

# KPMG Digital Automation Retail Share Forum

## Overview

In late Fall of 2023, KPMG hosted two Digital Automation Retail Share Forums focused on opportunities and challenges associated with implementing Data & Analytics tools and Generative AI solutions within the finance and accounting function.

Attendees included 85+ executives in financial accounting, reporting, and controls of public retail companies.

Both forums centered the discussion around the following questions:

- Where is your organization on their journey with D&A software tools?
- What are the use cases associated with D&A software tools?
- What role will Generative AI have on automation within finance?

The key points and polling results from the three agenda sections are included in the subsequent slides.

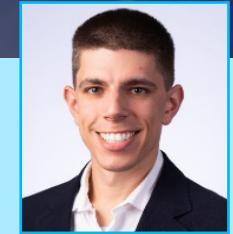
[kpmg.com/socialmedia](http://kpmg.com/socialmedia)

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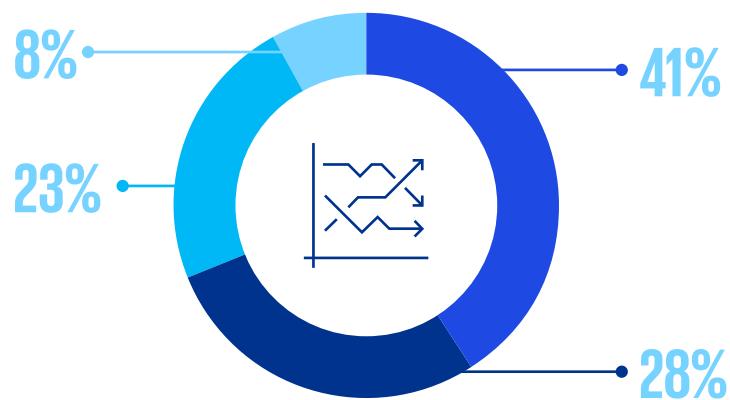
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# KPMG Digital Automation Retail Share Forum

Takeaways on opportunities and challenges associated with implementing Data & Analytics tools and Generative AI solutions within the finance and accounting function

## Current state of journey with Data & Analytics software tools

Which animal best represents your approach to Data & Analytics software tools?



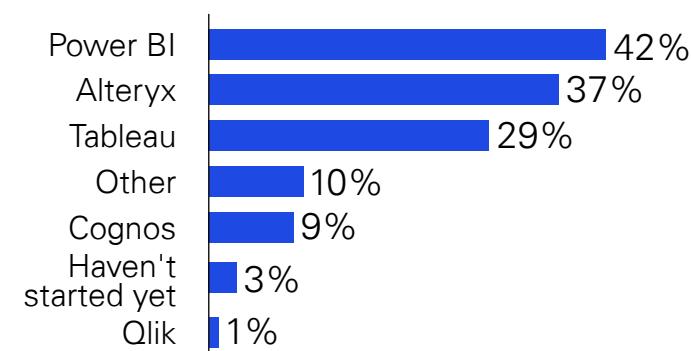
- Owl** Wise and methodical
- Octopus** Multi-tasking and adaptable
- Cheetah** Fast and agile
- Sloth** Slow and steady

Data set is comprised from 85+ finance and accounting executives from public retail companies, October/November 2023.

What were the drivers to explore implementation of Data & Analytics software tools?



What Data & Analytics tools is your company utilizing?



## Data & Analytics Tool Use Cases

What areas are you using Data & Analytics software tools as a replacement of traditional data preparation, analysis, and reconciliation tasks?

- Data summarization **28%**
- Reformatting of system reports **19%**
- Automate journal entry prep **15%**
- Assist in reconciling tenders to sales data **14%**
- Reconciliations of assets and liabilities **10%**
- Tax provision prep **7%**
- Not using currently **7%**

What areas are you exploring for data enrichment and analytic capabilities?

- Data blending** 26%
- Fraud detection** 21%
- FP&A** 18%
- KPI reporting** 14%
- New finance or accounting dashboards** 14%
- Customer behavior analysis** 7%

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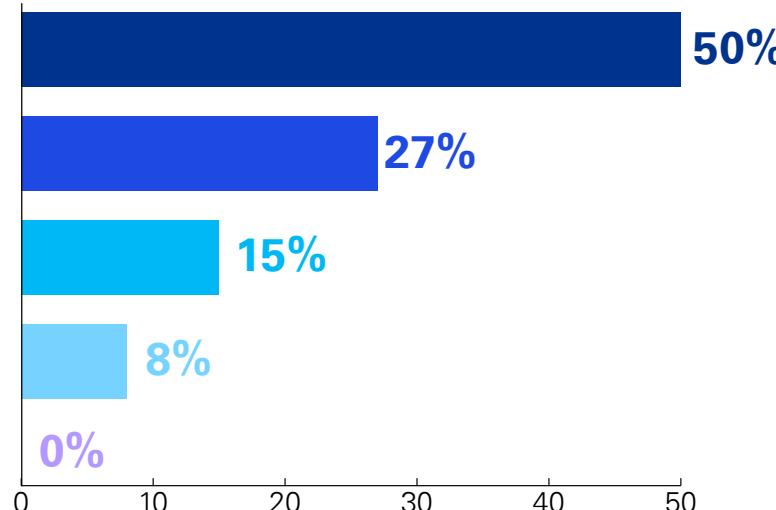
Takeaways on opportunities and challenges associated with implementing Data & Analytics tools and Generative AI solutions within the finance and accounting function

## Role Generative AI will have on automation within finance

What are your thoughts on Generative AI?

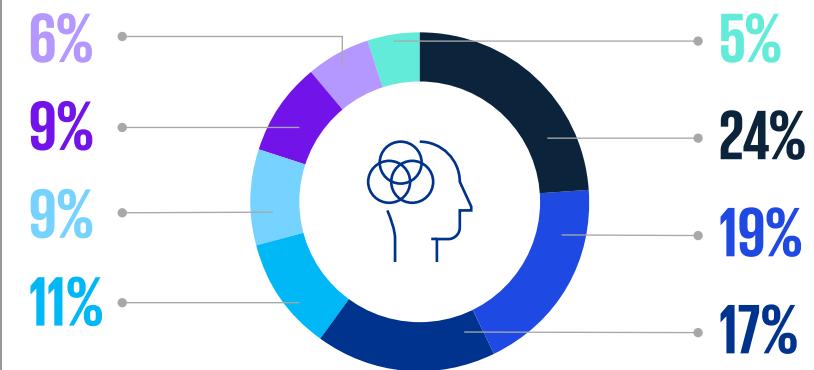
Want to learn more  
Unfamiliar  
Exciting Intrigued  
Learning phase  
Timesaver  
Hopeful yet skeptical  
Potential for efficiency  
Curious  
Sounds interesting Potential but scary  
Need good controls  
Is it trustworthy

Where are you on the scale of adoption for Generative AI?



- Exploring potential applications
- No current use or planned use
- Limited, specific use
- Active integration in some areas
- Eager to embrace Generative AI across all functions and domains

What do you believe are the most relevant use cases for Generative AI at your organization?



- Anomaly detection and fraud prevention
- Aggregation and summarization of information / data
- Intelligent Forecasting and reporting
- Development of management presentations
- Financial statement creation
- FS commentary / analysis
- Contract management and analysis
- Creation of synthetic data for testing and analysis

# Generative AI Use Case Examples



## Case Example 1

We created a Gen AI charting capability for our intelligent forecasting service offering.

The Gen AI enabled component is used to update the dashboard charts each time the forecasting model is run.

The tool can not only update a standard chart template, but it can also provide commentary based on anything that is notable about our forecast this period, including any changes in feature importance.

Moreover, it can update charts across any dimensions that we give it, and based on any criteria that we provide, so we might ask it to give us charts for the business units that are expected to perform the best or worst in this period, along with commentary about the drivers behind that performance.

This analysis was formerly done by an analyst, but we have fully automated it using Gen AI.

## Case Example 2

Generative AI can utilize retrieval augmented generation (Gen AI data sets supplemented with user provided inputs), to enrich Gen AI's training data with standard cybersecurity metrics and company-specific cybersecurity policies and objectives. Company policies and capabilities can be compared to standard industry practices and identify deviations from norms to develop practices that are company-tailored.

Generative AI is used to provide recommendations for key operational, program-level and executive metrics based on the enterprise-wide key initiatives described in the clients' documentation. This enables companies to report out to external stakeholders in a way that resonates with them because they are able to emphasize: i) areas for improvement at the operations level, and ii) how the decisions made at the program level help achieve that improvement, as well as iii) how investments in cybersecurity further their organization's key initiatives.

CISOs can use these capabilities to report on risk reduction efforts and related return on investment relative to investments in other functional areas.