

# Tax meets tech to meet tomorrow

## With change all around, tax transformation steps forward

As we move through 2024, familiar issues remain in place, with significant uncertainty across all spheres of business: geopolitical, economic, legislative, regulatory, technological, and operational. Also unchanged is the vital need for tax functions that are strategic, collaborative, agile, resilient and data driven.

The 2024 KPMG Chief Tax Officer Outlook Study spotlights the transformations underway in the current tax department and the need for tax functions that are strategic, collaborative, agile, and resilient to navigate

the current wave of disruption—and the one that will undoubtedly come next.

Technology enablement is high on the agenda. Advanced tools for digesting data, making calculations, generating intelligence, and automating compliance are essential for tax to deal a compliance and reporting burden that continues to escalate, driven by multiple factors including new global tax rules, a push toward greater tax transparency, and evolving geopolitical and macroeconomic risks.



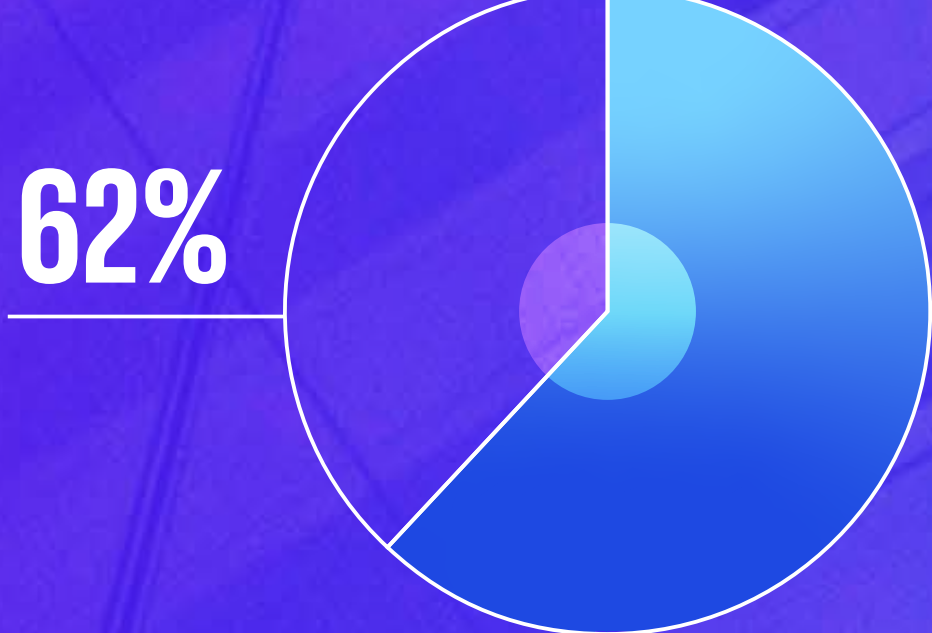
## Consumer and Retail key findings

Leveraging innovation and technology is a top priority for CTOs.

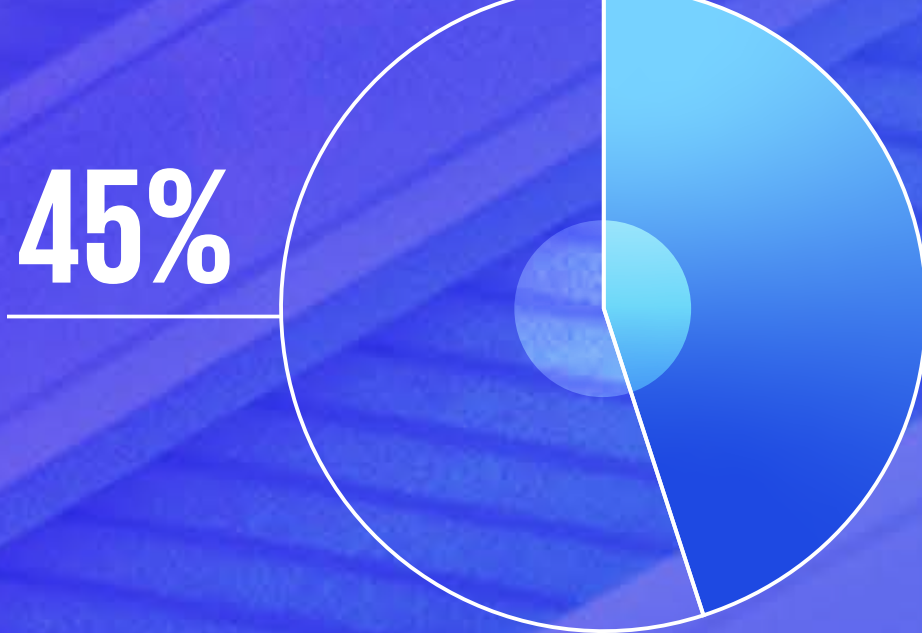
### Tax technology transformation

Steps tax functions are taking to leverage technology and automation:

Deploying or exploring the use of Generative AI in tax



Implementing tax software solutions



Evaluating current processes and identifying areas for automation



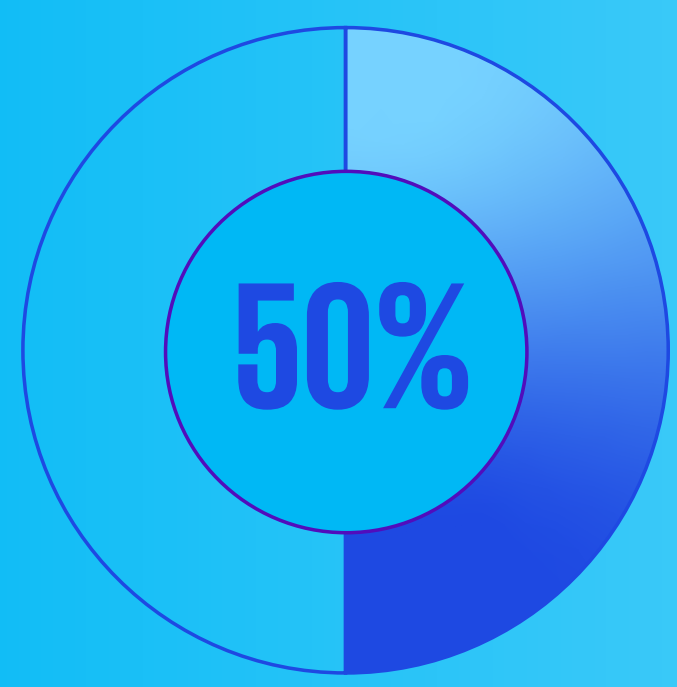
Tax functions that use technology to free up tax professionals for strategic activities



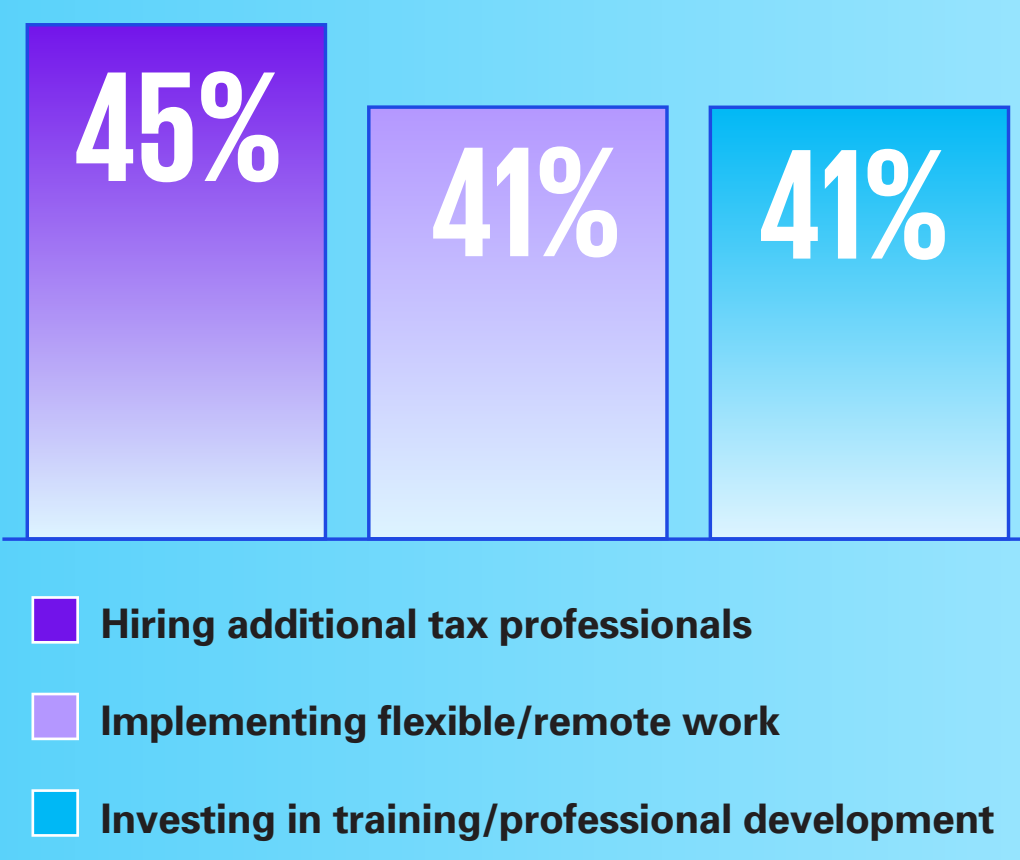
## What's on the mind of Consumer & Retail CTOs?

### Tax operations and talent

Addressing problem of attracting/retaining in-house talent and improved managerial focus on higher value-added issues are the top benefits CTOs expect to obtain from shifting to greater outsourcing or co-sourcing.



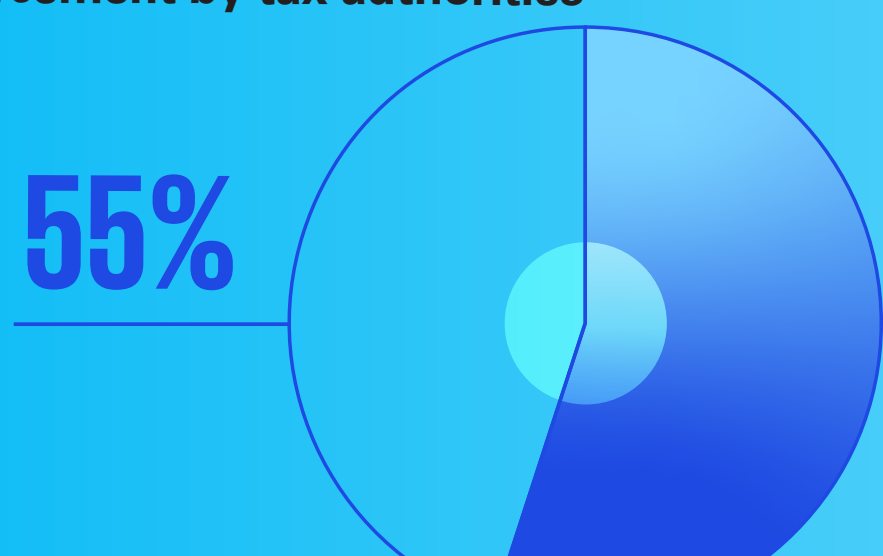
Top ways tax functions will respond to the evolving tax landscape over the next three years.



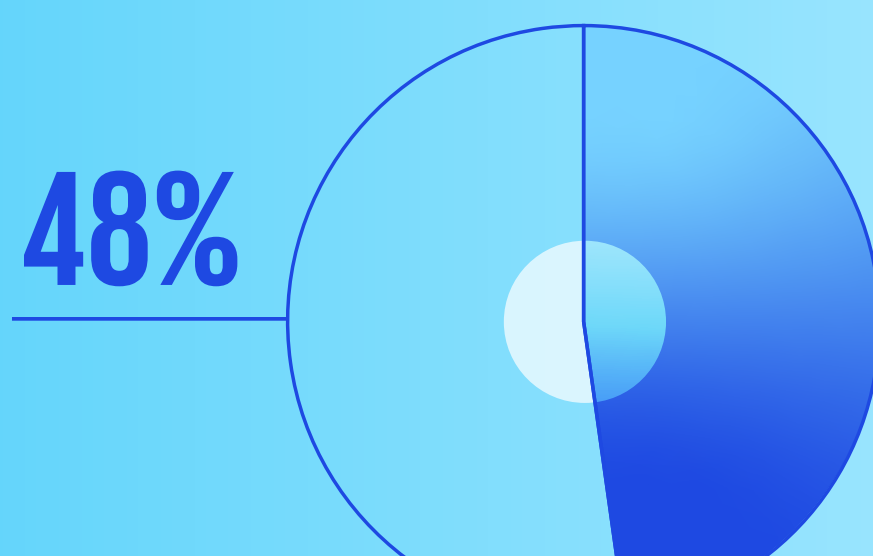
### Tax legislation, regulation, and administration

Significant challenges tax functions face in the current U.S. and international tax landscape:

Dealing with increased scrutiny and enforcement by tax authorities

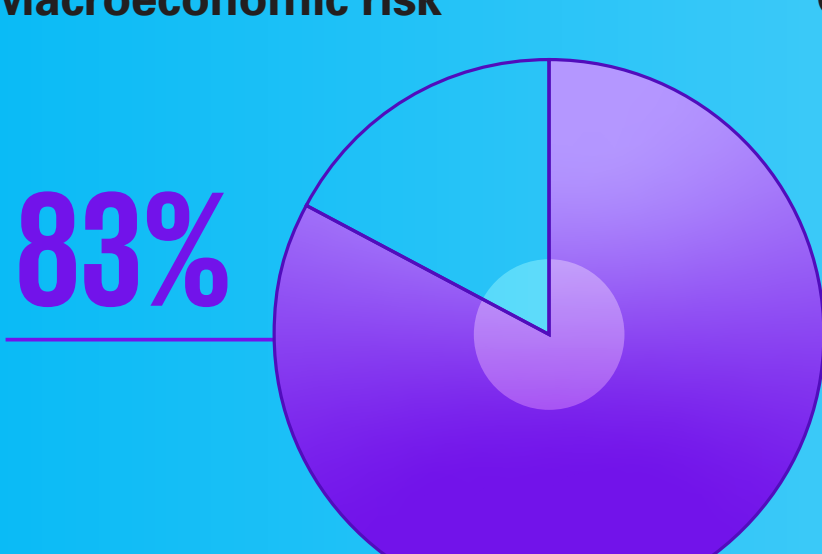


Addressing the challenges of BEPS initiatives

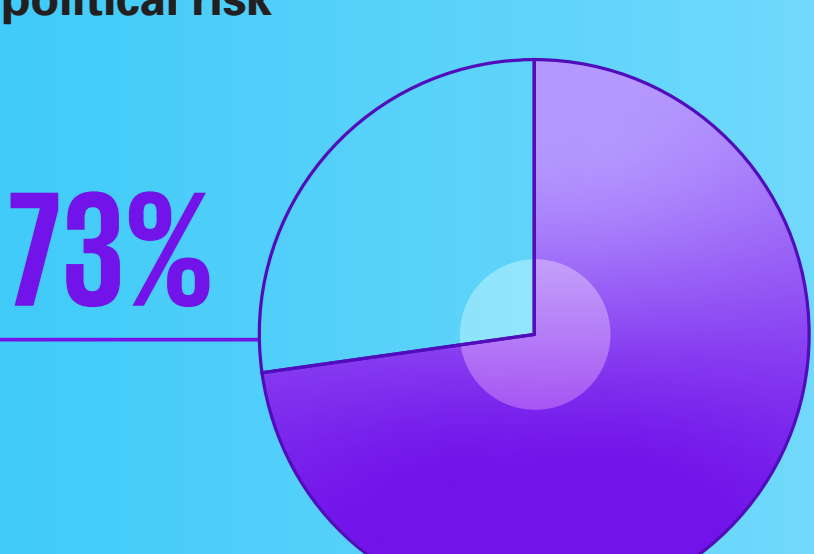


Business risks that pose the most significant challenges to the tax function.

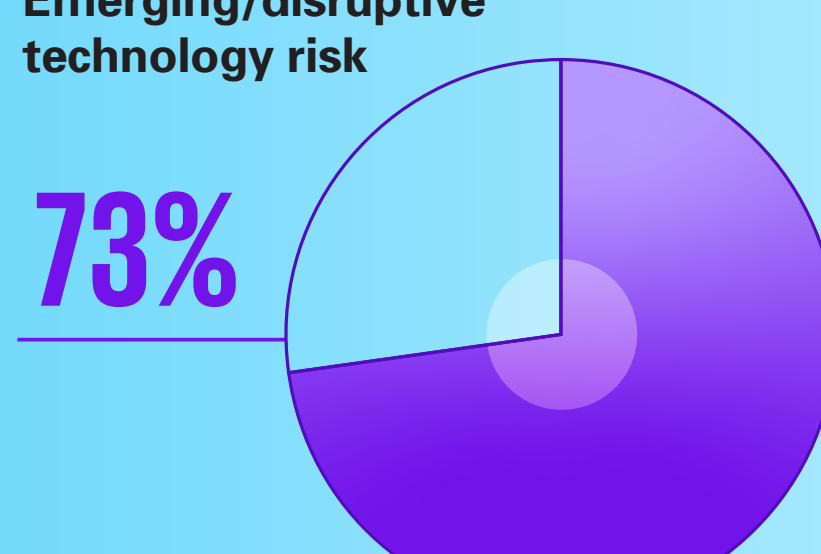
Macroeconomic risk



Geopolitical risk

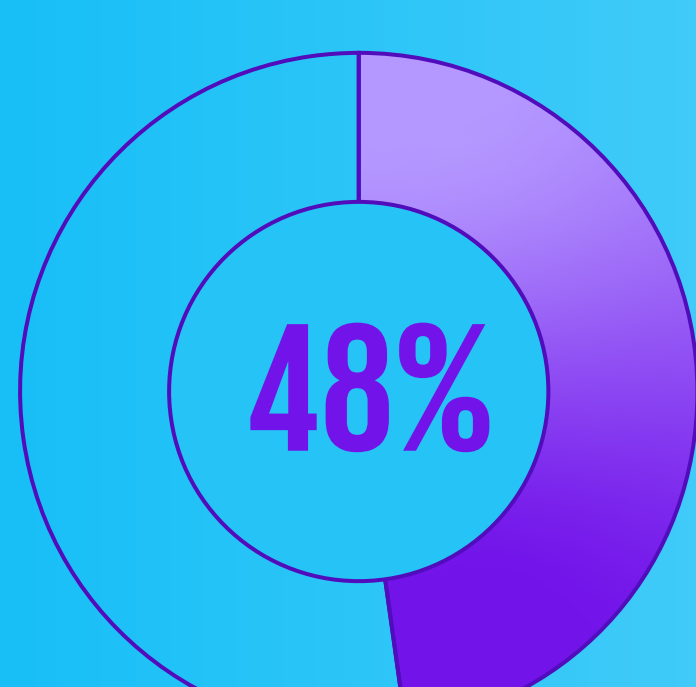


Emerging/disruptive technology risk

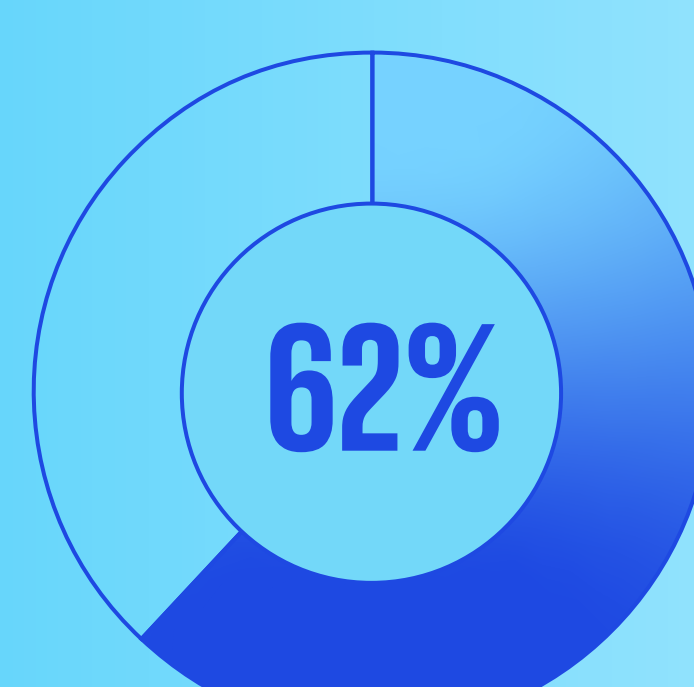


### Enterprise issues and growth

ESG risk (48%) is the greatest threat to organizational growth from a tax perspective over next three years.



62% of tax functions work to limit existing tax exposures and identify new tax strategies to speed up M&A transactions.



## Survey methodology

In Fall 2023, KPMG surveyed 300 Chief Tax Officers (CTOs) at large public and private U.S. companies across 22 industries about how they are leading their organizations' tax function through a period of vast change. Ninety percent of CTOs came from companies with revenue of \$2 billion or more. 29 CTOs from the Consumer and Retail industries participated.



Click [here](#) to view the full 2024 KPMG Chief Tax Officer Outlook Study.



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