



KPMG AI Trust enabled by ServiceNow AI Control Tower

Empowering organizations to build trust in their AI

The challenge

Artificial intelligence (AI) is reshaping every sector and business function at an unprecedented pace, causing you to face significant challenges in managing AI risks, ensuring transparency, accountability, and ethical considerations when developing and deploying AI systems. A structured approach to governance and clear visibility to your enterprise's AI footprint can accelerate AI's full potential and help manage regulatory and operational risks.

Are you challenged with:



The solution

Together, KPMG LLP and ServiceNow equip clients with the strategy, roadmap, and tools necessary to establish, implement, and monitor AI governance frameworks, controls, operating models, and risk mitigation.

Clients lean on our solution to help them navigate the complexities of AI intake, assessment, development, deployment, management, and monitoring of AI systems. Aligned to the KPMG Trusted AI framework and powered by ServiceNow's AI Control Tower, our solution empowers organizations to accelerate AI value at scale while instilling confidence in AI outcomes, promoting trust that drives adoption and responsible use.

Our forward-thinking approach

AI will quickly become inherent in every aspect of business; therefore, organizations must infuse AI into their overall corporate strategy—not as a separate, bolt-on strategy, or even as a tech strategy, but into the core of their business strategy. To that end, governance, risk, and compliance (GRC) leaders should not separate AI governance from software governance. Instead, they can begin shaping GRC programs by embedding AI governance at the core.

We help you with “the how” at each step in your journey to:

- 1. Assess:** Analyze the current state of AI usage and risks; understand business requirements and regulatory constraints.
- 2. Design:** Cocreate an AI strategy and roadmap that align with business goals and regulatory standards, leveraging KPMG patent-pending methodologies.
- 3. Transform:** Implement AI governance and control frameworks using ServiceNow AI Control Tower, helping ensure smooth integration with existing infrastructure.
- 4. Optimize:** Continuously measure and enhance AI governance models, using advanced analytics to improve performance and reduce risks.
- 5. Evolve:** Adapt the AI governance strategy over time to align with changing business priorities and regulatory landscapes, helping ensure ongoing relevance and effectiveness.



Potential benefits

At KPMG, we help clients accelerate value for their strategic imperatives by applying extensive experience and market leading risk capabilities to support organizations in managing risk in the most complex, fast-changing, and global business environments, as well as deep specialization in the ServiceNow AI platform, including integrated risk management.

We've combined our strengths with the capabilities of ServiceNow's AI Control Tower so you can:

Accelerate the value of AI while increasing overall trust in its outcomes.

Comply with evolving regulations and standards.

Gain a strategic, structured, and scalable approach to AI governance.

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Operationalize responsible AI with robust controls and operating models.

Foster agile innovation with confidence, knowing that risks are mitigated.

Proactively strengthen compliance posture and increase resilience throughout the AI lifecycle.

What we provide



Standardized inventory for AI: Develop thorough AI inventories to manage the lifecycle of all AI systems and assets.



End-to-end integrations: Help ensure AI solutions are compliant with existing infrastructure, regardless of the AI technology used.



Enterprise-wide collaboration: Support a unified platform for risk, information technology, legal, and business teams to collaborate and manage AI data inputs.



Governance and model management: Establish robust policies, standards, and procedures for responsible AI use.



Risk assurance and monitoring: Continuously monitor key risk indicators (KRIs) related to AI models and systems to identify and mitigate risks.



Tangible AI system cards: Document performance, risk factors, and mitigation strategies for all AI systems.

Successful implementation of AI requires a strategic, long-term perspective. Our solution is designed to be an integral part of your company's digital transformation journey, rather than a stand-alone, short-term fix. We help you anticipate and plan for the impact of AI, empowering you to harness its transformative benefits. By fostering strategic alignment across the business and operationalizing responsible AI, we enable you to innovate with confidence and drive sustainable growth.



Contact us for a demo



Bryan McGowan
Global and US Trusted AI Leader,
KPMG LLP
913-472-8409
bmcgowan@kpmg.com



Prasanna Govindankutty
Principal, Advisory, Cyber
Security Services, KPMG LLP
224-639-3094
pkgovindankutty@kpmg.com



Sean Barrins
Managing Director, Advisory and
ServiceNow Sales Lead,
KPMG LLP
206-305-5610
sbarrins@kpmg.com

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