



# Uncover the full potential of artificial intelligence

**KPMG Artificial Intelligence In  
Control helps you bring AI to  
production — without sacrificing  
innovation**

KPMG Lighthouse  
Data Driven Technologies

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# KPMG Artificial Intelligence In Control

## Uncovering the full potential of AI

Today's organizations rely heavily on algorithm-based applications to make critical business decisions. While this unlocks opportunities, it also raises questions about trustworthiness.

As we enter an age of governance by algorithms, organizations must think about the governance of algorithms to build trust in outcomes and achieve the full potential of artificial intelligence (AI). That's where KPMG Artificial Intelligence In Control comes into play.

KPMG member firms believe that the governance of AI is just as important as the governance of people. Whether you're introducing advanced robotics to your business or want to

address the integrity of your algorithms, our AI solutions – Artificial Intelligence Governance and Artificial Intelligence Assessment — can help you establish greater confidence in your technology performance. They help you transparently and effectively govern algorithms, as well as assessing and enabling higher quality output.

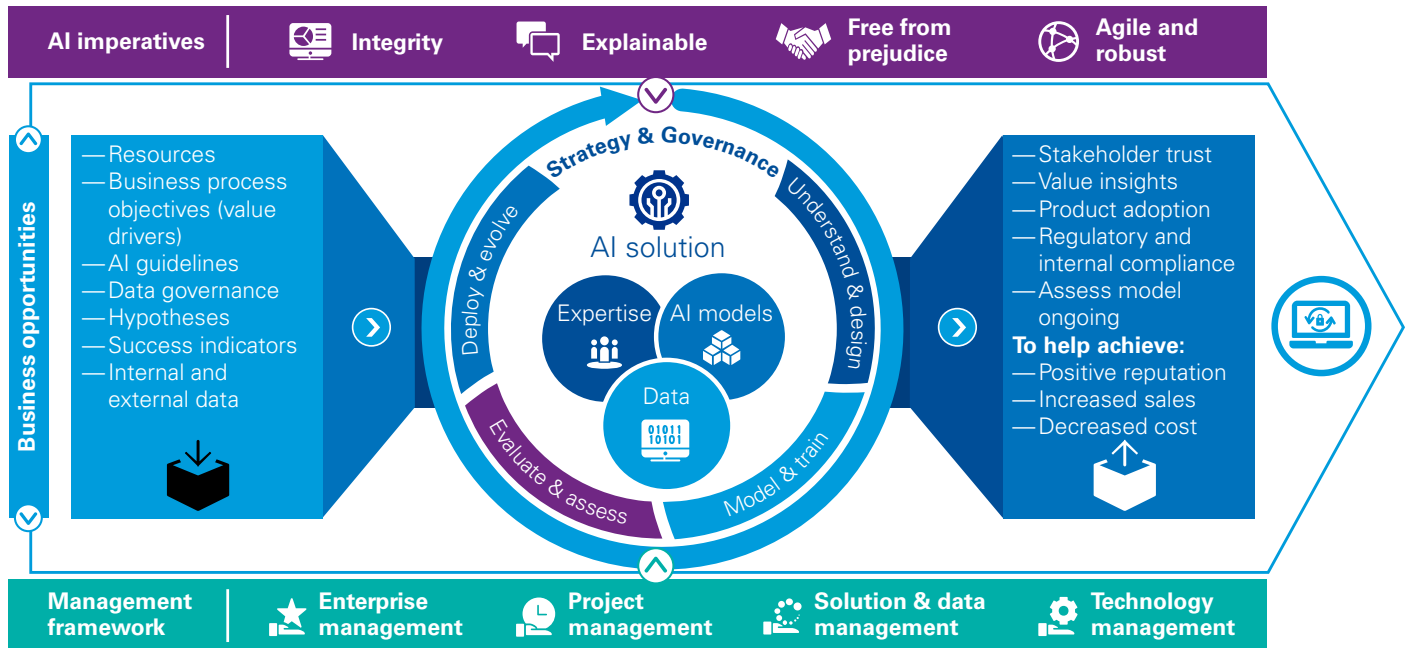
KPMG professionals operate in a technology-agnostic environment, and their recommendations are based on what is best for your needs. Our member firms work to provide a holistic, broad-ranging approach to help you along your AI journey and to achieve your business objectives, now and in the future.

## Do you trust the black box?

Limited trust in the use and correctness of AI raises concerns about decisions made and actions taken by machines. How do you find a way out of the trust dilemma?



## Building an environment that fosters greater AI control



## Finding a better way to address the trust gap



KPMG in the Netherlands is currently working with the City of Amsterdam to audit digitized municipal services that will help enhance the public’s confidence in a safe and well-maintained city, and to assist the city in its mission to protect the digital rights of residents.

Amsterdam’s issue management system for public spaces allows residents to easily file service requests online for issues such as trash on the street; the algorithm identifies issue type and which municipal service unit will respond. In the near future, the application will also determine the priority level of issues. Through machine learning, the algorithm’s decision-making should improve over time, but the data input is so varied, there will be risks.

The potential risks are inherent in machine bias. For example, data such as the geographic location of the issue could inadvertently lead to patterns of learning that the algorithm would eventually use as a rule, possibly drawing the wrong conclusions and resulting in biased decision making. AI In Control methodologies review and assure the city’s risk management framework to monitor processes, providing continuous control of evolving AI applications.

“All it takes is one misguided algorithm to cause serious harm,” according to Prof. Sander Klous, Ph.D., global lead of KPMG’s AI In Control solution, and a partner with KPMG in the Netherlands. “With AI in Control, we’re able to open up the black box and implement proper monitoring and controls to deliver the level of transparency that helps individuals trust the decisions generated.”



Find out more about how KPMG Artificial Intelligence In Control can help your organization uncover the full potential of AI. To learn more, contact:

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