



Christopher Bacey <cbacey@gmail.com>

2018 MC Clips

Christopher Bacey <cbacey@gmail.com>
Draft

Tue, Aug 3, 2021 at 5:25 PM

4Q Clips

Gross Reach (Media Coverage Share of Voice)

KPMG	Deloitte	EY	PcW
4.9 million	2.4 million	517,000	372,000
Volume up 82%	Up 1100%	Up 60%	Up 175%

2Q FY2018 Share of Voice

[Pending – From DevOps -- TechTarget (x2), Enterprise Times, Software Development Times...]

CFO.com Special Report: The New Digital Workforce (September issue)

Robotic process automation emerges from the back office to take on core finance tasks.

In a few years, robotic process automation may very well merge with or be rendered moot by artificial intelligence. But for now RPA, as it is known, commands the attention of enterprises and their finance teams to a degree few relatively new technologies have. **Gaining knowledge about RPA programming, maintenance, and tracking—as a needed first step toward taking full advantage of intelligent automation—is a priority for the finance team at KPMG.**

KPMG Grows In-House RPA Expertise

CFO Magazine reports KPMG is about 55% of the way toward achieving an initial goal of creating 200,000 hours of workforce capacity savings. And the importance of that mission is not something that KPMG CFO David Turner plans to let his charges overlook. “Freeing up the time is a challenge,” Turner allows. “But my view is that very quickly we’re going to be in a world where, if you don’t have skills in robotics and the related technologies, you will be obsolete as a finance person.” Turner intends to train the entire staff on how to program and leverage bots. “I then will set them loose on their own work flow,” he says, “because I think they will find out what to do better and faster than we could.”

» *KPMG Grows In-House RPA Expertise* | September 2018 | [CFO Magazine](#) | David McCann

» *Special Report: The New Digital Workforce* | September 2018 | [CFO Magazine](#) | David McCann

- [CFO Magazine](#), Sep 28, 2018 -- **Special Report: The New Digital Workforce** -- By David McCann
- [CFO Magazine](#), Sep 28, 2018 -- **KPMG Grows In-House RPA Expertise** -- By David McCann

CommunityVoice: Threat or A Gift? What RPA Really Means For Outsourcing

In a sponsored post for *Forbes.com*, Anna Frazzetto, chief digital technology officer and president of Technology Solutions for Harvey Nash, says the rapid rise of robotic process automation (RPA) adoption and its impact on jobs and industries are the likely culprits behind a growing fear that the days of BPOs are numbered. However, this evolution will look more like many of the technology evolutions that have come before it. **The 2018 Harvey**

Nash/KPMG CIO survey found that one-third of Asia-Pac CIOs (33%) are currently investing in RPA (minimally, moderately or significantly) and 31% of CIOs worldwide said this same.

» *CommunityVoice: Threat Or A Gift? What RPA Really Means for Outsourcing (Sponsored content)* | Sep 26, 2018 | [Forbes.com](#) | Anna Frazzetto

CIO Journal: To Retrain or to Hire? That Is the Tech Talent Question

Gary Beach writes in the *Wall Street Journal* that success in the next decade increasingly will be tied to how well organizations deploy artificial intelligence, predictive analytics and other technologies and processes. Beach cites a study from **KPMG and Harvey Nash** which reveals where firms are looking for talent. "Chief information officers were asked to indicate the methods they were using to find the right skills. Ranked by "some extent/great extent," 85% said they used contractors and consultants, 71% relied on outsourcing, 67% used automation, and 49% train non-technical people for tech roles and 21% acquired companies with "needed expertise."

» *CIO Journal: To Retrain or to Hire? That Is the Tech Talent Question (Subscription required)* | Sep 12, 2018 | [The Wall Street Journal](#) | Gary Beach

KPMG BrandVoice: Blockchain And The Future Of Finance

In a sponsored byline for *Forbes.com*, **KPMG's John E. Mulhall**, asks, "What if everyone involved in a financial transaction could share the same ledger"? This question is the central argument in favor of blockchain technology which is essentially just that, a democratized ledger. Mulhall explains, "To protect the integrity of data, each block must be validated by every participant and secured using electronic cryptography. Changes cannot be made without the approval of participants. Think of it as having a notary there to verify every transaction."

» *KPMG BrandVoice: Blockchain And The Future Of Finance (Sponsored content)* | Sep 11, 2018 | [Forbes](#) | John Mulhall, KPMG LLP

Supply Chain Visibility: Can You See Me Now?

Inbound Logistics says the benefits of greater supply chain visibility are so compelling, implementing the tools and technology that would provide them seems like a no-brainer. Several obstacles can get in the way, however. One is the difficulty of engaging multiple parties. "You're looking left and right, at partners and customers," says **KPMG's Brian Higgins**. That's in addition to engaging employees. Gaining support from everyone for the changes required takes time and attention, including from management. In addition, a supply chain visibility initiative will be data intensive, Higgins says. The data, as well as its format and hierarchy, among other attributes, need to be scrubbed and accurate. Similarly, the system architecture needs to be on target, or the costs can easily get out of hand. "There's no magic bullet," Higgins adds.

» *Supply Chain Visibility: Can You See Me Now?* | Sep. 11, 2018 | [Inbound Logistics](#) | Karen M. Kroll

The 2018 Best Firms to Work For

Consulting Magazine has named **KPMG to its "2018 Best Firms to Work For."** To be named a 'Best Firm to Work For' firms were ranked based on survey responses in six categories—each measuring a different aspect of employee satisfaction. The survey results indicate satisfaction levels remained relatively unchanged in 2018, which is good news since those levels are elevated by historical standards. Interestingly, scores in all six categories remained very similar year over year. Only two categories—Client Engagement and Leadership—dipped slightly year-over-year.

» *The 2018 Best Firms to Work for (Subscription required)* | September 2018 | [Consulting Magazine](#) | Joe Kornik

Rebranding IT: An Opportunity To Transform For Future Success

In this KPMG-sponsored article, *CIO* cites a new report from KPMG, "*The Flexible IT Workforce; the nexus of talent, skills, and leadership for the future of IT,*" which shows that the IT function is caught in the middle of a massive shift, as disruptive technologies jolt organizations into new business models and organizational structures. The goals of moving toward a flexible, rebranded IT function, according to the report, align with the results of the recent 20th annual **Harvey Nash/KPMG CIO Survey**.

» *Rebranding IT: An Opportunity To Transform For Future Success* | Sep 06, 2018 | [CIO](#) (Sponsored content) | Sharon Goldman

Tech Budgets 2019: Surveys and projections

ZDNet analyzes multiple surveys and reports in an attempt to understand how C-Suite executives can make better decisions in this politically turbulent environment. The **2018 Harvey Nash/KPMG CIO Survey** is *heavily cited* as saying CIO's are optimistic about future growth. "Almost half (49%) of survey respondents reported an IT budget increase in the last 12 months" and "[l]ooking ahead, a similar proportion (48%) expected a budget increase in the next 12 months, with just 14 percent predicting less money for IT next year."

» *Tech Budgets 2019: Surveys and projections* | Sep 04, 2018 | [ZDNet](#) | Charles McLellan

How Mid-Size Firms Can Overcome DevOps Challenges

Information Week highlights how mid-size firms can address DevOps success. **KPMG, Mike Wolf** says "these organizations often have difficulty undertaking an end-to-end transformation, as the business frequently does not see the immediate value that the large organization sees." He continues on to say "using the inherent agility of mid-sized organizations and the ability to adapt new tools and cloud-based workflows will allow the organization to concentrate its efforts on other elements of the value stream, such as design-thinking" will allow these organizations to efficiently "improve the requirements process and shift toward meeting customer expectations faster and better."

» *How Mid-Size Firms Can Overcome DevOps Challenges* | Aug 28, 2018 | [Information Week](#) | John Edwards

CEOs frustrated with company boards' short-termist view on digital transformation

ITPro reports a recent **KPMG survey** reveals CEOs across the UK are becoming disillusioned with the short-termist attitude their boards have when it comes to digital transformation projects, research has found. The **KPMG survey of 150 CEOs** also found that 86% feel overwhelmed by demands to make progress, while one in two doubt their wider management team even have the right skills to oversee the radical changes their organization needs. "Digital transformation is no longer a choice, it's an essential driver of revenue, profit and growth," said Lisa Heneghan, KPMG UK's lead on digital transformation.

» *CEOs frustrated with company boards' short-termist view on digital transformation* | Aug 22, 2018 | [ITPro.co.uk](#)

CEO and CIO cyber disconnect: Fixing the communications breakdown

In a byline article for *CIO*, KPMG's Tony Buffomante advises that CIOs must find ways to communicate more effectively and consistently with their CEOs and the board in order to bolster their cyber security protections and also boost their careers. **KPMG's 2018 U.S. CEO Outlook** survey found that 77% of CEOs believe their organizations are either "very well" or "well" prepared for a cyber incident. This stands in stark contrast to only 22% of CIOs and tech leaders who feel the same way, according to Harvey Nash/KPMG CIO Survey 2018.

» *CEO and CIO cyber disconnect: Fixing the communications breakdown* | Aug. 21, 2018 | [CIO](#) | Tony Buffomante, KPMG, LLP

Orchestrating the Supply Chain

Transport Topics says that while blockchain may form the basis for a new collaborative relationship between shippers and carriers, a recent report by KPMG suggests that future supply chains will also need to have the ability to adapt to changing market conditions and new technologies, such as 3D printing, robotics and autonomous vehicles. "We call this the learning supply chain," **Sam Ganga and Arun Ghosh**, principals at KPMG, said in the report. "The fundamental premise is that companies need to change the way they are run by using leading indicators of measurement and performance and managing it as a real-time, event-driven network supplemented by intelligent automation."

» *Orchestrating the Supply Chain* | Aug. 20, 2018 | [Transport Topics](#) | Daniel P. Bearth

KPMG BrandPost: The Pace of Change: How Internal Audits Can Help IT Capitalize On Intelligent Automation

KPMG's Michael Smith tells *CIO* that there is a very close alignment between the risk and performance objectives of IT and internal audit's capabilities around intelligent automation. "Both IA and IT want to see risk well-managed and automation programs well-governed," he says. "In addition, internal audit sits across the entire organization, so it has a broad view across silos." KPMG's Nicole Lauer adds, "For the best results, internal audit and IT should look at automation opportunities within an IT process or control and consider how to automate the validation component as an end-to-end improvement in risk management."

» *KPMG BrandPost: The Pace of Change: How Internal Audits Can Help IT Capitalize On Intelligent Automation (Sponsored Content)* | Aug. 20, 2018 | [CIO](#)

Tech Firms Find Novel Way to Deal with Engineering Talent Scarcity

Tech recruiters are finding it difficult to find adequate talent, leading to a hostile job market full of poaching wars, relentless job-hopping, unfilled positions and angst in executive suites. *CIO Review* cites statistics by KPMG, likely coming from the **2018 and 2017 Harvey Nash/KPMG CIO Survey** saying, "65 percent believe hiring challenges are hurting their business, up from 59 percent who thought so in the previous year's survey." *CIO Review* suggest outsourcing as a potential solution, as well as partnering with a university in order to hire PhDs who are just exiting their program.

» *Tech Firms Find Novel Way to Deal with Engineering Talent Scarcity* | Aug 16, 2018 | [CIO Review](#) | Alan McGlinchey

RPA is a Journey, Not a Destination

Financial Executive says as companies begin their own RPA journey, the focus at first should be on defining their vision and then determine the right tool to help get them there. For some senior-level financial executives, the term Robotic Process Automation (RPA) produces visions of a utopian finance function. However, a recent study by **HfS Research and KPMG** revealed that 55 percent of North American enterprises are looking at new opportunities available with RPA systems.

» *RPA is a Journey, Not a Destination* | Aug. 15, 2018 | [Financial Executives International](#) | Thomas Thompson

Gentex's Facebook solution

Automotive News says line between human resources and marketing is becoming blurred as companies nationwide struggle to attract and retain employees. **KPMG's Mike DiClaudio** advises that recruiting today is about "treating talent like consumers" and creating a brand that those consumers will want to be a part of. DiClaudio urges automotive companies to build what he calls a "root system," embedding themselves into local communities and schools to create a longer-term pipeline for talent. DiClaudio says suppliers need to find methods to nip the work force problem in the bud or be prepared to see it balloon. "It's not a tomorrow problem," DiClaudio said. "It's a today and tomorrow opportunity."

» *Gentex's Facebook solution* | Aug. 13, 2018 | [Automotive News](#) | Stephanie Hernandez McGavin

The HR Revolution

Consulting Magazine says talent and workforce challenges, and opportunities, loom large in the technology revolution, but HR finally has what it's always wanted—a strategic seat at the table. **Michael DiClaudio, KPMG principal and the HR advisory lead** advises that in addition to retraining teams, HR functions need to think about reconfiguring roles. "Reskilling is the initial hurdle," DiClaudio notes, "followed quickly by redefining jobs and organizational structures. As technologies evolve faster, these skills—reskilling and redefining—will be critical, and possibly become the most important role HR will have."

» *The HR Revolution (Pg. 12 Digital Edition)* | August 2018 | [Consulting Magazine](#) | Eric Krell

How to build the next generation of IT leaders

CIO.com says CIOs consistently list staffing as a top priority, with a tight labor market and a skills gap challenging their ability to build IT teams. The **2018 Harvey Nash/KPMG CIO Survey** of 3,958 IT leaders found that 65% say a lack of

talent holds back their organizations. "There's a proliferation of IT skills out in the business," said **KPMG's Jeoung Oh**. "The key things central to IT — solutions architecture, data architecture, security and network architecture — they'll still be part of central function. But business intelligence, automation, analytics, those skills will be throughout the enterprise."

» [How to build the next generation of IT leaders](#) | Aug 06, 2018 | [CIO.com](#) | Mary K. Pratt

-

How to Make Automation Work for You

HR Executive reports a new study from KPMG found that businesses are eager to embrace automation—but aren't yet sure how to do so. "The surprising part of the survey is not that managers' expectations are high for IA but rather that their organizations' readiness to implement it is low," said **Don Ryan, KPMG Advisory** director of market research and architect of the survey.

» [How to Make Automation Work for You](#) | July 30, 2018 | [HR Executive](#) | Jen Colletta

-

AI investments will hit \$232B by 2025, but businesses don't plan to cut jobs

The Wall Street Journal, *Forbes*, *TechRepublic*, *Computer Weekly* and *TechRadar* all cite a KPMG report that notes enterprise investment in artificial intelligence (AI), machine learning, and robotic process automation (RPA) is predicted to hit \$232 billion by 2025—up from about \$12.4 billion today. Companies do face barriers, including a lack of in-house tech talent and unclear goals for AI deployment, which could prevent them from realizing the benefits of these technologies. [Todd Lohr quoted.]

» [CIO Journal: Firms to Boost Spending on Smart Automation \(Subscription required\)](#) | July 31, 2018 | [The Wall Street Journal Online](#) | Angus Loten

» [AI And Machine Learning: Hesitation Turns To High Hopes](#) | July 30, 2018 | [Forbes.com](#) | Joe McKendrick

» [AI investments will hit \\$232B by 2025, but businesses don't plan to cut jobs](#) | July 30, 2018 | [TechRepublic](#) | Alison DeNisco Rayome

» [Worldwide AI investment to top \\$200bn by 2025](#) | July 31, 2018 | [Tech Radar.com](#) | Mike Moore

» [Intelligent automation spending to hit \\$232bn by 2025](#) | July 31, 2018 | [Computer Weekly](#) | Karl Flinders

The CIO's New Battleground: Cloud Financial Management

CIO says cloud technology has become a powerful and pervasive enabler for the CIO's new reality in an agile world. According to the **Harvey Nash/KPMG CIO survey**, agility is the number one driver for cloud adoption. "The need for clarity and a framework to shepherd this rapid growth is imperative to support IT executives as stewards of the enterprise's investment in the IT estate," says **KPMG's Joe Davila**. "Cloud financial management is key to ensuring that the business is placing the right bets on the right solutions at the right time," adds **KPMG's Rob Breakiron, [CIO Advisory]**

» [The CIO's New Battleground: Cloud Financial Management](#) | July 20, 2018 | [CIO](#) | Sharon Goldman

-

CEOs Must Be Wary Of Mindless Tech Adoption, KPMG Finds

PYMNTS reports the latest KPMG U.S. CEO Outlook survey reveals U.S. corporations are feeling confident about their markets and the overall economy, forecasts for revenue growth are muted, the hiring climate is tough and security threats loom. KPMG Chairman and CEO Lynne Doughtie says CEOs' pressures today aren't necessarily new, but technology presents them with novel ways of tackling them. "The need for disruption has intensified further, and technology has emerged as the only driver of transformation for a majority of U.S. CEOs."

A [tight labor market](#) is also weighing on the minds of CEOs. On-demand talent is on the rise, with 94 percent of CEOs using a contingent workforce, and KPMG warned that the rise of the gig economy is changing the ways workers should be compensated.

"An organization's benefits for full-time employees should include unique growth opportunities, stimulating work and, where possible, infusion of a 'gig'-like culture," said **KPMG U.S. People and Change Leader Claudia Saran**.

» [CEOs Must Be Wary Of Mindless Tech Adoption, KPMG Finds](#) | July 19, 2018 | [PYMNTS](#)

Opinion: On the ledge with blockchain? 3 reasons why diving in is better than holding off

CIO advises that rather than waiting for peers and competitors to lay the groundwork for blockchain, today's IT leaders should consider the advantages of going early into this innovation frontier. However, the **2018 Harvey Nash/KPMG CIO Survey** found only 9% of 3,958 IT leaders surveyed worldwide say they have plans to invest in block chain.

» *Opinion: On the ledge with blockchain? 3 reasons why diving in is better than holding off* | Jul 17, 2018 | [CIO](#)

Six Secrets of Revenue-Generating CIOs

CIO discusses how business-minded CIOs are overhauling their strategies and workplace cultures to transform IT into a profit center. The **2018 Harvey Nash/KPMG CIO Survey** found that 38% of the 3,958 responding IT leaders say their boards consider "driving revenue growth" a priority for CIOs.

» *6 secrets of revenue-generating CIOs* | Jul 16, 2018 | [CIO](#) | Mary K. Pratt

10 digital transformation success stories

CIO discusses how business is steering digital initiatives to drive business growth and drive operational efficiency and outlines IT leaders' strategies, implementations and challenges. In a sign of how hard change is, 78% nearly 4,000 CIOs worldwide say their digital strategy is moderately effective or worse, suggesting such efforts remain in their infancy, according to the **2018 KPMG Harvey Nash CIO survey**.

» *10 digital transformation success stories* | Jul 13, 2018 | [CIO](#) | Clint Boulton

Change-Management Complexities in the Cloud

In a byline article for HR Executive, KPMG's Arthur Higbee says HR leaders who believe change management isn't necessary when moving to a cloud-based HCM system are not seeing the entire picture.

» *Change-Management Complexities in the Cloud* | Jul 11, 2018 | [HR Executive](#) | Arthur Higbee, KPMG LLP

Mid-2018 Outsourcing Update: Glass Half-empty? Or Time to Redefine The Glass?

In a byline article for *NearShoreAmericas*, KPMG's Dave Brown shares findings that indicate what global organizations anticipate as sophisticated new technologies and automation change the outsourcing business.

» *Mid-2018 Outsourcing Update: Glass Half-empty? Or Time to Redefine The Glass?* | Jul 3, 2018 | [NearShoreAmericas](#) | Dave Brown, KPMG, LLP

Cloud computing battles, AI and digital transformation: Research round-up

ZDNet highlights the **Harvey Nash and KPMG survey of 3,958 CIOs**, which provides further proof of the changing role of the IT chief. Top three priorities for digital leaders in 2018 include: developing innovative new products; delivering stable IT; and enhancing customer experiences. The outlet explains that IT leaders are using the appointed role of chief digital officer to bring clarity around their own roles.

» *Cloud computing battles, AI and digital transformation: Research round-up* | Jul 9, 2018 | [ZDNET](#)

Four Trends In Cloud Computing CIOs Should Prepare For In 2019

Forbes notes that according to KPMG, investments in platform-as-a-service will grow from 32 percent in 2016 to 56 percent in 2019, making it the fastest growing sector of cloud platforms. **Denis Berry, KPMG Management Consulting CIO Advisory leader**, is among authors of the KPMG "[Journey to the Cloud](#)" report cited.

» *Four Trends In Cloud Computing CIOs Should Prepare For In 2019* | Jul 05, 2018 | [Forbes](#) | Asokan Ashok

Best,
Chris

908-797-5143
Christopher Bacey
cbacey@gmail.com