



# Issues and Insights

In this issue: Data-driven decisions, TMT mobility strategies, precision medicine, AI risks, CAE challenges, CFO survey

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## Retail: How data-driven decisions boost results

Research shows that retailers who leverage data effectively gain significant competitive advantages, including increased profitability, improved customer experiences, and optimized operations. Here's a six-pillar framework for data-driven retail transformation, showing you how to break down silos, connect insights to decisions, and build a data-driven culture..  
[From data overload to data-driven decisions in retail](#)



## TMT reassesses mobility strategies in light of new demands

The rapidly evolving mobility landscape in the technology, media, and telecommunications (TMT) sector is prompting many organizations to reconsider their strategies and operating models. The KPMG Global Mobility Benchmarking Survey highlights trends across service delivery, technology investment and artificial intelligence (AI) to show what industry competitors are doing.  
[Global Mobility Benchmarking Survey insights for TMT](#)



## What can consumer and retail CAEs expect in Q1/Q2 2025?

This installment of the KPMG On the CAE Agenda series provides quick insights into what internal audit leaders within consumer and retail may be hearing, doing, and discussing with their stakeholders across the core elements of their business agendas during the first half of 2025..  
[On the CAE Agenda Q1/Q2, 2025– Consumer and Retail](#)



## Precision medicine enters the multiomics era

Precision medicine is shifting to the “post-genomic era,” and pharma companies, life sciences tools companies, and labs must follow suit or risk being left behind. Advances in multiomics technologies, including genomics, proteomics, and metabolomics are enabling us to transform patient care and are spurring the industry’s largest M&A deals. See what it means for you.  
[Precision medicine 2.0: The multiomics era](#)



## Your AI risks—and how to control them

Pragmatic, scalable risk management practices are critical to the success of AI programs. We published this first-of-its-kind AI Risk and Controls Guide to help organizations manage the risks of AI in a responsible and ethical manner. Download it now.  
[An Illustrative AI Risk and Control Library](#)



## What’s the value of tax in an AI-enabled future? CFOs have answers

A 2025 tax cliff, global reform, and regulatory changes—the “Tax Policy Trifecta”—are poised to create massive disruption for businesses and trigger the need for the strategic evolution of tax departments. In this pulse survey of 100 CFOs, KPMG uncovers their views on and approaches to a wide range of tax-related topics. Get their best thinking here.  
[Chief Financial Officer Pulse Survey](#)

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