KPMG Microsoft

Session 4

Use Cases in the Public Sector for IPAC Members

Land Acknowledgment

With participants joining virtually from coast to coast,
we acknowledge and respect the ancestral and unceded territories of all First Nations, Inuit, and Métis peoples.

We encourage everyone here to take the opportunity to learn about the diverse and unique histories, cultures, and aspirations of the peoples on whose territories you work and live and
determine how you can take action towards reconciliation.

Training Materials Disclaimer

This document is provided to The Institute of Public Administration of Canada (IPAC) and its members in relation to the Artificial Intelligence training course facilitated by KPMG. The information contained in this document is of a general nature only, **is provided for the purposes of training**, and **does not constitute the provision of advice,** or provide any type of certification or accreditation status.

This document is provided to The Institute of Public Administration of Canada, and agreed third party training course attendees, by KPMG for internal use only and is **not to be distributed to any other party without KPMG's prior written consent**.

Read full training materials disclaimer in the addendum.

Subject Matter Experts with you today

Olivia Neal
Microsoft,
Director Government Strategy, Worldwide Public Sector

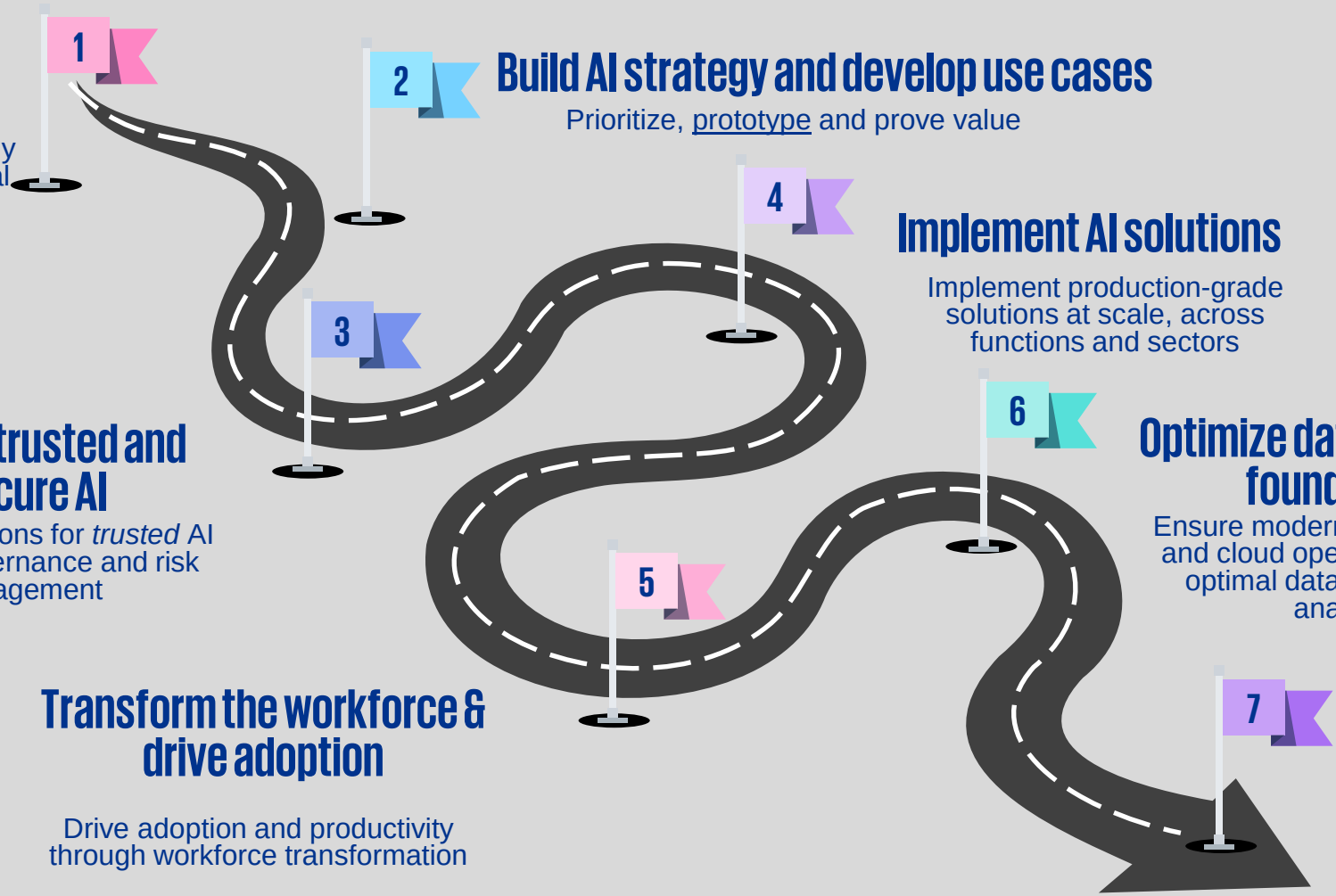
David Marotte
KPMG Canada,
Quebec Leader, Data and Artificial Intelligence

Michael Klubal
KPMG Canada,
Partner, National Industry Leader, Infrastructure, Government & Healthcare

Leigh Harris
KPMG Canada,
Partner, Federal Government Lead

Philip Duffy
KPMG Canada,
Partner, Digital Transformation

Typical AI/Generative AI Adoption Journey



1 Jumpstart

Start the journey and drive early success through organizational training and defining the AI opportunity

2 Build AI strategy and develop use cases

Prioritize, prototype and prove value

3 Ensure trusted and secure AI

Build foundations for *trusted* AI through governance and risk management

4 Implement AI solutions

Implement production-grade solutions at scale, across functions and sectors

5 Transform the workforce & drive adoption

Drive adoption and productivity through workforce transformation

6 Optimize data and cloud foundation

Ensure modern data platforms and cloud operations support optimal data retrieval and analysis

7 Ongoing AI operations

Optimize AI operations and sustain growth

Today's Agenda: Exploring public sector Use Cases

1. What was the challenge the organization was facing? (What was the support needed?)
2. What issues, challenges or impediments were encountered during the project?
3. What were the outcomes (benefits and impacts) achieved through the deployment of the use-case?
4. What skills or capabilities did we need to achieve the results?

Current Public Sector Landscape

Gen AI could generate

$187B in economic value for the Canadian economy by **2030**[1]

Across Canada, and in governments around the world, we're seeing several key differences with **AI transformation vs. previous digital transformation initiatives**:

- Appetite - top down and bottom up
- Rapidity of development of new capabilities
- Productivity impacts

Sustained success needs solid foundations:

- Governance and rules
- Technology and data
- People and culture

Current Public Sector Landscape

Government Initiatives
The "*Digital Government Strategy*" emphasizes the importance of leveraging digital technologies

Ethical Considerations
Data privacy, algorithmic bias, transparency and others are becoming increasingly important

Collaboration and Partnerships
Growing trend of collaboration between government agencies, academia, and the private sector

Training and Workforce Development
Investments in training programs to enhance the data literacy and AI skills of public sector employees

The Art of the Possible in the Public Sector

Improved health care
Predictive Analytics for Informed Decision
Prioritized Care Mapping

A sustainable, clean, secure and fair economy
Emergency Response Preparedness
Fraud Detection for Public Funds
Smarter Resource Allocation

Attainable and affordable housing
Permitting Process Automation
Legislation Non-compliance Detection
Virtual Assistant for Housing Support

Safer Community
Social Support Tools
Proactive Social Assistance

Use Cases Examples

Legislative Administration
Transcription of hearings, documentation and summarization of bills, proposals, etc.

Expanded Citizens' Services
Inclusive multi-lingual service delivery, more accessible, faster, 24/7 response

Procurement Expedition
Draft contracts and SoW that closely align with organizational needs based on historical enterprise information.

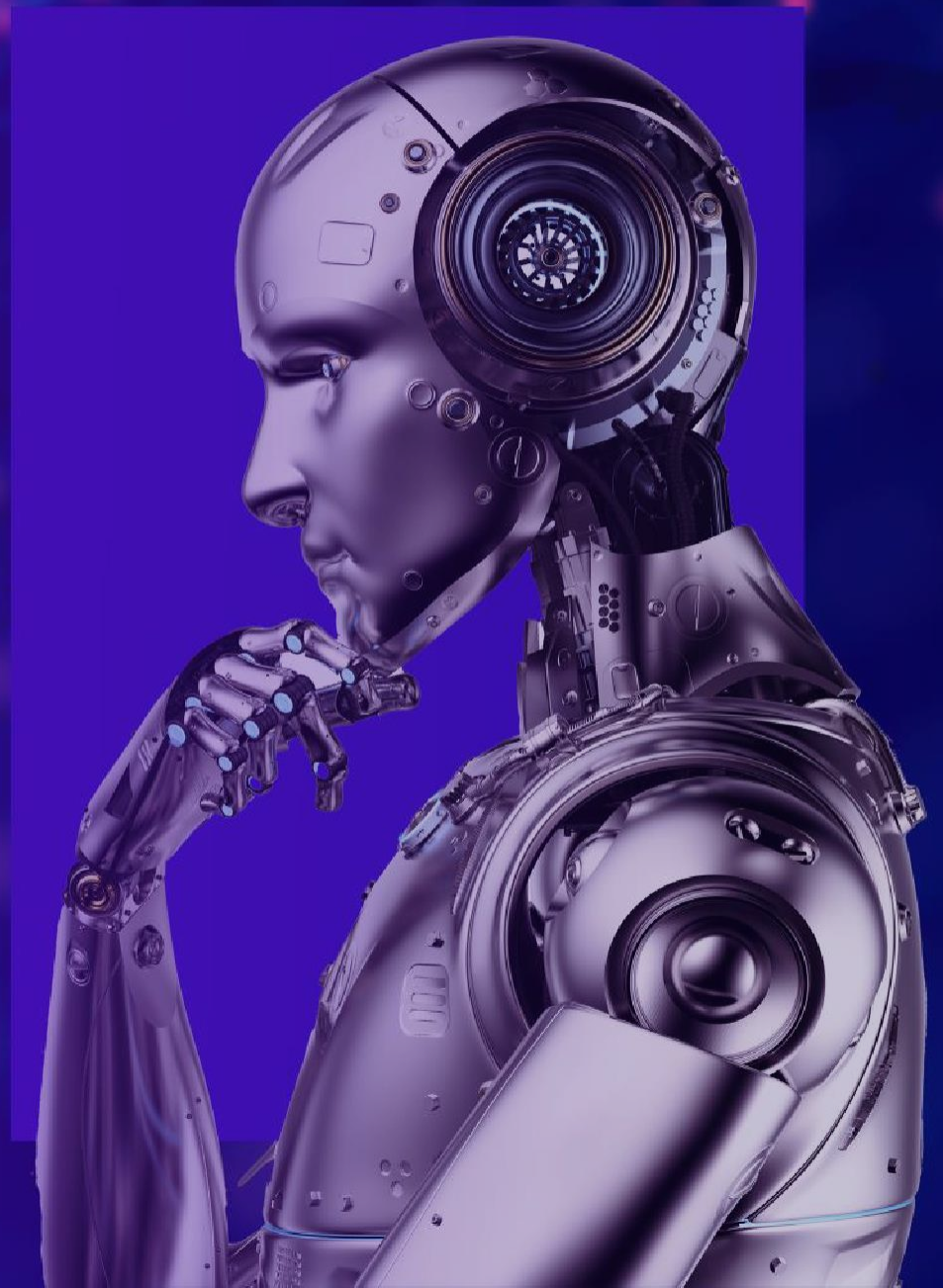
Policy Making Digitization
Support policy analysts and makers to access relevant information in large data sets, identify gaps in current policies and detect conflicts.

WHAT DO YOU THINK?

MENTI TIME

https://www.menti.com/aln8jtcnye26

Code : 7366 2203



Canadian Federal Agency

Automating Project Description Classifications for Federal Grant Applications

Challenge

To create a prototype to **automate the classification of project descriptions** for grant applications based on specific selection criteria, namely the United Nations Sustainable Development Goals (SDGs).

The objective behind the development and implementation of the application was to **enable the automation** of the project classification work, which requires considerable manual labor.

Solution

- KPMG designed an application based on functional requirements gathered with collaboration from the client's project team
- The application used a **Large Language Model (LLM)** to analyze project descriptions for the purpose of **identifying relevant SDGs** and **assigned an impact level** based on information provided
- An **interactive user interface** was developed on the front-end, to provide users with an optimal experience

Outcomes

Automated classification of over **6000 projects** within the pilot phase

Reduction of manual efforts associated with project tagging, allowing employees to focus on review and decision-making rather than initial tagging of SDGs

Australia's government wide adoption of Copilot

Challenge

Generative AI's rapid adoption required the Australian Public Service to respond to allow safe and responsible experimentation Microsoft 365 Copilot was selected for safe experimentation within the context of familiar applications.

Solution

Distribute **5 765 licenses from January to June 2024** (for 6 months) across all Australian Government Agencies.

The objectives was :

- Measure employee related outcomes such as efficiency, output quality, and process improvements
- Evaluate APS staff sentiment about the use of Microsoft 365 Copilot
- Determine whether this example of Generative AI can be implemented in a safe and responsible way across government
- Identity and understand unintended consequences or challenges

Outcomes

86% of participants wished to continue to use Microsoft 365 Copilot

77% of participants were optimistic about Microsoft 365 Copilot at the end of the trial

1 Hour Time saved *per day*

Currently today there are **9,800 Copilot licenses** distributed across more than 70 Australian Government Agencies

Region of Durham's modernized 311 platform

CRM-backed 3-1-1 call centre to centralize and streamline

Challenge

The Regional Municipality of Durham, Ontario, with 700,000 citizens in 8 municipalities, faced customer frustrations due to 29 front desks, 28 call centers, and 18 social media accounts. It needed a **modernized platform** to replace legacy systems, streamline processes, enable reporting, enhance citizen services, and reduce data loss risk, while being scalable for future growth.

Solution

KPMG introduced a service request engine which allows the region to easily set up new service request types, self- service web forms, and call centre processes.

The Tech

Built on Microsoft Dynamics 365, KPMG's technology accelerates implementations for municipal services and creates a fully integrated, cross-departmental citizen service hub.

Outcomes

Enhanced citizen services in the Region

Omni-Channel Capabilities
Functionally digital region now provides consistent and seamless service regardless of the customer's channel of choice.

Improved tools & information for regional employees to do their work
The back-end capabilities allow for streamlined workflows and access to the right information as they need to meet citizen expectations.

Australia's Digital Twins : Improving Disaster Resilience

Challenge

Critical data is siloed across Western Australia (WA)'s government agencies, hindering effective planning and resource allocation for land development and infrastructure projects but more importantly, natural hazard responses.

Solution

Collaborative data sharing between agencies through Spatial WA to generate scenario modelling allows for better planning to avoid catastrophic impacts and better support communities during their recovery.

The Tech: Digital Twin

Using a **virtual representation of WA** to regularly updated to uncover insights to support better decision-making that shapes the physical world.

Outcomes

Smart Resource Tracking

Enable real-time tracking of emergency resources, ensuring rapid deployment and efficient response during crises.

Enhanced Early Warning Systems

Provide more accurate and timely early warning systems for disasters like floods and hurricanes.

Dynamic Disaster Modeling

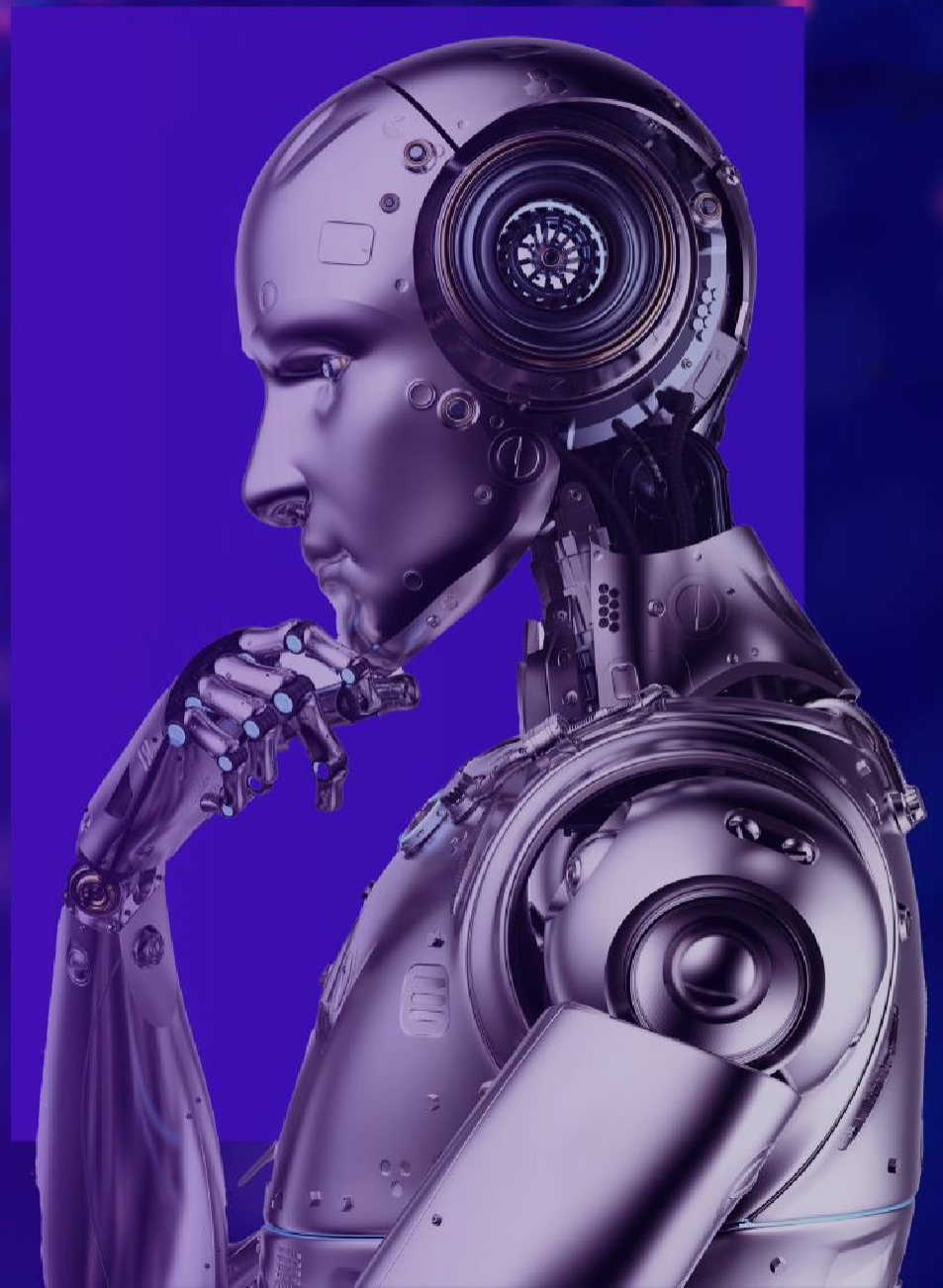
Allow for detailed simulations of potential disasters, aiding in effective planning and preparation to mitigate impacts.

WHAT DO YOU THINK?

MENTI TIME

https://www.menti.com/aln8jtcnye26

Code : 7366 2203







Considerations
When implementing Gen AI in the Public Sector

Top barriers for implementing a successful AI project

Lack of a Business Case:

- No clear problem defined.
- AI implemented just for *hype.*
- Disconnect from core business needs.

Lack of training

- Skills gap on new fast-paced technologies.

Internal sponsorship

- Siloed data science team.
- Lack of cross-departmental collaboration.
- Misalignment with business goals.

Project Mentality (Lack of Scalability)

- AI treated as a one-off project.
- No plan for long-term maintenance.
- Solely focused on ROI.

Inadequate Change Management/Adoption Strategy

- Resistance to new systems.
- Lack of or no change management strategy to accompany employees

Unstructured data

- Messy, inconsistent data.
- Data quality issues.
- No data governance.

KPMG Microsoft

Thank you &

Continue the conversation and reach out for any additional inquiries!

Keep learning and access resources!
IPAC learning center to access the presentation, recording and additional learning sources.

www.IPAC.ca/cohorten

Addendum

Training Materials Disclaimer

Training Materials Disclaimer

This document is provided to The Institute of Public Administration of Canada (IPAC) and its members in relation to the Artificial Intelligence training course facilitated by KPMG in accordance with the terms of KPMG's engagement letter/contract dated September 24th 2024. The information contained in this document is of a general nature only, is provided for the purposes of training, and does not constitute the provision of advice, or provide any type of certification or accreditation status. No reliance should be placed by The Institute of Public Administration of Canada on additional oral remarks provided during the presentation, including any views and opinions unless these are confirmed in writing by KPMG.

Before acting or relying on any information, recipients of this training should seek appropriate professional advice in relation to their circumstances. Although KPMG endeavours to provide accurate and timely information, there can be no guarantee that such information is accurate or complete as of the date it is received or that it will continue to be accurate or complete in the future.

This document is provided to The Institute of Public Administration of Canada, and agreed third party training course attendees, by KPMG for internal use only and is not to be distributed to any other party without KPMG's prior written consent. Other than our responsibility to The Institute of Public Administration of Canada , neither KPMG nor any member or employee of KPMG undertakes responsibility arising in any way from reliance placed by a third party[, including any third party training course attendees,]on this document. Any reliance placed is that party's sole responsibility.