, and compliance by unifying all data into OneLake—eliminating silos and reducing risk. With built-in policy enforcement and lineage tracking across sources, Fabric ensures that AI models are trained on trusted, compliant data from the start.”

– Marcio Goncalves Cesario,
Vice President, Cloud & AI Platforms Go-to-Market,
Microsoft

Control-by-design

Microsoft Fabric brings quality data and users into a unified platform to simplify data access, encourage broader usage, facilitate better collaboration and data sharing, and work together more effectively. KPMG firms bring years of industry experience to leverage this technology to put effective controls in place, ensure compliance with regulations and maintain secure data access across the organization.

Make real-time adjustments

As threats evolve rapidly, organizations must go beyond traditional safeguards to defend against modern attack vectors. The KPMG Powered Enterprise Data & Analytics operating playbook establishes a best practice and risk control model to enforce governance and security, continuously monitor data quality and automate new ‘ingestions’ as systems change. It leverages Microsoft Purview to help track data use and make real-time adjustments so businesses can control data more easily and in real-time with measures to automatically prevent data leaks and insider risks.

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Power your people

One of the biggest barriers to your organization's AI adoption isn't technology – it's user confidence. Great tech built on quality data won't deliver value without the right people and the right mindset, and that mindset can be beset by numerous challenges.

Job augmentation, not displacement

The KPMG approach addresses workforce sentiment in step with AI adoption. It puts effective human-AI collaboration and a people-first mindset at the heart of a successful implementation.

Underlined by the three principles of the KPMG Trusted AI framework – values-driven, human-centric and trustworthy – the approach promotes trust and transparency at every turn, recognizing that this is not just tech implementation but an opportunity to upskill and drive growth.

An ethical rollout

A responsible, iterative rollout of AI that addresses vulnerabilities and considers ethical concerns is critical. Involving stakeholders early, investing in data and AI literacy and training, demonstrating AI's potential and reframing AI as job augmentation not job displacement can build confidence in usage. So too is the development of clear governance and ethical standard documentation.

Ask yourself:

- Can I prove ROI? And scale beyond pilot schemes?
- Does my workforce feel safe in their jobs and understand how AI can help them?
- Do I have the right skill sets to meet the diversity of needs and security concerns across functions?
- Can I integrate AI into existing business workflows without disrupting operations?

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If the answer to any of these questions is no, trust in AI is at risk. And trust is central to success.

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Let's turn your data into an AI advantage — talk to KPMG and Microsoft today

Let KPMG professionals help you unlock the full potential of your data and prepare for an AI-enabled future with Microsoft Fabric at the core of your strategy.

We can help accelerate your organization's journey to greater data and analytics capability, unifying your data estate, deploying scalable AI solutions and driving measurable business value.

With leading practices, tested technology, pre-built assets and extensive AI experience, KPMG professionals can guide you through every step of the journey, from strategy to execution.

By collaborating with KPMG and Microsoft, you can benefit from:

- A proven framework for AI and data transformation
- A business-led, outcome-focused approach to implementation
- Deep industry expertise tailored to your unique challenges
- End-to-end support, from data engineering to employee empowerment
- Hundreds of pre-built AI use cases and technical and functional assets to support your requirements
- Years of benchmarking experience
- In-depth digital transformation knowledge from across the global network or organization

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Contact

Contact us to learn how KPMG and Microsoft can help your business plan for the future.

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