

# Generative Al for Private Equity

**Powering your GenAl 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

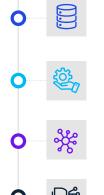
The impact of AI on private equity can be transformative. In the deal process, GenAI can significantly enhance the ability to source, evaluate, and execute deals with greater precision and speed. For portfolio company value creation, AI enables firms to add and capture value more effectively by optimizing 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 GenAl capabilities to drive productivity in your deal process and improve fund operations.
- Deploying GenAl solutions to enhance profitability and cash flow for portfolio companies.
- Incorporating the value potential of GenAl into your deal thesis.
- Evaluating your portfolio to identify GenAl opportunities and risks.

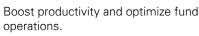
## Four ways to leverage GenAl



Enhance and accelerate your end-to-end deal process.

Capture additional value within your fund's portfolio companies.

Incorporate GenAl in your investment theses for potential investments.



Our experienced team of GenAl professionals assist firms in leveraging GenAl 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 Al, leveraging tech and data, and integrating Al into the workforce.



KPMG ranks #1 for quality Al 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: GenAl strategy questions KPMG can help you answer

#### **Portfolio impact**

- What are the opportunities and risks created by GenAl? How does it impact target portfolio company selections, valuations, and exit?
- What are the GenAl 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 GenAl 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 GenAl transformation journey look like?
   What are key accelerators and inhibitors for adaption?
- What are GenAl development options in terms of time/ level of effort to implement? What returns should be expected?
- How can you enable successful change with GenAl disrupting the workforce?
- How do you realize the value of technology at the enterprise level?
- How do you ensure your Al systems are being designed and deployed in a trustworthy and ethical manner?

# Our wealth of experience and capabilities in analytics, automation, and Al

### Deep experience

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

>\$25B

Client value realized

#### **Embedded Al**

To elevate the experiences of our clients and our people

**alo** 

80+

Established A capabilities

600+

GenAl uses and learning moments

#### **Technology alliances**

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



## **Al pioneers**

We have pioneered many advanced AI technologies and accelerators.

#### **KPMG** Ignite

(Integrated AI platform and AI-powered solutions)

Cranium (Securing AI technologies)

GenAI

GenAl opportunity assessment

(KPMG patent filed)

## **Trusted Al**

Our approach to designing, building, deploying, and using Al 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 Al/ML, data analytics, cybersecurity, and risk.



## **Contact us**

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