KPMG

IBM

Meals and entertainment service

Reimagining tax… combining KPMG's tax experience with IBM Watson's cognitive capabilities

With Watson™

With a broad range of experience in industries, the Accounting Methods & Credit Services (AMCS) group can advise in many complex types of tax-related issues, including meals and entertainment expenses.

Our team's combination of experience, the latest tax reform knowledge, data analytics, and a technology-enabled methodology allows us to help companies assess how they apply meals and entertainment (M&E) rules currently, identify areas of potential opportunity and exposure, and design and implement changes to tax processes to take advantage of opportunities, while managing potential exposures.

KPMG Tax Services with IBM Watson are digitally enabled tax services targeted at companies looking to enhance their tax reporting to government authorities with the aim to improve tax efficiency while remaining compliant. Harnessing digital capabilities with Watson, KPMG's Tax professionals are able to use new, advanced cognitive analytics and reasoning tools to make quicker and more accurate tax decisions, improving overall efficiency.

IBM Watson: AI for business

An Artificial Intelligence (AI) platform for business, IBM Watson's cognitive technology follows the same logic and reasoning that humans use every day. KPMG's AMCS Tax professionals train, not program, Watson to enhance, scale, and accelerate tax analysis. With this platform, you can discover corporate tax benefits and risk with greater confidence.

To support the tax function, Watson can:

- Analyze large volumes of structured and unstructured data at rapid speeds, using natural language processing to better understand M&E expenditures and research and development credit eligible activities

- Ingest and accumulate high volumes of data and insight continuously from every interaction

- Understand complex questions and evaluate many possible meanings to determine what is being asked

- Form hypotheses, make considered arguments, and prioritize recommendations to help tax professionals make better decisions

- Present answers and solutions based on supporting evidence and quality of information found.

Capabilities include:

- Identifying a higher volume of 100 percent deductions (above the traditional 50 percent rate)

- Reducing risk of "haircuts" by expanding sample size and providing more complete transaction analysis

- Improving cash flow as a result of a lower cash tax payment

- Improving record-keeping systems to gather potentially qualified M&E deductions

- Improving documentation.

Contact us

James Bell
Managing Director,
Accounting Methods & Credit Services
KPMG LLP
T: 206-913-4234
E: jamesbell@kpmg.com

Robert Ford
Managing Director,
Accounting Methods & Credit Services
KPMG LLP
T: 404-222-3206
E: rford@kpmg.com

Minahil Akmal
Director,
Alliances
KPMG LLP
T: 212-872-6551
E: minahilakmal@kpmg.com

Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.

kpmg.com/socialmedia