



# AI Innovation: Shaping the Customer Journey

KPMG Powered Enterprise enabled by Oracle for retail and consumer packaged goods



Oracle's cloud solutions combined with the KPMG business transformation approach give organizations tools and techniques to meet the future with confidence.

## Navigating the path to a successful future for retail and CPG

For consumer and retail businesses, the road to growing revenue and remaining relevant in a changing market is besieged with challenges. Retail and consumer packaged goods (CPG) leaders must increase revenue, boost sustainable margins, and reduce total delivered cost, all while steering their companies through unforeseen disruptors such as rapidly shifting customer preferences and the modernizing workforce. Navigating this tough terrain requires an experienced guide with a track record of leading retail and CPG companies through technology transformations that focus on data-driven outcomes.

Bringing together their deep retail and CPG experience and integrating the latest artificial intelligence (AI) tools, Oracle and KPMG partner to help enterprises remain nimble in the face of changing market dynamics. Oracle's globally recognized cloud technology paired with a KPMG business-led approach helps retail and consumer organizations succeed in three critical areas:

- Front, middle, and back-office applications.
- Advanced planning and budgeting.
- Retail-specific applications.

## KPMG and Oracle in action



KPMG leveraged Oracle EPM to help an \$8B food company reduce the cycle time to produce forecasts by six days and improve plan accuracy to 97%.



The second-largest fast-food burger chain in the United States worked with KPMG to implement Oracle EPM, simplifying its chart of account structure, providing visibility across the organization, and enabling easy generation of accurate financial and operational reports.



Leverage the combined power of KPMG and Oracle to transform your retail and CPG business, helping ensure sustainable growth, operational efficiency, and superior customer experiences.

## Key benefits

# KPMG and Oracle retail and CPG solutions



### Transformation enablement

Modernize finance, HCM, and supply chain functions with holistic cloud solutions for rapid results.



### AI-Driven customer experience

Leverage AI analytics for deeper market and customer understanding, boosting customer experience.



### Operational efficiency

Streamline processes and simplify technical ecosystems for accurate financial and operational reports.



### Scalability and flexibility

Innovate continuously with a customer-centric approach tailored to retail and CPG.



### Enhanced reporting

Help ensure precise generation of financial and operational reports with advanced tools.



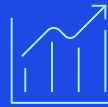
### Industry support

Address retail and CPG challenges with tailored solutions, detailed roadmaps, and change management strategies.



### Advanced analytics and AI integration

Empower smarter decision-making and accurate forecasting with real-time visibility into capital and cash positions.



### Enhanced performance management

Use AI tools and predictive analytics for better operational control.



### Omnichannel optimization

Improve inventory management and customer engagement through optimized touchpoints.



### Faster time to value

Achieve quicker implementation and results with preconfigured enablers.

## Transform front, middle, and back-office functions for a more unified business

In the face of economic, digital, and workforce shifts, retail and CPG enterprises must focus on transforming their front, middle, and back offices to break down silos and connect systems with cloud-driven, digital-first business models.

KPMG Powered Enterprise enabled by Oracle for consumer and retail supports this goal by enabling rapid business modernization of finance, HCM, and supply chain functions with cloud-enabled business applications:



Finance can make smarter, data-driven decisions with Oracle Fusion Cloud Enterprise Performance Management (EPM).



Human resources can improve talent management with Oracle Fusion Cloud Human Capital Management (HCM).



Supply chain operators can gain greater visibility into inventory to serve customers more profitably with Oracle Fusion Cloud Supply Chain Management (SCM).

KPMG leverages Oracle's complete Software-as-a-Service suite and cloud infrastructure at scale to achieve these ends, all while simplifying technical ecosystems.

For example, KPMG guides retail and CPG organizations through platform modernization by using Oracle Fusion Cloud applications with embedded AI run on next-generation Oracle Cloud infrastructure.

KPMG Connected Enterprise is a customer-centric, agile approach to digital transformation that leverages industry-specific knowledge to deliver faster speed to value with an integrated suite of preconfigured enablers tailored to consumer and retail. This approach supports front-, middle-, and back-office transformation from both process and technology standpoints.







## Leverage retail and CPG specific applications for business-led, tech-enabled omnichannel capabilities




In today's retail and CPG market, a robust omnichannel approach is more essential than ever. The only way to deliver a truly omnichannel experience to retail and CPG customers is to optimize every operational touchpoint of your business—from inventory management to store operations.

To achieve this, KPMG is building a broad practice to support and enhance omnichannel efforts guided by extensive industry experience and a deep understanding of Oracle technology.

### Thorough practice implementation:

-  **Core merchandising:**  
Streamlines and optimizes merchandising processes.
-  **Retail and CPG planning and optimization:**  
Enhances planning strategies for better results.
-  **Supply chain management:**  
Improves supply chain efficiency and visibility.
-  **Point-of-sale functions:**  
Optimizes point-of-sale systems for seamless operations.

### Oracle technologies:

-  Oracle Fusion Cloud Supply Chain Management (SCM)
-  Oracle Customer Experience (CX)
-  Oracle Fusion Cloud Human Capital Management (HCM)

Using AI-based analytics in Oracle's retail and CPG specific applications, enterprises can quickly distill important data to make smarter decisions around products to sell and prices to set.

KPMG integrates AI to help retailers and CPG businesses optimize market signals and understand specialty competition. With business-led experience from KPMG and industry-rich solutions from Oracle, CPG, and retail companies maximize both market and customer data to deliver superior omnichannel experiences—online, in the contact center, or in the store.

## Forecast, plan, and budget with greater confidence and accuracy

Today's retail and CPG enterprises need a more modern approach to financial planning, budgeting, and forecasting that delivers better insight, reduces costs, and creates more value with stronger reporting. KPMG Intelligent Forecasting allows business leaders to create a planning process that works for them—all based on predictive modeling and advanced analytics. From change management to user adoption, KPMG helps enterprises leverage Oracle EPM automation capabilities to move away from burdensome manual processes and spreadsheets. With Oracle EPM, enterprises gain full visibility into capital and cash, forecast with greater accuracy and speed, and harness the power of AI to generate reports that enable real-time, data-driven decisions.

AI is changing the future of forecasting, reporting, and planning—and it's integral to KPMG and Oracle solutions. KPMG Intelligent Forecasting applies AI and advanced analytics to financial forecasting to give enterprises in-the-moment accuracy and visibility into their budget and financial position. Oracle EPM's automated analysis with embedded AI allows enterprises to free human teams from having to build reports from raw data.

## Revolutionizing retail and CPG with Oracle and KPMG

Oracle and KPMG are distinctly positioned to give retail and consumer organizations the competitive footing they need to digitally transform operations, forecast the right financial future, and meet customers on their level. By enabling data-driven decision-making and insights, Oracle and KPMG help retail and consumer enterprises adapt to changing market dynamics and deliver improved customer experiences.

KPMG understands the drivers that enable a successful transformation, delivering a framework for change that includes tracking value, building roadmaps, orchestrating initiatives, and aligning and guiding people.

### The KPMG framework for successful transformation

- **Tracking value:** Monitor progress and outcomes to help ensure value is being delivered.
- **Building roadmaps:** Develop clear, strategic plans for business transformation.
- **Orchestrating initiatives:** Coordinate efforts across the organization to achieve goals.
- **Aligning and guiding people:** Help ensure team alignment and provide guidance throughout the transformation process.

The KPMG approach enables continuous innovation to help enterprises support their customers, derive insights from data, and ensure efficiency, while Oracle delivers world-renowned cloud technology that provides a framework for that growth.

Together, these two leaders leverage the power of AI to give retail and CPG companies better business insight, tools to plan for sustainable profit margins, and the ability to execute on those plans.



# Driving modern retail and CPG transformation with AI

Today's retail and CPG businesses need AI and generative AI to be integrated throughout every core service and solution.

AI is ingrained in both KPMG services and Oracle cloud technology—delivering leading efficiency and process improvement for the retail and CPG industries.

For example, the partnership has established and implemented use cases that include intelligent chatbots, performance management AI, predictive analytics, and AI recruiting and learning. KPMG and Oracle offer more than 50 generative AI-embedded apps in Oracle Fusion Cloud solutions—with more being released every quarter.



## The most valuable customer: The omnichannel shopper

A recent KPMG report found that customers who shop online generate a greater share of brick-and-mortar sales, those who shop both online and in-store spend more overall, and those who prefer to shop online have larger basket sizes across channels.\*

*\*“Seizing the seamless opportunity: Advancing next-generation omnichannel capabilities aligned to customer journeys,” KPMG and the National Retail Federation, 2024.*

## Navigating industry challenges

Oracle and KPMG retail and CPG solutions empower clients to navigate industry challenges, achieve sustainable growth, enhance operational efficiencies, and deliver exceptional customer experiences.

**Retail and CPG enterprises must continuously evolve to address industry challenges.**

- Revenue growth**  
Innovate to drive sales and enhance profitability.
- Cost efficiency**  
Balance cost reduction with maintaining quality and efficiency.
- Adaptability**  
Respond swiftly to changing customer preferences and market conditions.

- Operational streamlining**  
Break down silos and integrate systems for smooth and efficient operations.
- Forecasting accuracy**  
Produce timely and precise forecasts to mitigate risks.
- Digital transformation**  
Transition to cloud-driven, digital-first business models to stay competitive.

# KPMG has been an award-winning Oracle alliance partner for over 30 years.

Our delivery teams have experience across all Oracle products and modules (ERP, EPM, SCM, HCM, CX, Analytics, OCI, Industry Solutions), including developing unique platform as a service solutions and deep experience implementing Oracle Accounting Hub and Subscription Management modules.

Embarking on a cloud transformation journey with KPMG and our alliance partner, Oracle, **delivers value, drives sustainable change, and accelerates innovation**—across the front, middle, and back offices.

If you have any questions on how to accelerate digital transformation or to find out more, contact:

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