



AI and the Changing Land Scape in Accounting Profession

2025 MMPA Conference: AI-Powered Accounting: Shaping the Profession of Tomorrow

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Let's do this.





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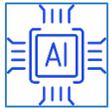
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KPMG's 2025 Canadian CEO Outlook shows growth is shovel-ready

Results suggest that business leaders in Canada are drilling down on productivity by being holistic and blending human ingenuity with digital innovation in cultures of trust.

Top 3 opportunities Canadian CEOs are poised to seize in 2025



AI and digital transformation

AI is seen as a key driver of productivity, efficiency, and competitive advantage—especially when paired with strong governance and upskilling.



Workforce upskilling and productive culture

Building a future-ready workforce is both a risk mitigator and a growth enabler.



Innovation, sustainability, and partnerships

Embracing innovation and sustainability not only addresses regulatory and societal expectations but also opens new markets and investment opportunities.

Top 3 challenges Canadian CEOs must navigate in 2025



Cybersecurity and digital risk

The rapid adoption of AI and digital tools is increasing exposure to cyber threats, making resilience and protection a top priority.



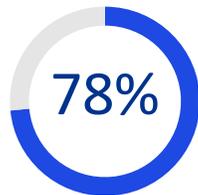
Talent acquisition, retention, and skills gap

Productivity and innovation depend on having the right talent, and Canadian CEOs are more likely to invest in upskilling and lifelong learning.

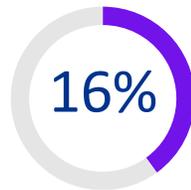


Regulatory complexity and compliance

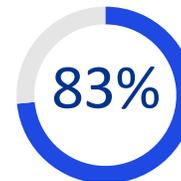
Navigating evolving regulations—especially around AI, data, and ESG—requires agility and proactive engagement with policymakers.



Identified AI as a top investment priority



Expressed confidence in their employees' ability to make the most of AI



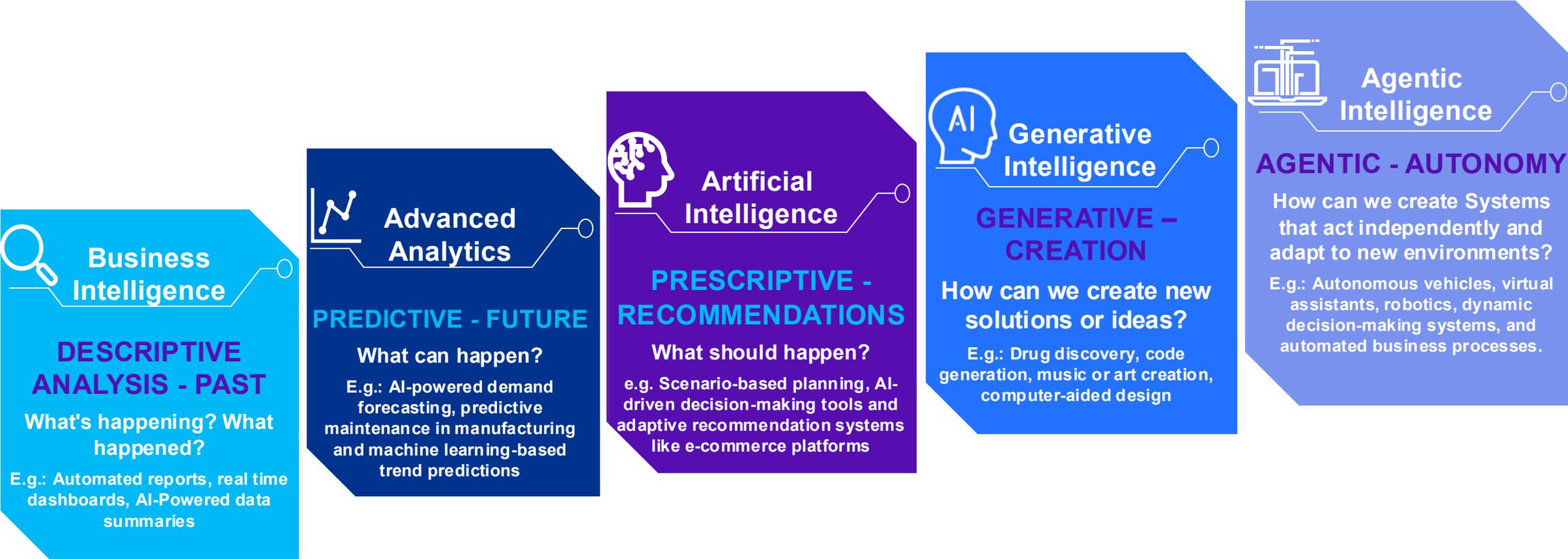
Agreed that skills development is essential to future productivity



Expressed concern about fraud, identity theft and cyber-attacks

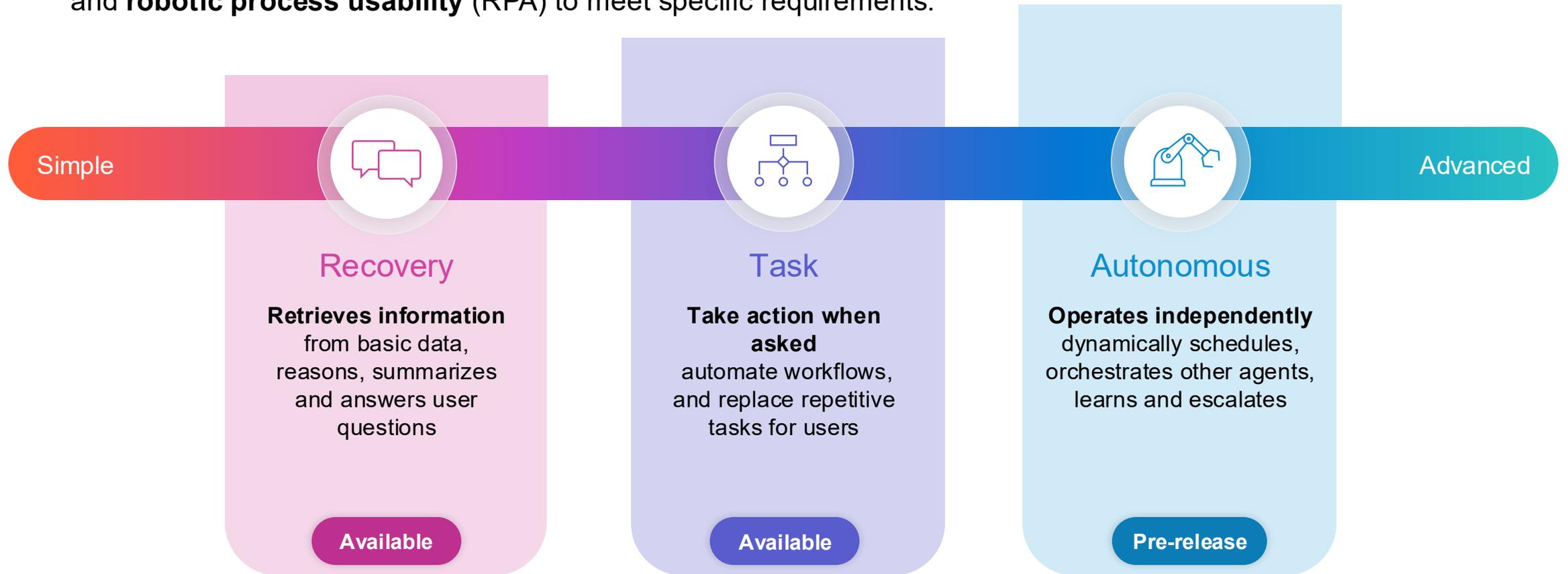
Data Analysis Scale

The evolution of data analysis bears witness to humanity's relentless quest to improve its understanding and mastery of information in order to optimize decisions and actions in a complex, interconnected world.



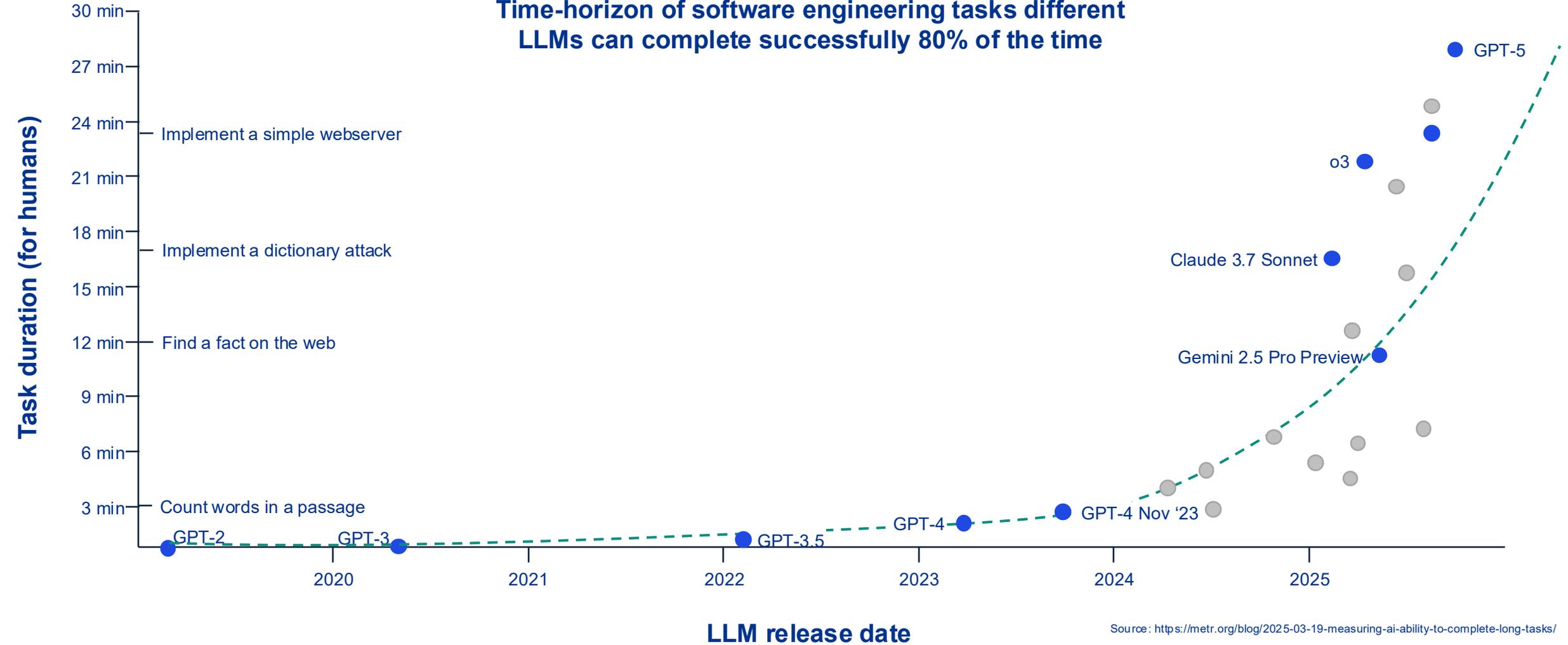
The spectrum of Copilot agents: autonomy made easy

Agents vary in complexity and capabilities depending on specific requirements, merging **generative AI** and **robotic process usability** (RPA) to meet specific requirements.



The length of tasks AI can successfully complete is doubling every 7 months

Time-horizon of software engineering tasks different LLMs can complete successfully 80% of the time



Generative AI platforms are being adopted in workplaces at a faster rate than many realize

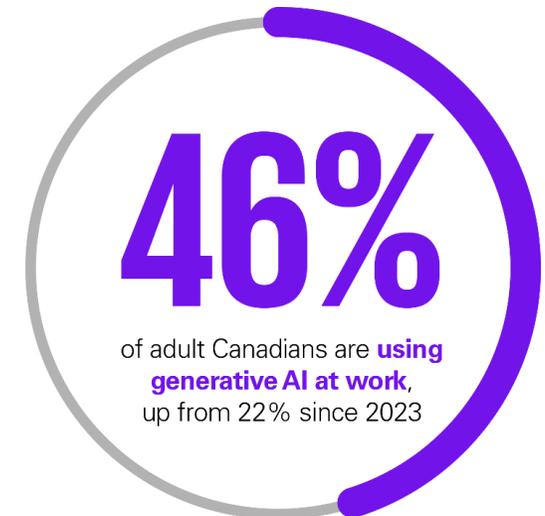
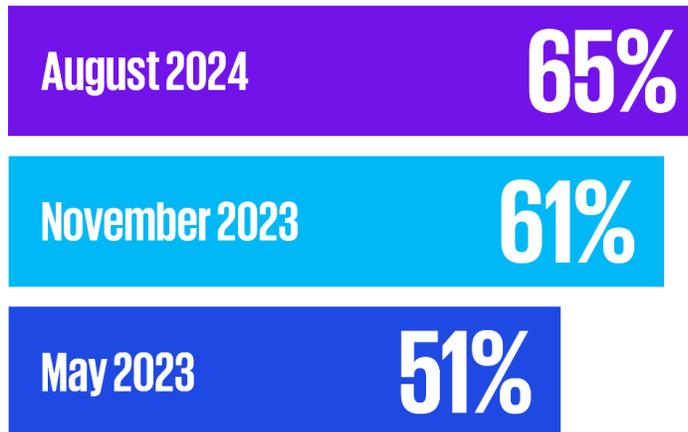
Whether businesses know it or not, employees are finding opportunities to integrate AI into their work at an accelerated pace

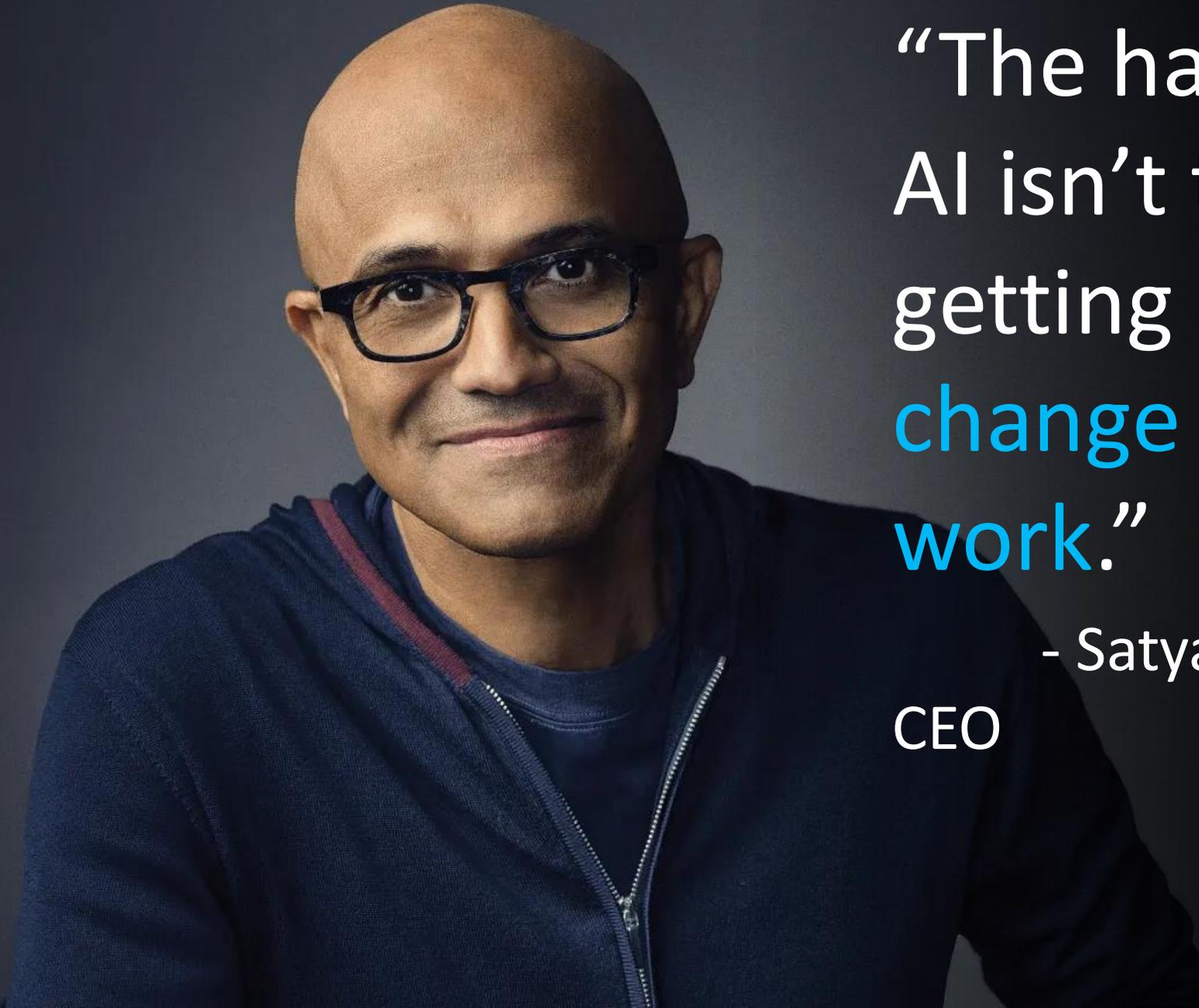
In August 2024, KPMG in Canada surveyed 2,183 Canadians over the age of 18 about their generative AI use at work. This survey closely follows similar surveys we conducted in May and November 2023 to identify emerging trends around this still-budding technology. The latest survey found that Canadian workers are more than simply curious; they're embracing generative AI.

In just under a year, the percentage of Canadians who say they use generative AI at work has jumped to 46%, an increase from 22% last year. Moreover, the number of Canadians who say they use generative AI at work every day or at least a few times a week has risen to 65%, up from 51% in May 2023.

Remarkably, the survey didn't find a single respondent who said they didn't see a use for AI after trying it.

Canadians using generative AI tools at work at least a few times a week





“The hardest part of AI isn’t the tech. It’s getting people to change the way they work.”

- Satya Nadella, Microsoft
CEO

Example of a CFO role deconstructed to identify capability with GenAI

Deconstructed tasks



GenAI ● Human Opportunity ●



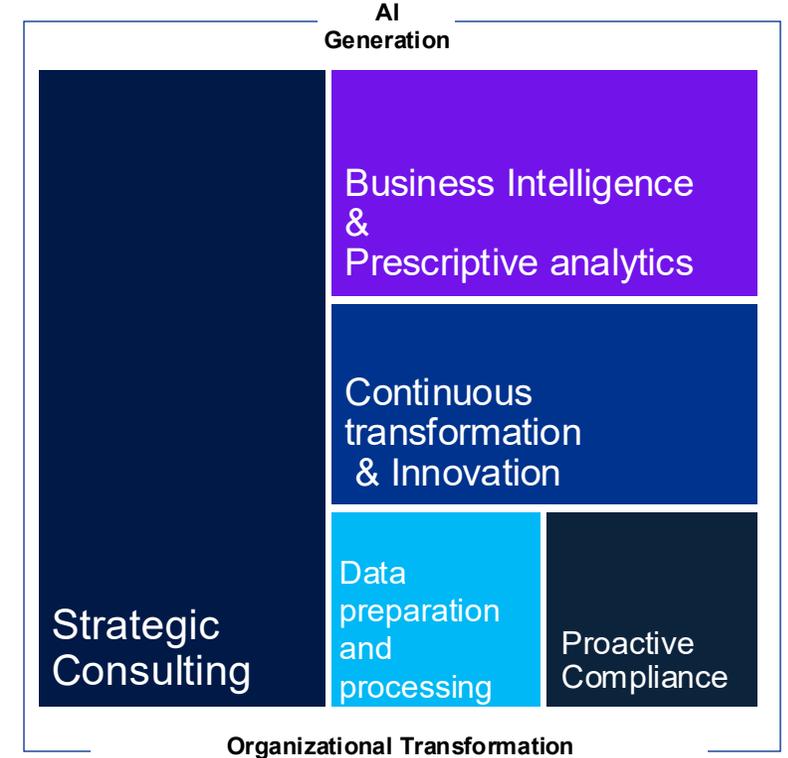
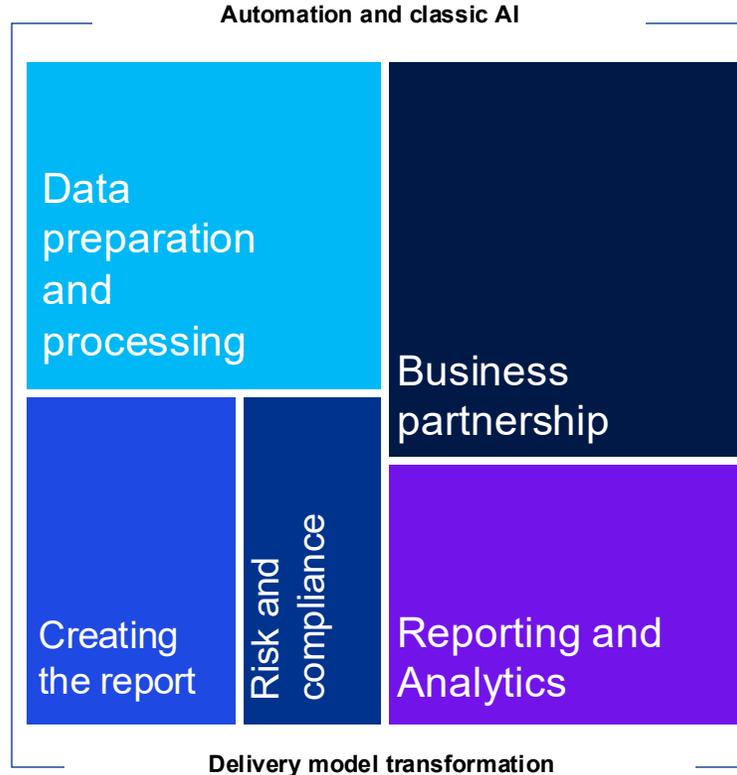
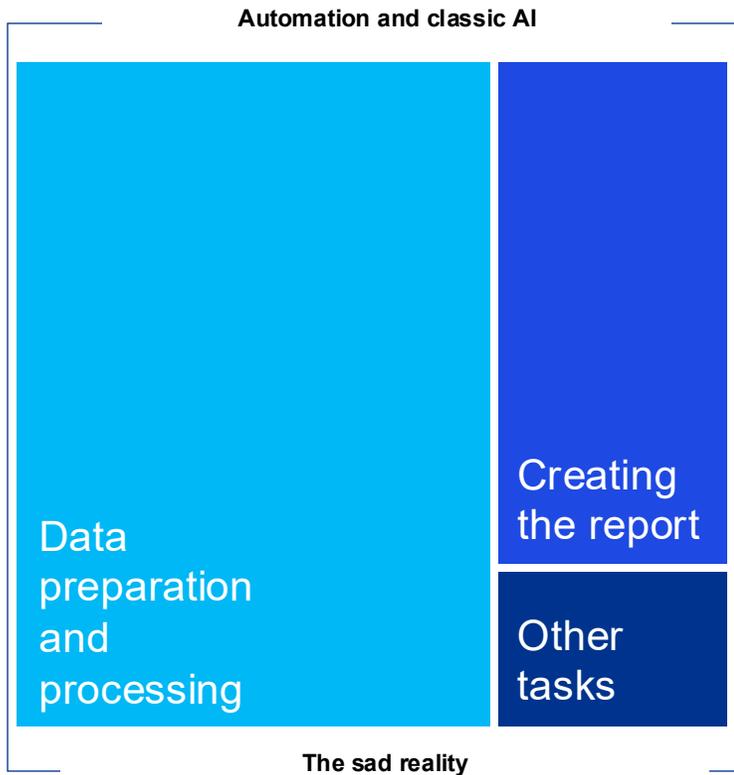
Opportunity per FTE



Total Opportunity for the Position



Service Delivery Model Layer Solution Example



From Student to Professional - How AI Helps Me

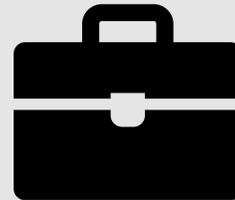
Theory to Practice



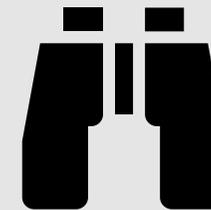
Deadlines



Responsibility



Scope

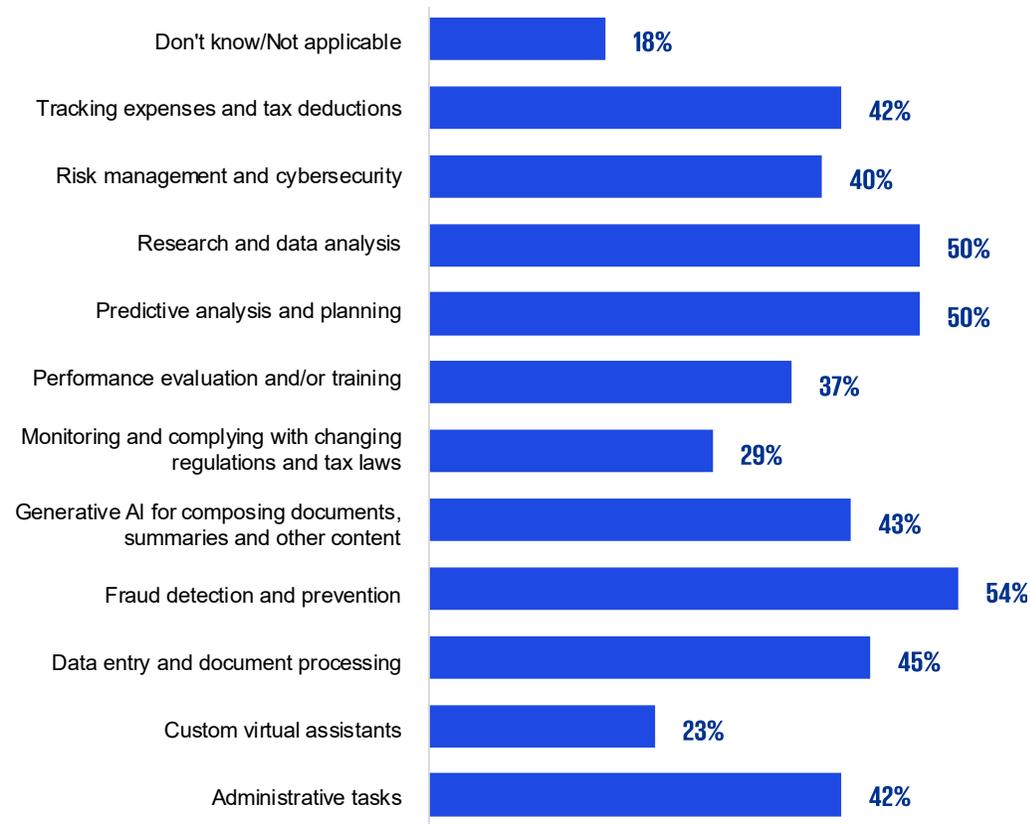


Continuous Learning

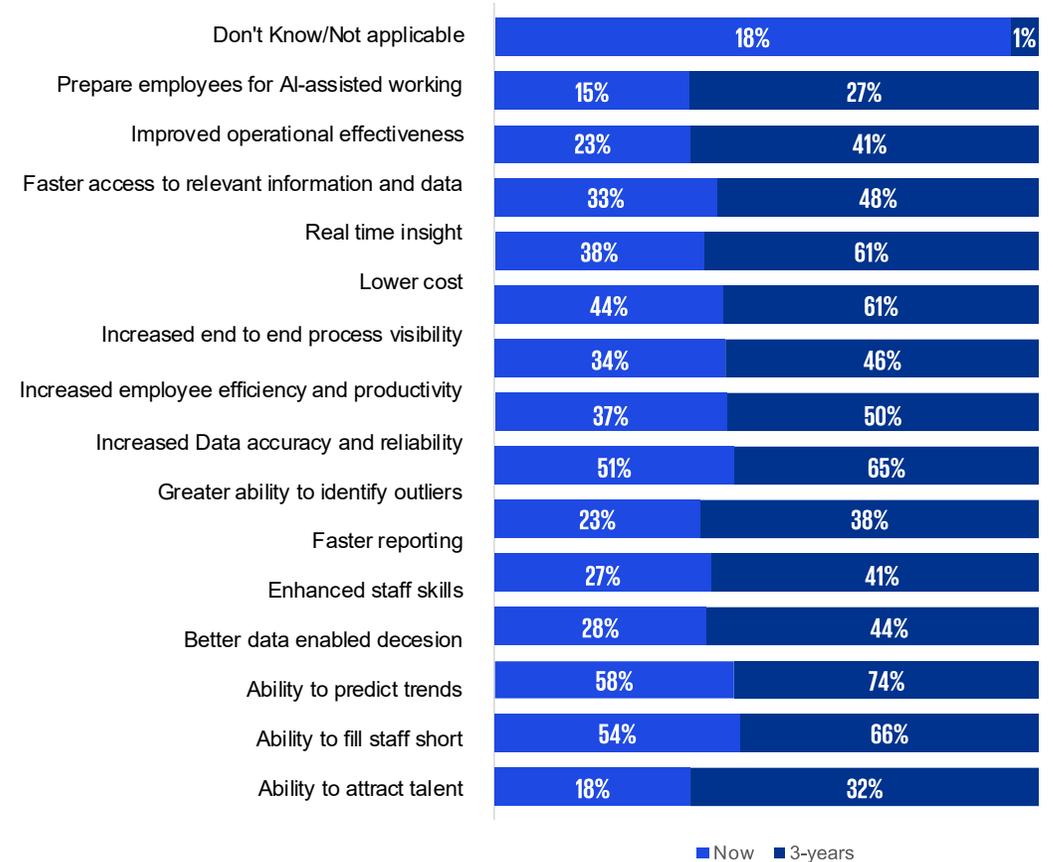


AI Use Cases in Finance Function

What are use cases are you piloting or have implemented



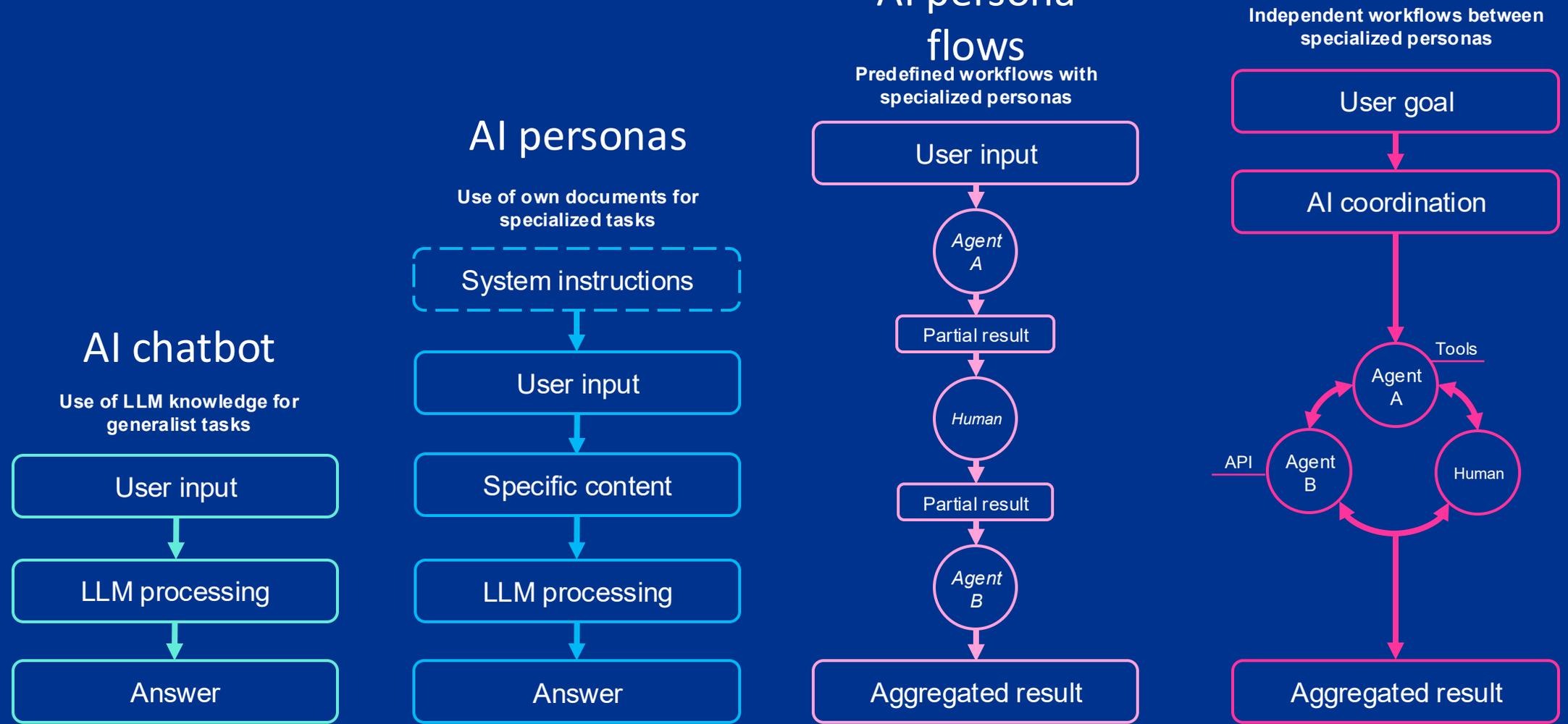
What are the benefits of AI implementation now and in the future



Source: KPMG Global AI in Finance Report



The AI curve



Use cases



What does the future look like?

Governance

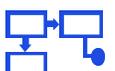
Functional process

People

Service delivery model

Technology

Performance insight and data





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