Unlocking the value of artificial intelligence
Unlocking the value of artificial intelligence begins with embracing a new strategic mind set that revolves as much around people, process, and structure as it does around technology.

That’s why we created KPMG Ignite.

Ruben de Wolf
Partner Data & Analytics
What we believe

We view artificial intelligence as an ecosystem that unlocks value by accelerating, automating, and augmenting decisions that drive growth and profitability.

Through our investments in AI, we are breaking ground in the application of cutting edge approaches to digitally transform the enterprise. We have used these approaches on our own organization to lower labor costs, increase quality, and enable our professionals to deliver higher value through new insights to our clients.

Human in the loop is required

This vision of AI expanding the spectrum of human cognition and capabilities can only be realized when the technology is paired with the ability to develop and train the algorithms to address specific problems. This ability is grounded in KPMG’s domain expertise, industry insight, well-established AI frameworks, and technically skilled data scientist and engineering resources.
AI is the practice of employing advanced analytical techniques and algorithms to train computers how to use data from a wide variety of sources and formats to accelerate, automate, and augment decisions that drive growth and profitability.

AI expands the spectrum of human cognition and capabilities. KPMG’s AI capabilities—grounded on a foundation of best-of-breed technology, steeped in deep-rooted domain knowledge, and trusted data and analytics—were built to help our clients unlock the value of AI to accelerate their strategies for intelligent automation and cost management, growth and customer engagement, and risk and regulatory policy.

With KPMG Ignite, we help our clients realize the promise of AI by providing insight on what tools to innovate with and offering outcome-driven pragmatic approaches on how to implement sustainable processes built on AI insights.
What is KPMG Ignite?

KPMG Ignite includes methods, tools, approaches, and resources that focus on improving the consistency, efficiency, and time to make decisions and take action. We wrap this portfolio with highly skilled resources who know how to apply relevant domain knowledge to leverage these capabilities and continue to innovate on emerging technologies.

**Technology ecosystem**
Leading technology partners combined with tested open source tools, libraries, and APIs that we utilize to build and deliver AI solutions

**Technology platforms**
KPMG-built accelerators, patterns, and tools that enable rapid AI solution development and delivery

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**Frameworks and methods**
AI frameworks and methods that describe and guide how we approach client-specific AI solutions and make them repeatable

**Teams**
Highly skilled resources that utilize leading tools and approaches to build advanced tech agnostic AI solutions

**Research, innovation, development**
Ongoing testing, prototype development, and innovation on emerging AI tools and approaches

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How does Ignite deliver value?

Realizing the promise of AI requires more than just technology, its power must be grounded on a foundation of trusted data and analytics, and deep-rooted domain knowledge. This notion fueled the idea behind KPMG Ignite, which works as an assembled ecosystem of best-in-class components, people, and technologies. Our ability to apply relevant domain knowledge allows us to leverage these leading components in order to create AI solutions that are custom-fit for the most complex business problems.

**Enhancing, accelerating, and automating decisions**
It unlocks the value of AI by enhancing and accelerating our clients’ long-term strategies for intelligent automation and cost management, growth and customer engagement, and risk and regulatory compliance.

KPMG Ignite can drive enterprise value by:

- Enabling humans to achieve and manage precise consistency
- Leveraging the knowledge and insight of the most experienced subject matter specialists
- Reducing cost and development time needed to produce insights
- Increasing accuracy through 100 percent coverage versus traditional sampling approaches
- Increasing transparency through audit logs that show how data has been processed.

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Key lessons in AI

Don’t underestimate the power of good data
Sufficient volumes of quality data must exist to train models properly. Ensuring accessibility and availability of data can help scientists build accurate solutions or equally inhibit their ability to build trustworthy models.

Produce more with the same number of people
Leverage AI to reduce the administrative task load of employees through automation, freeing them up to perform high-value tactical and strategic work. Equally as important, use AI to drive insights and detect issues and opportunities in data that is too large for traditional approaches to effectively accomplish meaningful results.

AI solutions are not plug and play
While many APIs and prebuilt platforms are great accelerators, most solutions also require custom programming and training to attain target accuracy and results. Long-term efficient models need to be well trained and improved over time.

Carefully select opportunities for deploying AI
Make sure the cost to implement is being balanced with expected ROI from day one. Prioritize back-office computer-to-computer interaction use cases, particularly in IT, finance, and accounting as good places to start. These applications are currently driving high value and do not put your customers at risk while you are developing your AI acumen and early solutions.

Why KPMG?

Business leaders need data and analytics they can trust to inform their most important decisions
For over one hundred years, KPMG firms have worked across industries to help clients address long-term, strategic objectives with an unwavering commitment to precision and quality in everything we do.

Our global ecosystem is focused on delivering trusted analytics through rigorous processes, alliances, security, innovation, and scale.

Business insight
We solve complex business issues with analytics, rather than taking a technology-first approach. We leverage our deep industry and process knowledge to define problems, build solutions, and deliver a wide range of services.

Analytical experience and rigor
We scale highly specialized, technical resources for complex, higher-level problems and continuously extend the core analytics capabilities of all our professionals.

Global ecosystem for innovation and deployment
We maintain a global ecosystem with industry leaders, such as Microsoft, IBM and Oracle along with Hortonworks, Alteryx, Tableau, and many others to deliver market-leading scale, depth, and innovation.

Industry and domain-specific solutions
We offer advanced analytical solutions developed to be scalable and customizable so business leaders can rely on the analytics and accelerate business results.

Trusted data and technology platforms
We steward and protect clients’ data and manage and optimize leading open source and traditional technology stacks.
What’s next?

It’s time to start accelerating business conversations around the topic of AI. For information on this topic, please reach out to one of the contacts below.

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