

# KPMG and Google Cloud Expand Alliance to Help Organizations Unlock Value with Google Cloud Generative AI

*Expanded alliance will bring Google Cloud's innovations in AI and data analytics to financial services, healthcare and retail industries*

**New York, New York, May 5, 2023** – Google Cloud and KPMG LLP are significantly scaling their alliance to help clients integrate Google Cloud's generative AI technologies into the front, middle and back offices of enterprises. To meet demand for Google Cloud's AI innovations, KPMG will invest in rapidly training its practice of Google Cloud experts to help enterprises quickly adopt and scale new generative AI projects.

The expanded collaboration combines KPMG's industry-leading expertise on cloud transformation, analytics, and responsible AI with Google Cloud's trusted infrastructure and generative AI capabilities in products like Vertex AI and Generative AI App Builder. The partnership will initially focus on clients in financial services, healthcare, and retail—three industries that are already navigating the dramatic and rapid impact of generative AI.

"Google Cloud is focused on applying generative AI to practical, real-world use cases that will create value across industries," said Thomas Kurian, CEO of Google Cloud. "Through our expanded alliance with KPMG, we will accelerate the application of Google Cloud generative AI throughout the world's largest organizations, helping them deliver innovation and empower employees, create more value from data, and more."

Delivering generative AI and analytics solutions on a secure cloud platform can provide clients with an agile, flexible environment to quickly adopt and scale generative AI capabilities, and to evolve with ever-changing industry landscapes. By leveraging Google Cloud's secure and extensible AI capabilities, KPMG will help organizations with data-driven transformation and decision making, while adapting to ever-changing business environments.

"There's an increased need to accelerate digital transformation and manage disruption in the market. Together with Google Cloud, we are excited to help our clients innovate at scale and embrace change, while protecting data in a secure environment," said Laura Newinski, KPMG U.S. Deputy Chair and Chief Operating Officer. "Our combined industry expertise uniquely positions us to partner with our clients throughout this journey, one that's been accelerated by the exciting new capabilities of Google Cloud."

Over the past five years, Google Cloud and KPMG have helped clients adopt emerging technologies to help deliver tangible and sustainable outcomes. KPMG and Google Cloud have already worked together to [bring advanced AI to HSBC](#) by implementing cloud-based intelligent conversational AI, delivering critical medical predictions from real-time data in the ICU, and a 360-degree customer view with advanced analytics for a global life insurer.

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