KPMG

AI Trust

**Drive organizational value with confidence**

GenAI was utilized in the creation of this image

As business executives look to leverage the power of AI, it is projected that spending amongst US companies on AI initiatives is estimated to grow to $118 billion by 2032. 64% of companies surveyed in a recent KPMG study believe that implementing generative AI is key to them gaining competitive advantage.

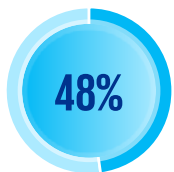**97%** of executives are investing in GenAI in the next 12 months.
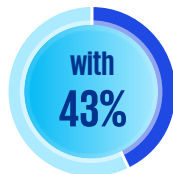
with **43%** of executives investing $100M or more.

$500M+	6%
$250-499M	15%
$100-249M	22%
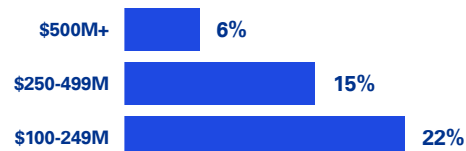
Source: Generative AI Consumer Trust Survey, January 2024

But, as AI investment and adoption grows, business leaders must ensure that trust is embedded within their GenAI applications.

48% of consumers feel like there is not enough regulation of generative AI right now.

and **60%** of consumers see risks with Generative AI, but say applying a range of practices could help organizations gain their trust.

95% of leaders said education and training, followed by regular audits and monitoring and human oversight (both 91%) would be the most effective in ensuring ethical use of GenAI at their companies.

Source: Generative AI Consumer Trust Survey, January 2024

Furthermore, for all the excitement around generative AI opportunities, business leaders' views about four integration capabilities indicate a clear lack of preparedness:

Implementation barriers

Lack of the right people and skillsets to enforce responsible deployment and use

Insufficient infrastrucuture and tooling to host and monitor AI use

Mistrust in organizations to develop and use AI ethically

Inadequate governance models and policies

Addressing these barriers will be paramount in successfully implementing AI solutions—most will not do this alone.

These challenges demand that we go beyond a traditional reactive risk management approach, and that compliance consciousness be enabled at tactical and strategic levels, starting from ideation and inception—through development—to deployment, and monitoring of models.

With the right partner and strategy, companies can overcome these challenges—taking advantage of the opportunities presented by generative AI with confidence.

KPMG Trusted AI

KPMG Trusted AI is a strategic approach and framework for designing, building, deploying, and using AI in a trustworthy and ethical manner thereby accelerating and sustaining the value of your AI solutions with confidence.

KPMG understands that trustworthy and ethical AI is a complex business, as well as a regulatory and technical challenge.

We are committed to helping our clients put it into practice via an outcome-based methodology that creates defined business value, and embeds trust throughout the process.


Values-led
We implement AI as guided by our Values. They are our differentiator and shape a culture that is open, inclusive, and operates to the highest ethical standards.

Human-centric
We are embracing AI to empower and augment human capabilities—to unleash creativity and improve productivity in a way that allows people to reimagine how they spend their days.

Trustworthy
We will strive to ensure our data acquisition, governance, and usage practices uphold ethical standards and comply with applicable privacy and data protection regulations, as well as any confidentiality requirements.
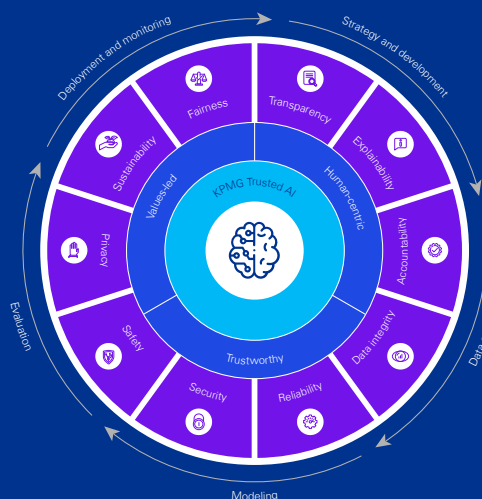
KPMG AI service offerings

KPMG combines deep industry experience and modern technical skills, our network of strategic technology alliances, and a proven methodology, to help business leaders harness the power of AI to accelerate value in a trusted manner—from strategy and design through to implementation and ongoing operations.

AI governance and compliance

Our AI governance and compliance service helps our clients attain trustworthy and ethical AI—through the development and deployment of governance capabilities across people, process, and technology.

AI governance: Assess, establish, and implement governance frameworks, operating models, policies, and procedures to support Trusted AI and ensure oversight of AI programs across the organization.

AI risk assessments: Assess where you are on your Trusted AI journey from program maturity to model risk assessments and develop a strategy to maximize AI's potential.

AI regulation and compliance: Ensure that your AI solutions are compliant with applicable regulations such as the EU AI Act, DSA and ISO 42001, across the evolving landscape through compliance program design and implementation, and model risk management testing.

AI system cards: Provide a standardized framework for documenting key information about an AI system's development, performance, risk factors, and mitigation strategies.

AI security

Our KPMG AI security professionals enable organizations to rapidly innovate and transform their business processes—securely integrating AI to enhance the security of their pipelines, platforms, and processes. This offering is designed to help organizations address the unique cybersecurity risks posed by AI technologies.

Assess and develop AI security and privacy strategies, processes and tools to detect, respond to, and recover from cyber intrusions, privacy risks, software risks, and adversarial threats to ensure the confidentiality, integrity, and availability of data and build trust in the use of AI technologies.

AI development and deployment

Our AI development and deployment offering aids organizations in establishing processes, controls, and technologies to integrate Trusted AI into end-to-end model management.

Establish robust MLOps frameworks, embed Trusted AI by design, and remediate areas of concern—accelerating your transformation, while managing your growing portfolio of AI solutions.

AI assurance

Our AI assurance offering helps organizations ensure they have the necessary processes, controls, and procedures in place to meet enterprise and regulatory compliance requirements. Our services, aligned to leading industry practices such as the NIST AI risk management framework and ISO 42001, fosters trust in AI systems through a reliable risk assurance framework and assessments.

Technology is the backbone of an effective Trusted AI program, helping to ensure real-time monitoring, compliance, and ethical AI use.

Our alliances enable us to leverage advanced tools and technology to provide data-driven insights that drive impact throughout our AI Trust service offerings.

Our alliances

Microsoft AI   OneTrust   CRANIUM   servicenow   IBM   ARMILLA

Seize the KPMG advantage

At KPMG, we have extensive experience in critical areas such as regulations, risk, security, and privacy, which proves beneficial in the fast-emerging space of Trusted AI. Through our strategic alliances and market experience, we come ready with a toolkit of services that will help accelerate your Trusted AI journey.

Industry baseline of risk-ranked controls

Mapped to leading standards such as ISO 42001, NIST AI risk management framework, Microsoft's Responsible AI principles, and the EU AI Act, our risk and control matrix is a comprehensive industry baseline for AI-specific controls that can be implemented across AI deployments.

## Tech-enabled governance to increase AI visibility

Our integrated platform provides a centralized view of all AI applications mapped to applicable risk assessments and compliance obligations, enhancing visibility into AI deployments and their associated risks.

AI governance methodology

AI risk management must not operate in a silo. The KPMG AI governance methodology guides organizations on how to integrate AI risk management into existing risk management practices, reducing toil on compliance teams while ensuring proper integration across existing enterprise and regulatory risk management efforts.

AI governance maturity and informed recommendations
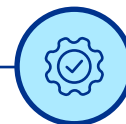
With KPMG Risk Intelligence (KRI), we help our clients assess their AI governance program maturity with a comprehensive, automated solution for confident, informed decision-making and recommended program maturity improvement areas.

To learn more about how you can embed trust within your AI solutions click here or get in touch below:

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