



Shape the future
with confidence

Beyond the Buzz: How AI tools went from novelty to necessity



The better the question. The better the answer.
The better the world works.



AI first mindset

Intro to gen AI

Market insights

Gen AI concepts

Demos

Preparing for AI adoption

Agenda

AI first mindset



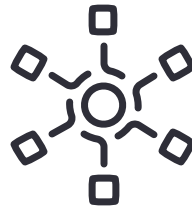
AI first mindset



Think of AI as
a copilot

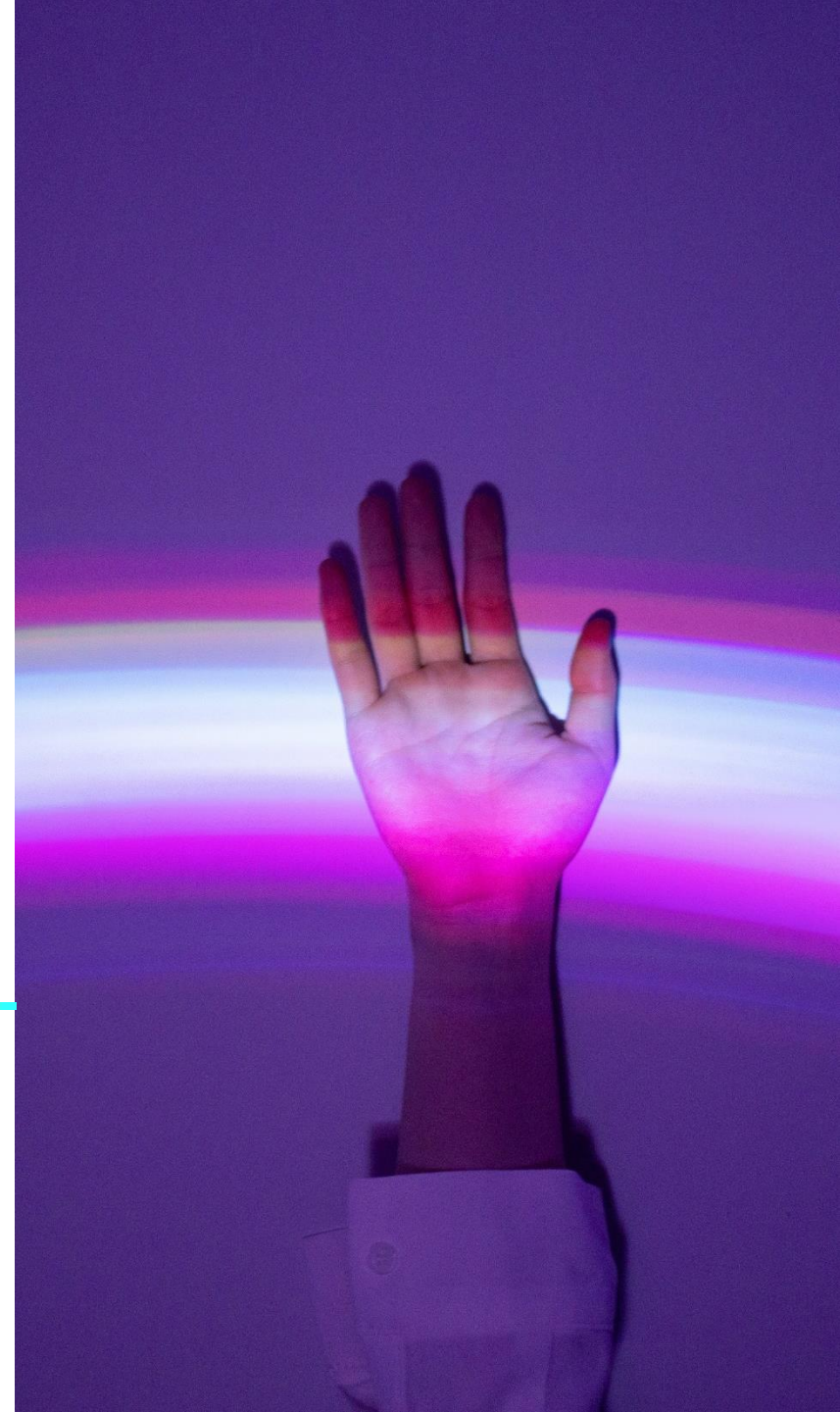


Use it as the
first step



It offers the ability to
rethink the whole
process

Review your AI outcomes



Let's go through a real-life scenario using ChatGPT

1



2



3



4



5

I work at **WestRock Company**, a Montreal based provider of paper & packaging solutions.

I'm a brand-new staff (my first week!) in the Tax Department.

I know a thing or two about using ChatGPT.

My first assignment: my boss (15+ years in corporate tax) asked me to:

- Read the EIFEL regulations
- Summarize the regs for the CEO and CFO
- Outline the main impacts to our company
- Draft a workable plan for how to address EIFEL at our company

After panicking a bit, and questioning my career decisions, I decide to use ChatGPT to help me with this project...

Intro to gen AI

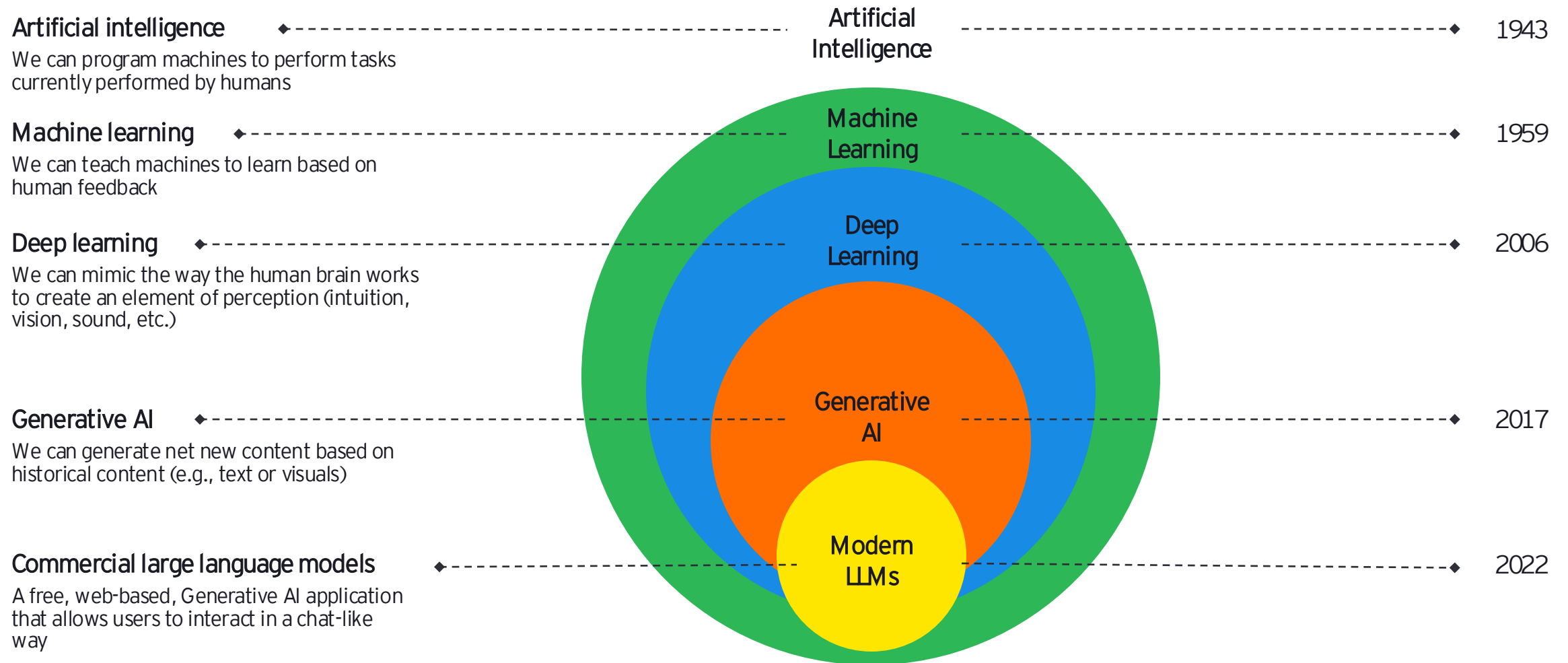




What is gen AI?

Generative AI, or gen AI, refers to a type of technology that can autonomously create new data (text, audio, image, video, computer code) mimicking human-like creativity by mirroring patterns and structures of its training data.

What makes gen AI so special?



Spotlight: Modern LLM's within gen AI



- Google's newest AI studio
- Key Features and Strengths
 - Planning, writing and content creation
 - Coding and debugging - generate and enhance code
 - Synchronized throughout all google environments



- Key Features and Strengths
 - Executing various tasks, including article generation
 - Social media content creation
 - Conducting research



- IBM's newest AI studio
- Key Features and Strengths
 - Data science
 - AI development
 - Machine learning model generation for businesses



- Microsoft's newest AI studio
- Key Features and Strengths
 - Day to day tasks for work
 - Power & Microsoft suite content generation (Power Bi, Power Point, Word, Outlook, etc.)
 - Synchronized throughout all Microsoft environments

If you wanted major surgery,
would you rather.....

Be treated by the
smartest person in
the world?

LLM

OR

Be treated by the
best doctor in the
world?

DLM

New methods expand LLM capability

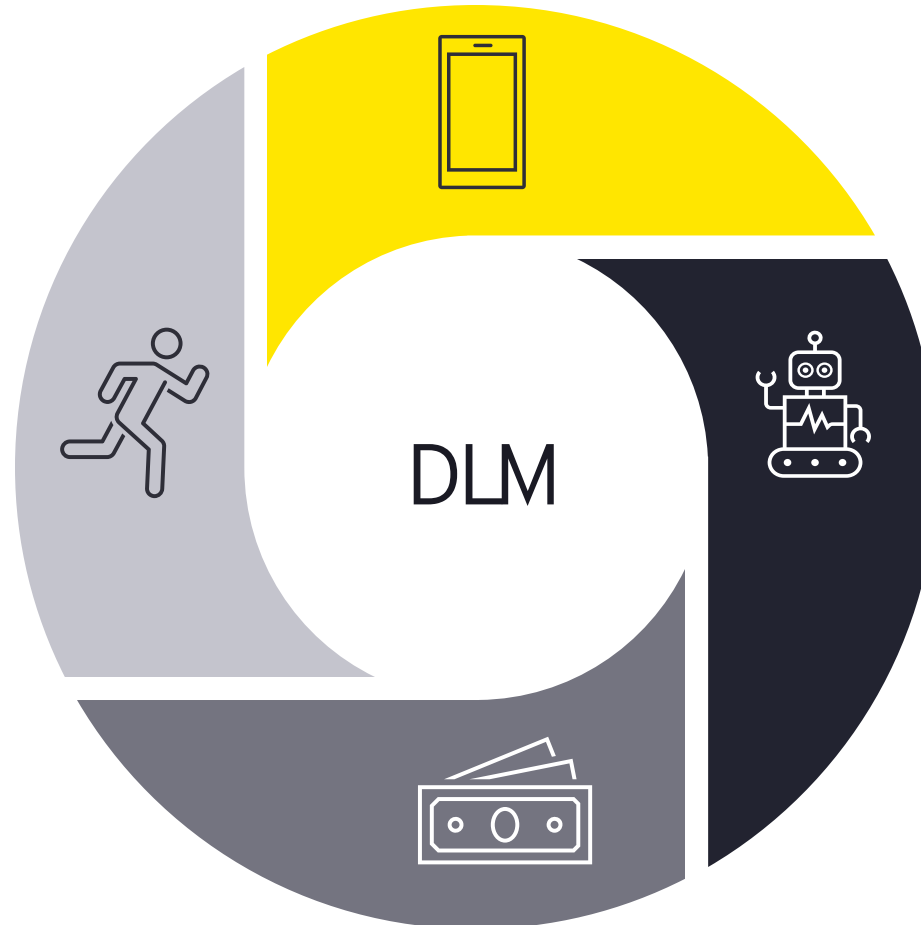
Domain Language Models (DLM)

Speed and accuracy

A DLM is more accurate at specific tasks in a domain than a generic LLM. DLMs are also typically less expensive to run than LLMs.

Cost

DLMs provide frontier capabilities on acute subject matters at bargain basement costs



On-device deployment

Smaller models can be run on personal laptops or even smartphones (e.g., Apple Intelligence)

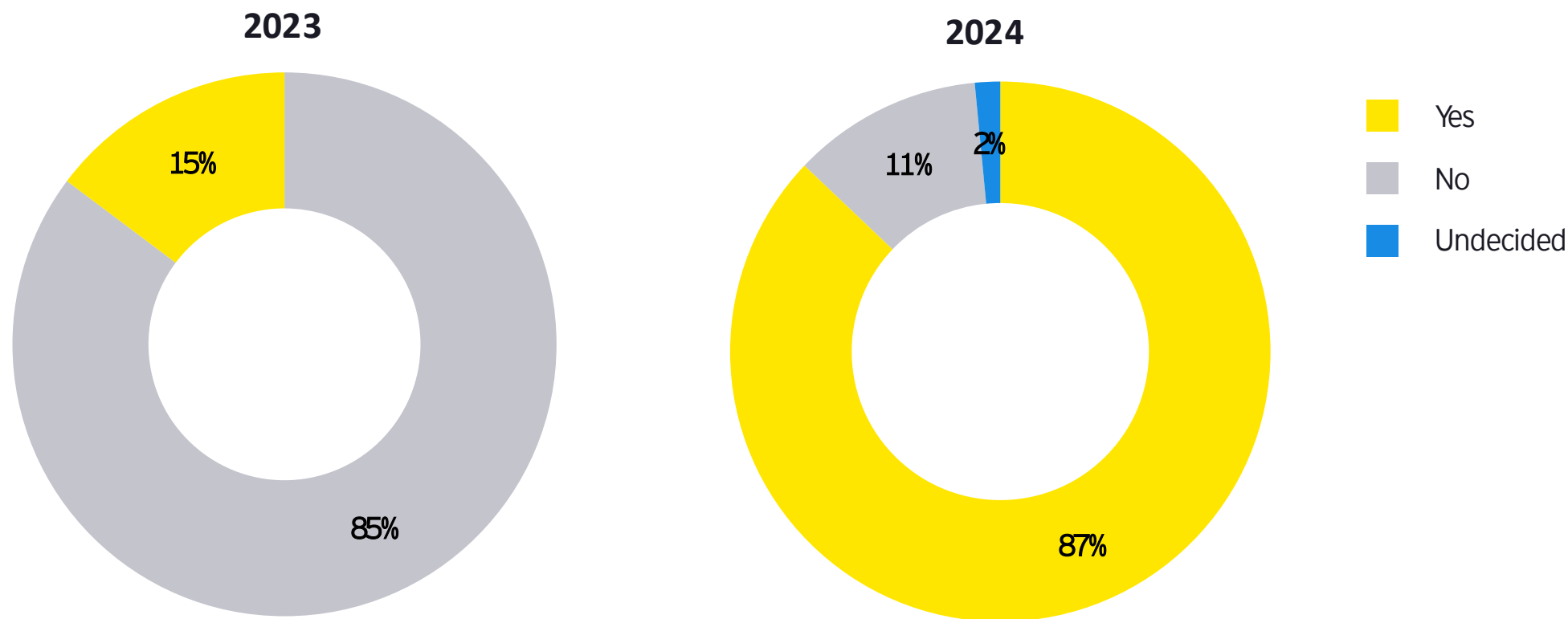
Multi-model solutions

DLMs complement each other, ensuring more accurate, context-aware responses.

Market insights

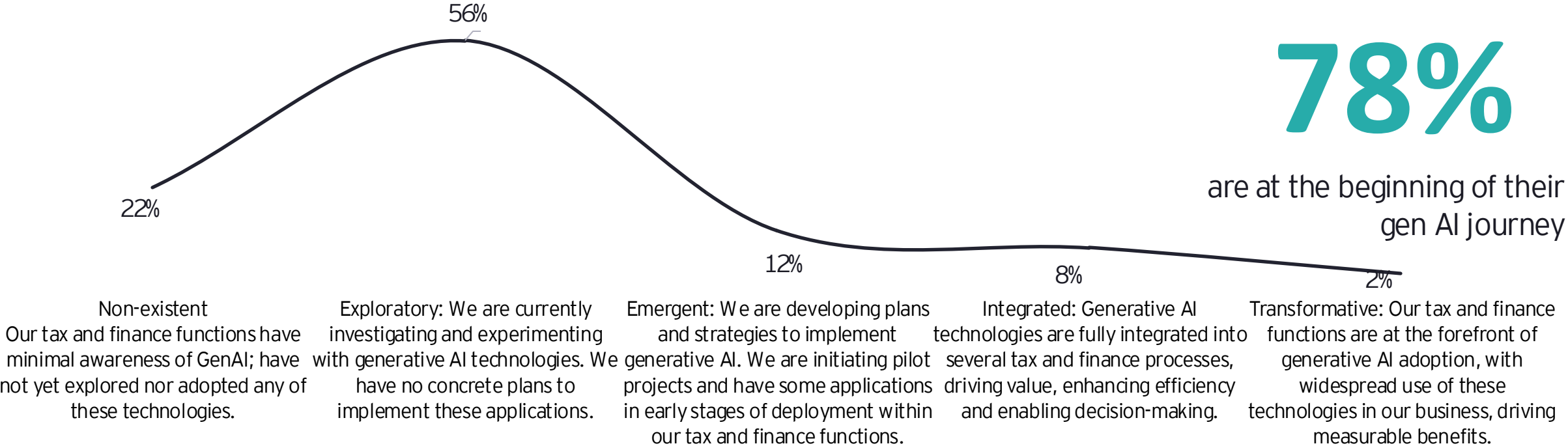


Do you believe gen AI will help drive increased effectiveness and efficiencies within your tax function in the next three years?



Source: Internal TFO Survey

How would you best describe your tax and finance functions' gen AI maturity?



Nonexistent	Exploratory	Emergent	Integrated	Transformative
Minimal awareness of gen AI; have not yet explored nor adopted any of these technologies.	Currently investigating and experimenting with gen AI; no concrete plans to implement applications.	Developing plans and strategies to implement gen AI; initiating pilot projects and have some applications in early stages.	Gen AI technologies fully integrated into several processes, driving value, enhancing efficiency and enabling decision-making.	At the forefront of gen AI adoption, with widespread use of technologies in business, driving measurable benefits.

Source: Internal TFO Survey

Gen AI concepts



AI solutioning approach

Commoditized Third-party tools

Use standardized and readily available out-of-the-box AI tools and services.



Industry and domain specific **AI-enabled managed services**

AI solutions are tailored to meet the unique needs and challenges of particular sectors or knowledge areas.



Client specific **Custom builds**

Customized AI applications developed for specific clients or organizations to address their unique challenges or requirements.

- Bespoke legal document readers
- Custom compliance reporting systems
- Personalized advisory chatbots

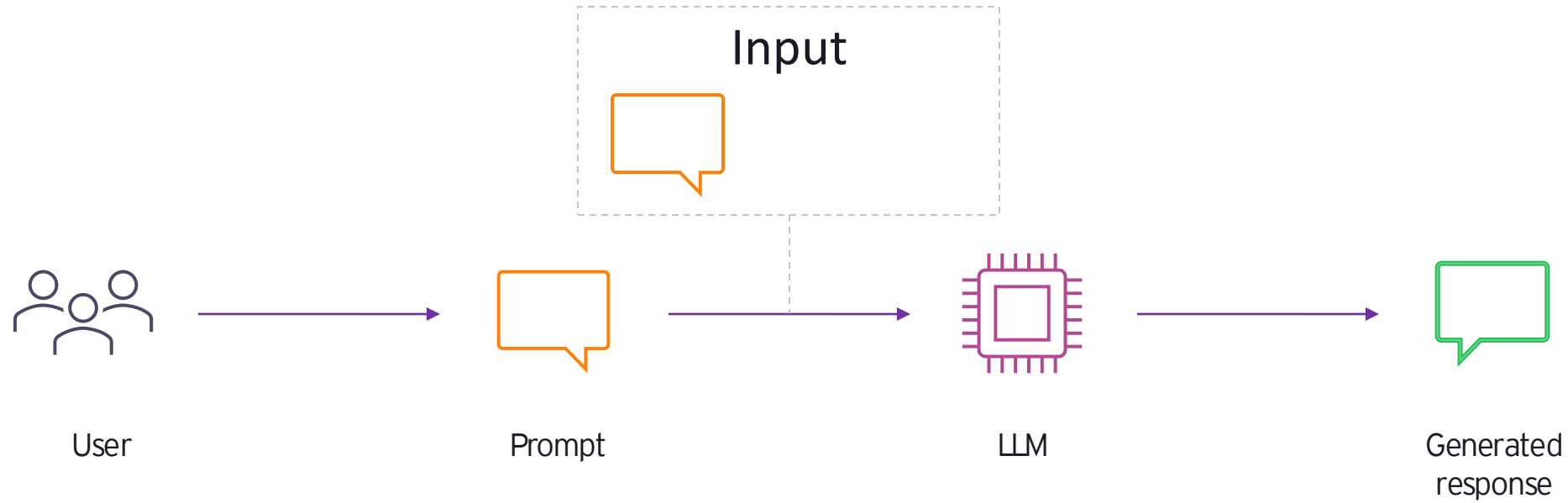
EY's AI capability-based design to create AI agents

After reviewing **over 600 tax AI ideas** and **developing over 100 digital assistants** as proofs of value, we started to see a pattern of similar components emerge.



Agentic AI agent

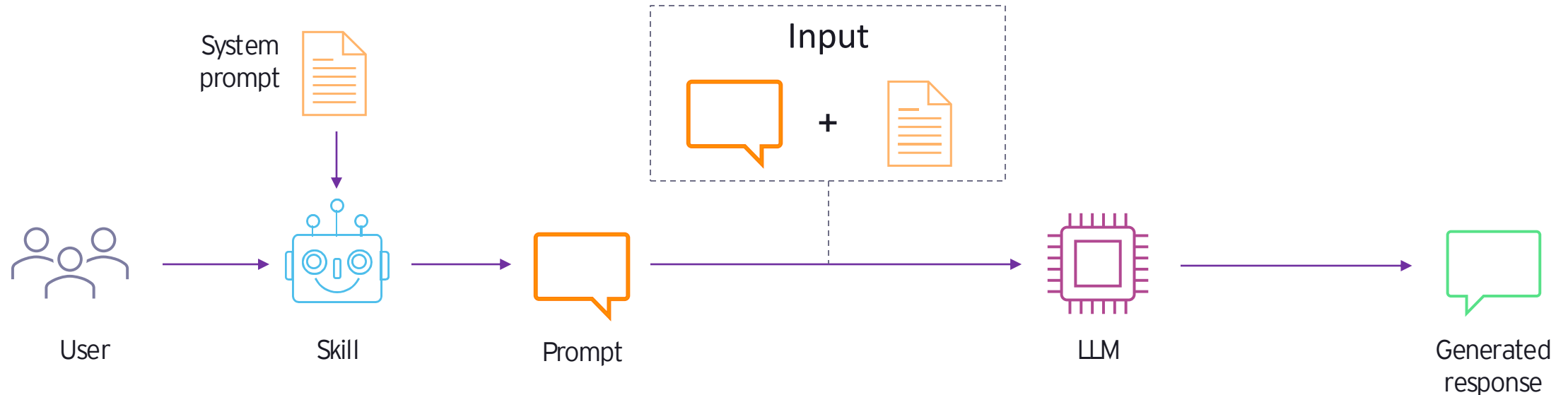
Build Up: Prompt



Prompt: "Explain QDM TT and provide an example of how it works"

Agentic AI agent

Build Up: System prompt (meta prompt)



Prompt:

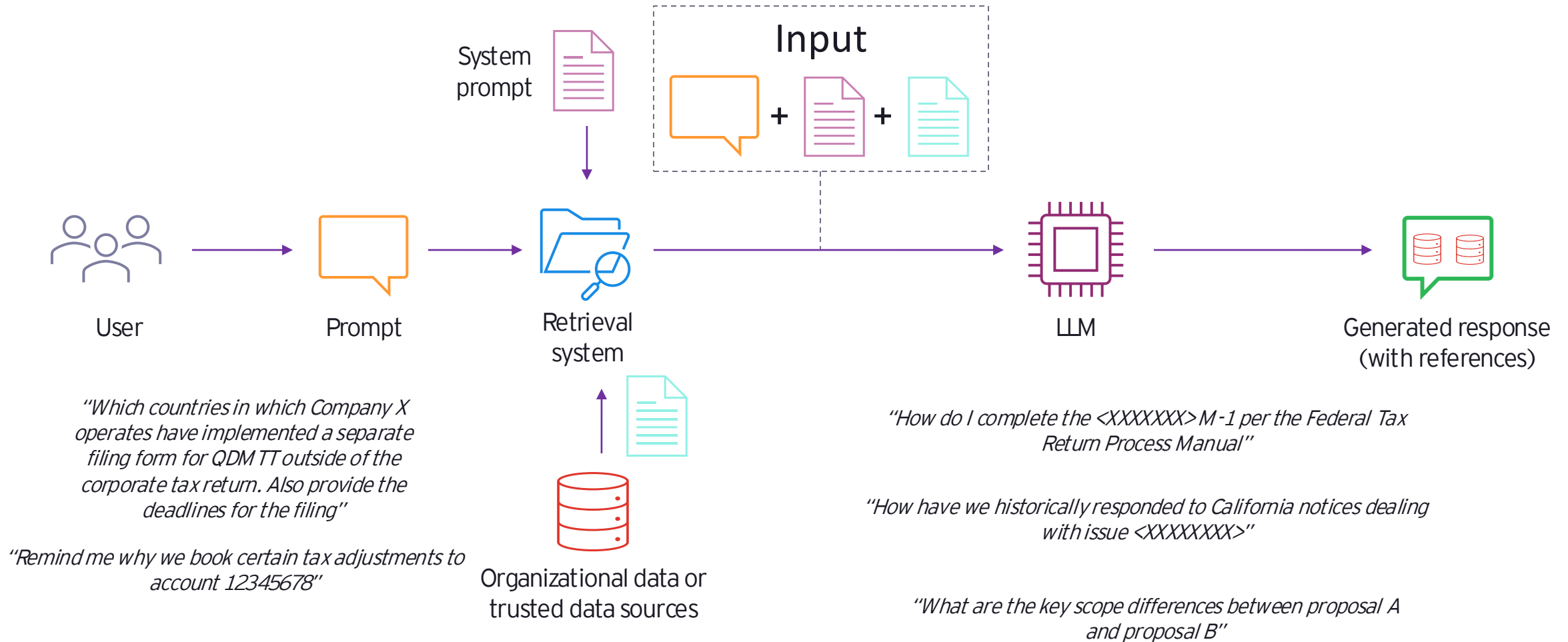
Which countries have implemented a separate filing form for QDMTT outside of the corporate tax return. Also provide the deadlines for the filing

System Prompt

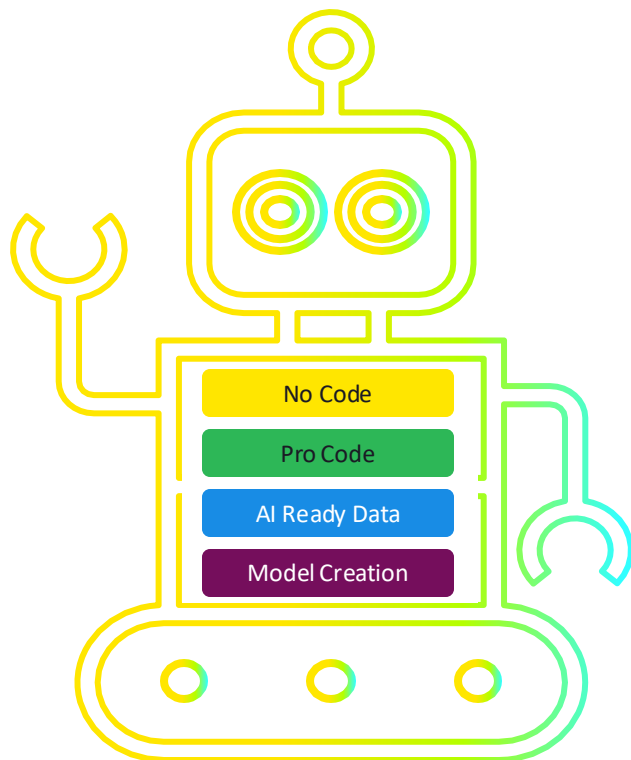
1. You are an international tax attorney and specialize in the OECD's Base Erosion and Profit Shifting (BEPS) policies. You answer questions related to BEPS Pillar 2.0.
2. Your users are tax experts looking for context on BEPS to help make business decisions.
3. Your goal is to answer questions using only the information available.
4. Provide short, concise answers in a table format when possible.
5. Respond with a professional tone.
6. Do not refer the user to a legal or tax professional.

Agentic AI agent

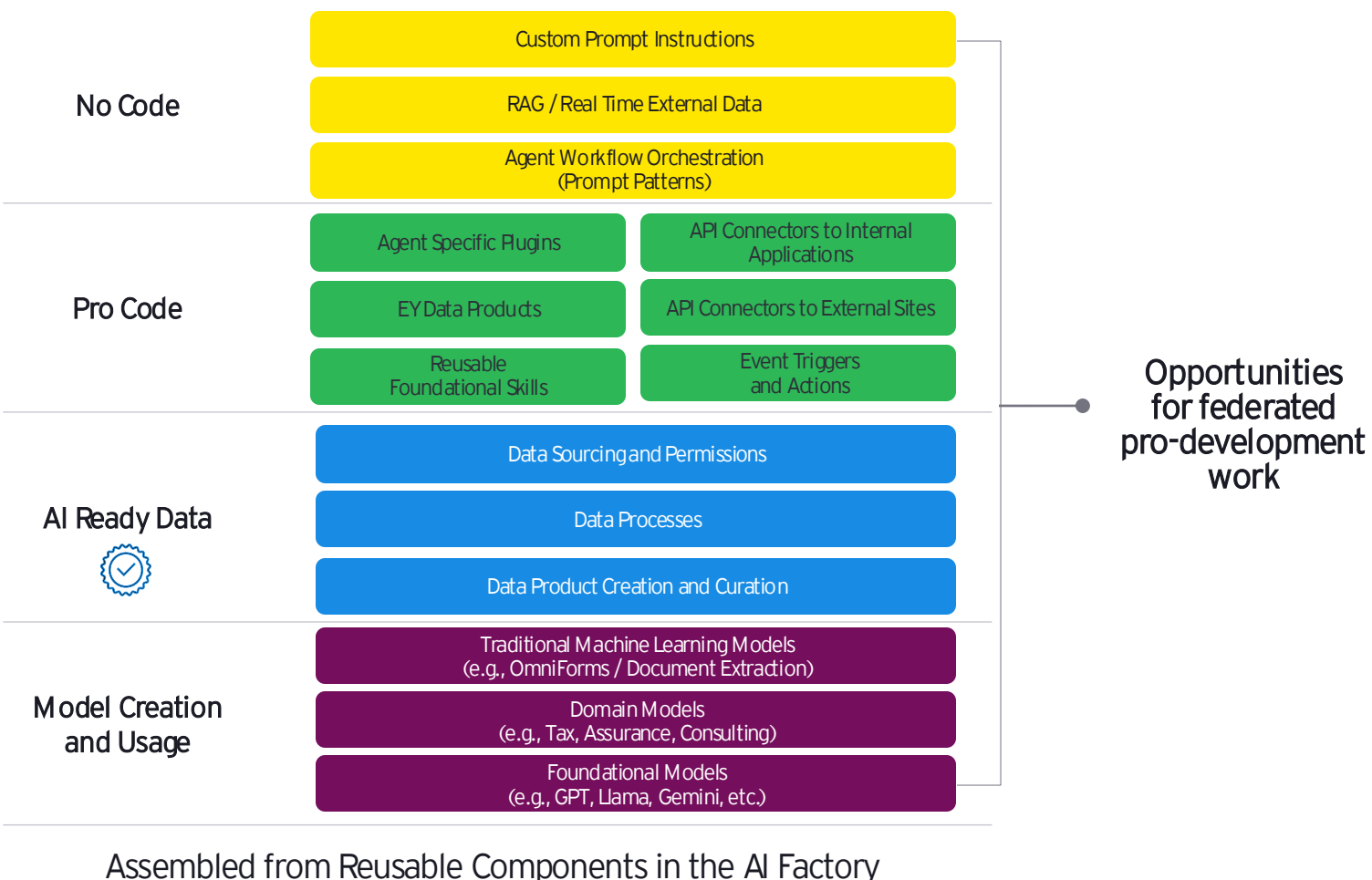
Build Up: Retrieval augmented generation (RAG)



Agentic AI agent



An AI agent is a gen AI program built and hosted in the Agent Platform that autonomously or semi-autonomously executes tasks, learns from experience, and feedback



Demos



Demos



Tax Assist

Example of an Agent Platform, where you can access and mobile your 'new' team members.



Notices Agent

Gen AI can extract and analyze tax notice data, track interest, penalties and risks, generate reports, and provide recommendations to respond to tax authorities.



TB Flux Agent

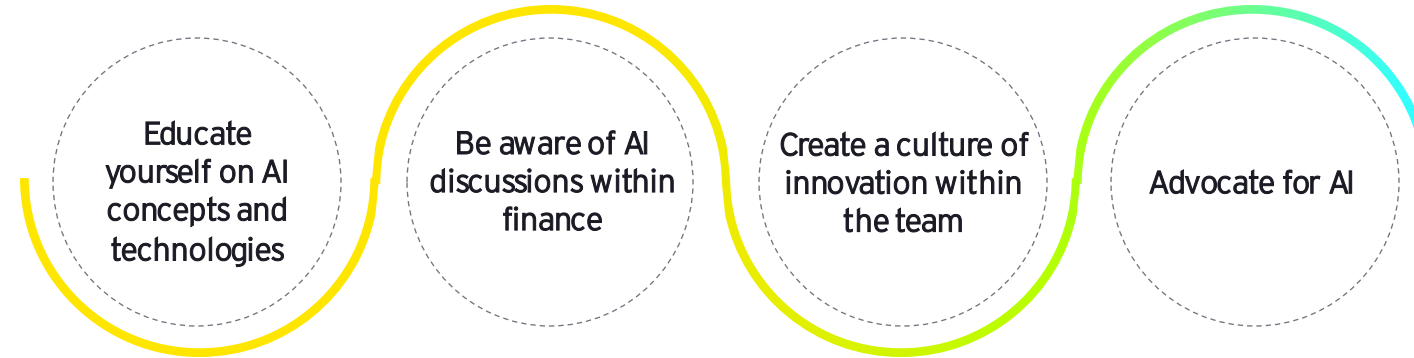
A TB Flux Analyzer Agent can look at prior year and current year trial balances and based on a set flux value let you know new and exceeding amounts.

Preparing for AI adoption



Preparing for AI adoption: Talent and tax data

Upskilling talent



Humans in the loop with integrated tax data

Structuring data



Questions?

Get in touch to learn more.



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PJ is a recognized leader in Tax Technology, currently heading EY Canada's Tax Technology and Transformation (TTT) practice. With over 20+ years of dedicated experience, he has played a pivotal role in shaping the tax strategies of both public and private sector clients.

PJ's expertise lies in guiding more than 50 Fortune 500 companies through the complexities of tax function optimization. He excels at analyzing the flow of tax information across organizational systems, identifying key touchpoints, and implementing tailored tax technology solutions that drive transparency, reduce risk, and enhance operational efficiency.

In his role at EY, PJ has led numerous high-stakes tax technology engagements for some of the firm's most significant clients, helping them to re-engineer and elevate their tax functions to meet the challenges of today's business landscape.

As a thought leader in the field, PJ is a frequent speaker at prominent industry events, including TEI, ACT, and various vendor conferences. He is also an accomplished author, having published several articles on the evolving landscape of Tax Technology.



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All in to shape the future with confidence.

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