



Generative AI for Private Equity

Powering your GenAI journey

In today's rapidly evolving business landscape, private equity (PE) firms are increasingly turning to generative AI (GenAI) to gain a competitive edge for their funds and portfolios.

The impact of AI on private equity

The impact of AI on private equity can be transformative. In the deal process, GenAI can significantly enhance the ability to source, evaluate, and execute deals with greater precision and speed. For portfolio company value creation, AI enables firms to add and capture value more effectively by optimizing operations and identifying growth opportunities. GenAI can also provide deeper insights and more robust strategies, ensuring that investment decisions are data-driven and forward-looking. Finally, in fund management, AI helps shape and manage the fund by providing advanced analytics and predictive modeling, leading to more informed decision-making and improved fund performance.

How KPMG can help

KPMG can assist you in the following ways:

- Implementing GenAI capabilities to drive productivity in your deal process and improve fund operations.
- Deploying GenAI solutions to enhance profitability and cash flow for portfolio companies.
- Incorporating the value potential of GenAI into your deal thesis.
- Evaluating your portfolio to identify GenAI opportunities and risks.

Four ways to leverage GenAI

- 1. Enhance and accelerate your end-to-end deal process.
- 2. Capture additional value within your fund's portfolio companies.
- 3. Incorporate GenAI in your investment theses for potential investments.
- 4. Boost productivity and optimize fund operations.

Our experienced team of GenAI professionals assist firms in leveraging GenAI to drive efficiencies and competitive advantages across the entire M&A lifecycle. With deep industry expertise, KPMG combines proprietary technologies with advanced data and analytics to deliver insights-driven solutions—helping you jumpstart your program to focus on operational efficiencies, building trusted AI, leveraging tech and data, and integrating AI into the workforce.



KPMG ranks #1 for quality AI advice and implementation in the US

Source study: Perceptions of Consulting in the US in 2024



Recognized by HFS Horizons as a Market Leader/Generative Enterprise Services

Getting started: GenAI strategy questions KPMG can help you answer

Portfolio impact

- What are the opportunities and risks created by GenAI? How does it impact target portfolio company selections, valuations, and exit?
- What are the GenAI capabilities impacting your deal and fund operation professionals?
- What productivity gains can be expected by industry, function, and process—especially for knowledge workers?
- What are the use case characteristics to consider when prioritizing GenAI initiatives? What POCs (proof of concepts) are best to prove the value of the investments and to share a roadmap?
- What are the most impacted portfolio companies? What opportunities do companies have to gain advantages? How should reporting and growth/cost imperative change?

Technology adoption

- What does the GenAI transformation journey look like? What are key accelerators and inhibitors for adaption?
- What are GenAI development options in terms of time/level of effort to implement? What returns should be expected?
- How can you enable successful change with GenAI disrupting the workforce?
- How do you realize the value of technology at the enterprise level?
- How do you ensure your AI systems are being designed and deployed in a trustworthy and ethical manner?

Our wealth of experience and capabilities in analytics, automation, and AI

Deep experience

We have deep industry and domain experience and have delivered over 1,700 AI projects.

>\$25B

Client value realized

Embedded AI

To elevate the experiences of our clients and our people

aIQ

Powered by people
transforming AI.

80+

Established AI capabilities

600+

GenAI uses and learning moments

Technology alliances

Our powerful technology network of strategic alliances and investments gives us enterprise depth with boutique agility.



AI pioneers

We have pioneered many advanced AI technologies and accelerators.

KPMG Ignite

(Integrated AI platform and AI-powered solutions)

Cranium

(Securing AI technologies)

GenAI opportunity assessment
(KPMG patent filed)

Trusted AI

Our approach to designing, building, deploying, and using AI solutions in a responsible and ethical manner helps accelerate value with confidence.

Values-led

Human-centric

Trustworthy

Industry leader

We are an industry-recognized leader in AI/ML, data analytics, cybersecurity, and risk.



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Learn about us:



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