



# AI Quarterly Pulse Survey Q4 2025



Asset Management & Private Equity

# AI Priorities & ROI Expectations

Asset Management and Private Equity leaders plan for their organizations to invest, on average,

**\$101 million**

in AI over the next 12 months.



of leaders expect AI to continue to be a **top investment priority** for their organization, even if a recession occurs in the **next 12 months**.



of AM and PE leaders agree that their **organization will continue to invest in AI** regardless of its ability to measure **tangible ROI**.

Within the next 12 months,



of AM and PE leaders are expecting measurable ROI.

Of note, over half



of AI and PE leaders expect their organization to achieve measurable ROI within the **next 12-24 months**.



of AM and PE leaders said that **low trust in the accuracy and fairness of outputs** posed the biggest challenge to their organization's ability to demonstrate ROI related to AI.

A third 33%

of AM and PE leaders said the **lack of real-time feedback or insights on AI's** impact posed the biggest challenge.

Looking ahead to the **next 6 months**, AM and PE leaders listed the following concerns as the **top 3 factors to influence AI strategy**:



**Macroeconomic factors** (GDP growth, inflation, tariffs, etc.)



Pressures to demonstrate **value to investors or board**



Businesses need to **reduce costs and improve efficiency**

# AI Agents, Deployment & Operating Models

In terms of risk mitigation measures that organizations are putting in place when it comes to AI agents in the

**next 6-12 months,**

**76%**

of AM and PE leaders said they are looking to **deploy AI agents developed by trusted tech providers.**

**56%** of AM and PE leaders are not allowing AI agents access to **sensitive data** without **human oversight.**

**51%** said they are not yet comfortable with **autonomous agents** and will require **human-in-the-loop oversight.**

**65%**

of AM and PE leaders' organizations have deployed agentic AI into their risk functions – i.e. risk analysts, compliance officers, and fraud prevention specialists.

**63%**

have deployed agentic AI into their finance functions – i.e. analysts, accountants, and controllers.

**63%**

have deployed agentic AI into their technology or IT departments – i.e. software engineers and IT specialists.

The majority of AM and PE leaders are piloting AI agents

**68%**

In addition, about one-quarter are already deploying AI agents in their organization.

**24%**

**28%**

of AM and PE leaders' organizations are in the **experimentation phase** of their AI journey – i.e. proof-of-concepts or pilots, identifying areas of improvement & opportunity.

**Biggest challenges to deploying agents:**

**63%**

said the **complexity of agentic systems.**

**40%**

said a lack of organizational infrastructure to support deployment.

# Talent, Workforce & Value Pressures



of AM and PE leaders are willing to pay between **6-10%** more for candidates who demonstrate strong AI skills.

In addition, over the **next 12 months**, half of them are investing **between \$5-9.9M** to hire new talent – i.e., developers, responsible AI experts, etc.

## AI agents have changed

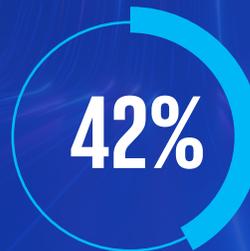


of AM and PE leaders' approach to hiring **experienced talent**



of AM and PE leaders' approach to hiring **entry-level talent**.

**In next 12 months**



expect agents will change their approach to hiring **experienced talent**



**Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.**

Learn about us:



[kpmg.com](https://www.kpmg.com)

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act upon such information without appropriate professional advice after a thorough examination of the particular situation.

© 2026 KPMG LLP, a Delaware limited liability partnership, and its subsidiaries are part of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved. USCS038598-1A

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.