

Business AI:

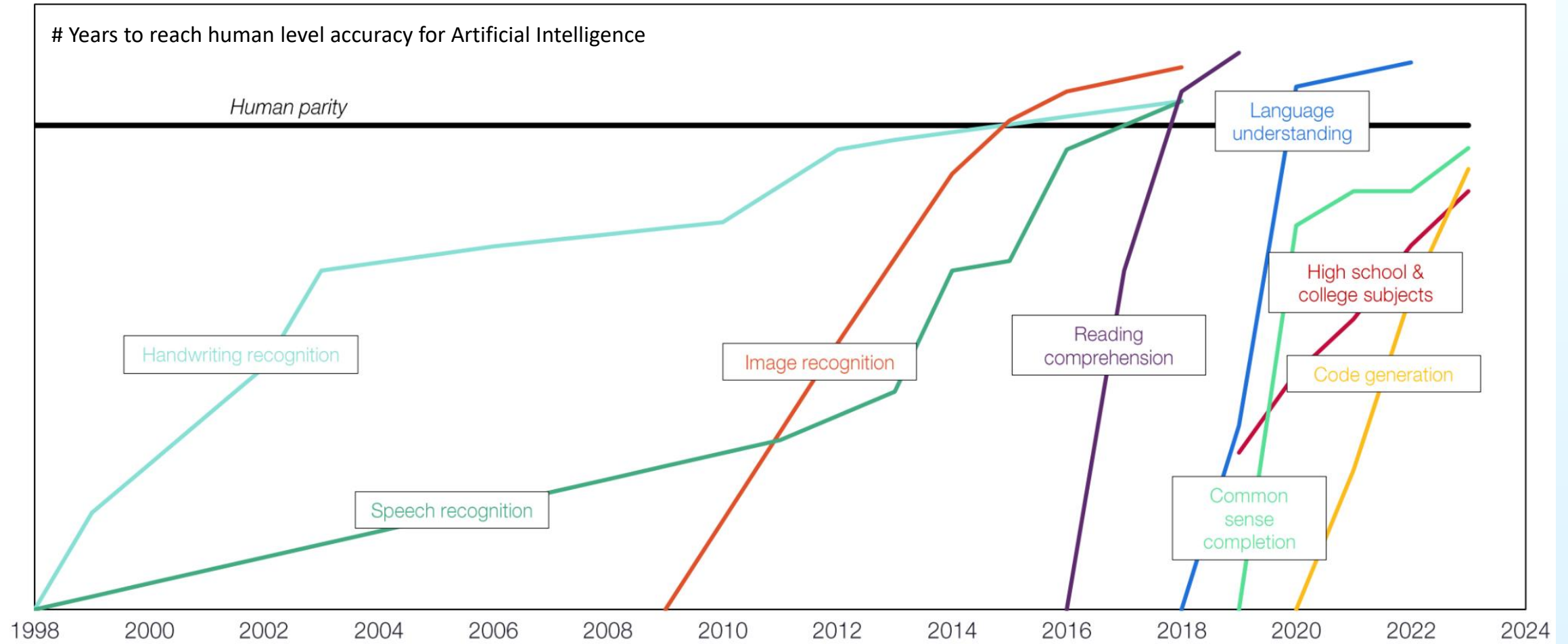
Redefining business processes with AI



Jesper Schleimann | AI Officer, EMEA

10.24

AI development

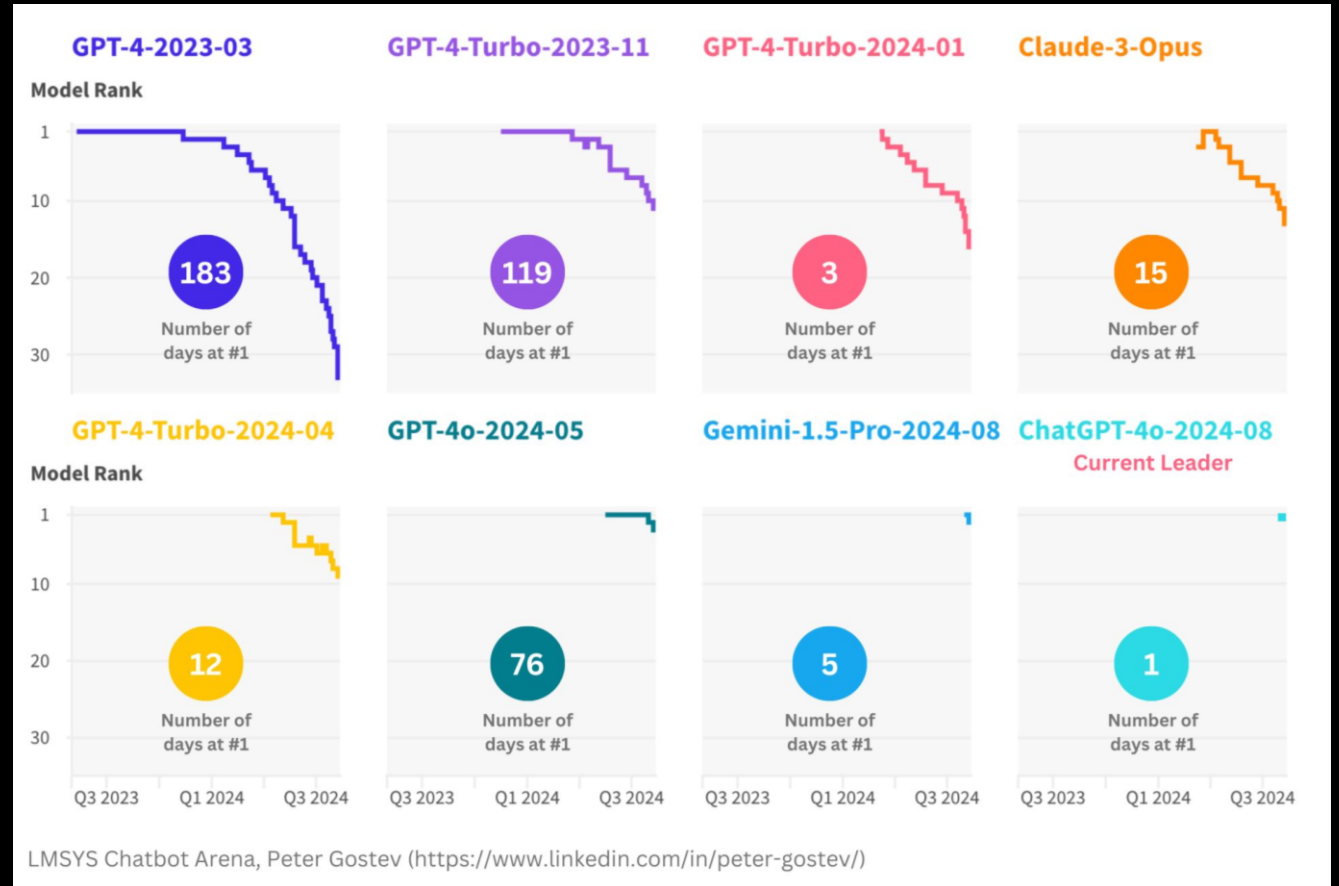


AI momentum

It feels almost impossible to keep up.
You are not alone.

How long do models last on top?

On average ~60 days, down to ~20 days
in the last 6 months



LMSYS Chatbot Arena, Peter Gostev (<https://www.linkedin.com/in/peter-gostev/>)

HAVE YOU FIGURED
OUT HOW AI WILL
IMPACT OUR
BUSINESS?



WORKING
ON IT.



How will AI impact
our business?



There are many ways
that AI can impact ■

TOM
FISH
BURNE

AI value



Generative Experience

Human-centric interactions with computers



Multiply productivity, increase efficiency

12%

increased task completion



Generative Answers

“Chat with data,” Q&A over structured and unstructured data



Optimize decisions

40%

increased quality



Generative Actions

Generate content or execute some other action

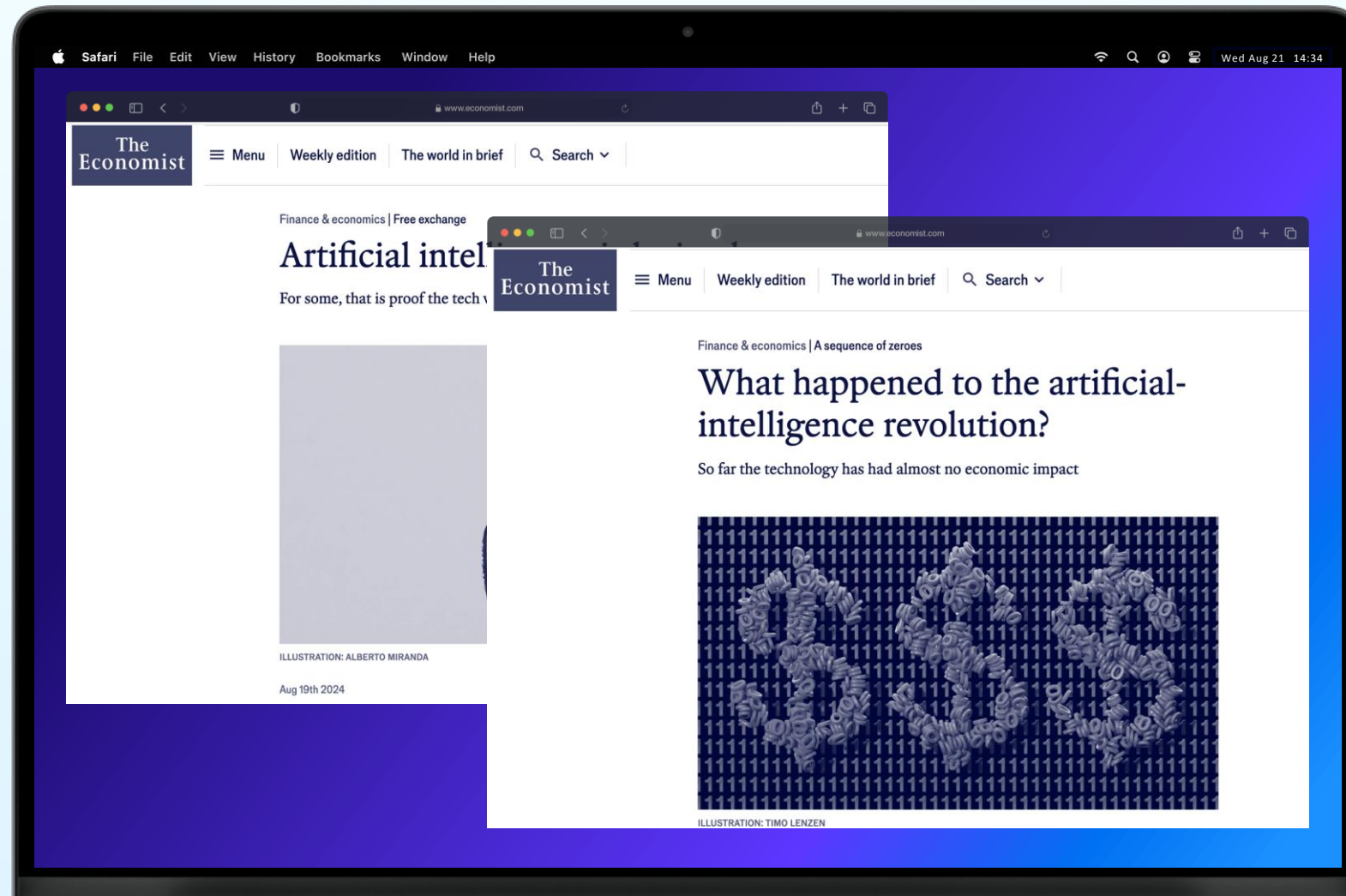


Accelerate processes

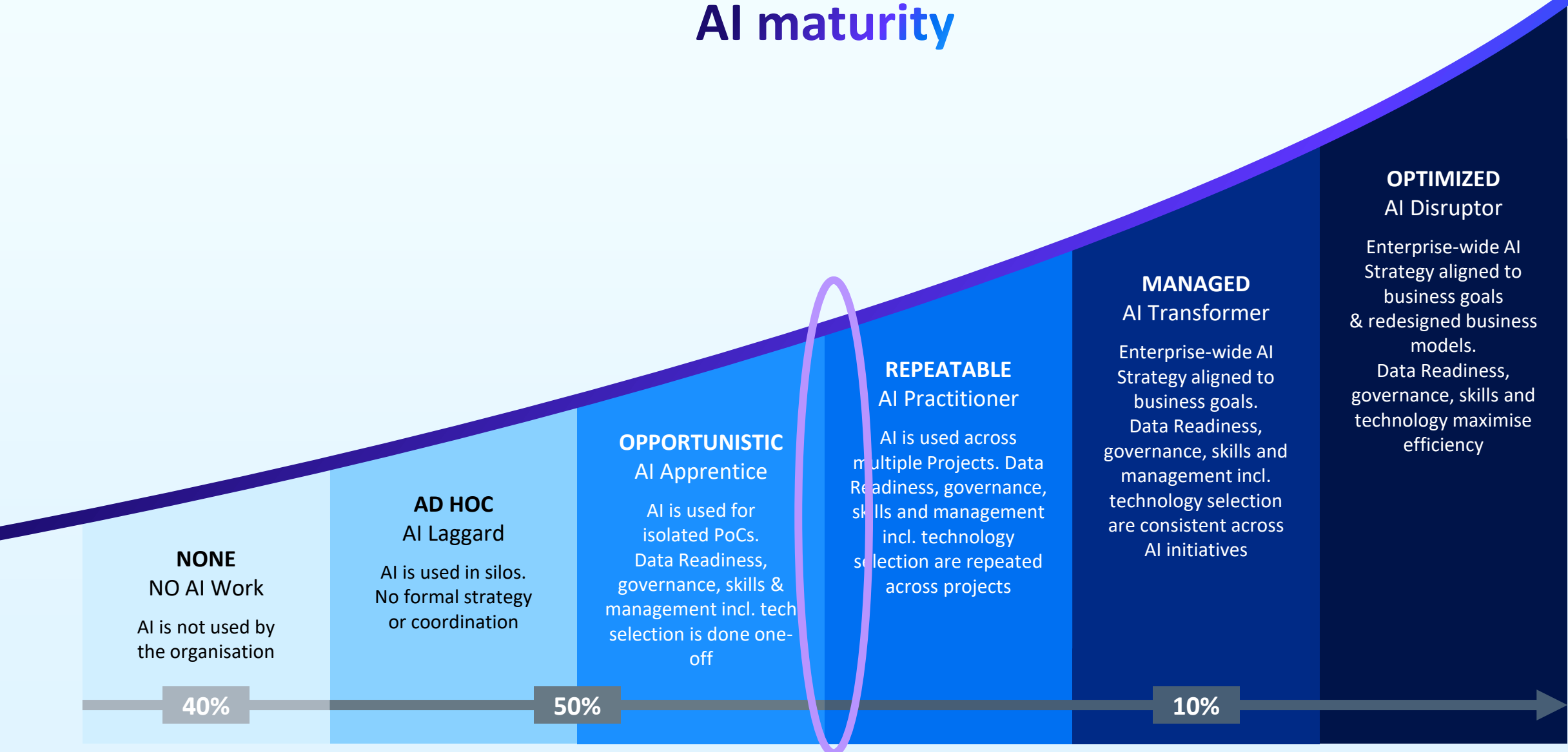
25%

increased speed

AI adoption



AI maturity





The actual data

- Correct on its own
- Isolated
- Meaningless

**What
I know**

The semantic data

- Accurate in context
- Relatable
- Real meaning

**What
I understand**

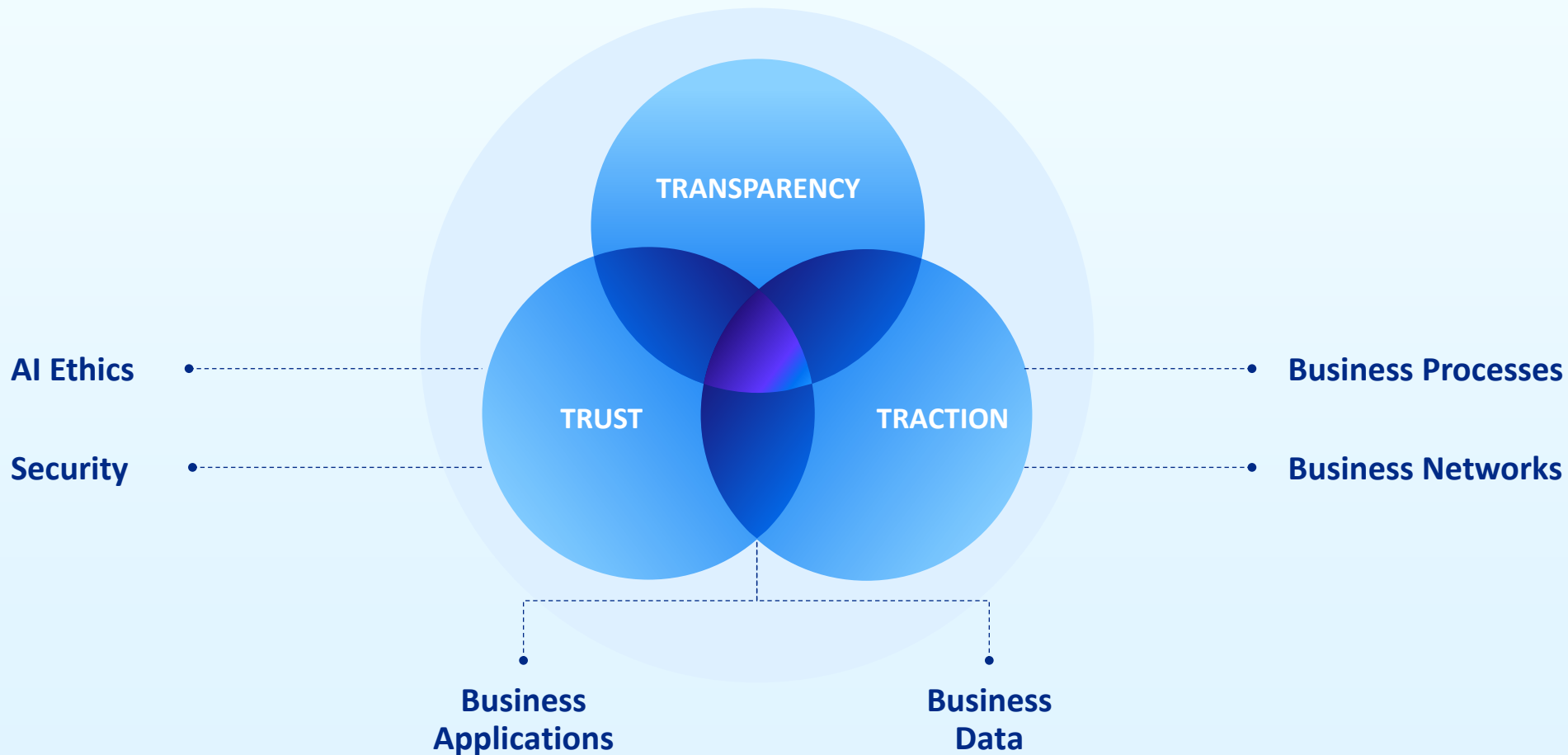
The connected data

- Reveals the hidden
- Deep context
- New in insights

**What
I do**

AI success

AI value realization requires context and scale



Relevant

Reliable

Responsible

Joule

A copilot that truly understands your business

Embedded AI capabilities

SAP Cloud
ERP

SAP Supply Chain
Management

SAP ERP
Human Capital
Management

Spend Management and
SAP Business Network

SAP Customer
Relationship
Management

SAP Business
Technology
Platform

Customized AI

AI Foundation

on SAP Business Technology Platform

AI ecosystem partnerships and investments



ANTHROPIC



cohere

databricks

Google Cloud



Meta

Microsoft

MISTRAL
AI

NVIDIA

70+

Generative AI cases are already available with SAP Business AI

SAP Business AI portfolio

76 million savings

new

Models



new

Partnerships



22 models available

in generative AI hub

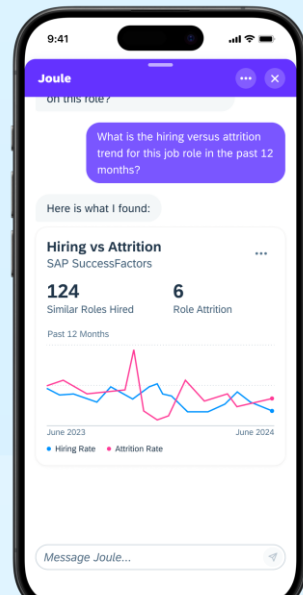
All new

SAP Business AI

capabilities



analytical



Joule

SAP's generative AI Copilot

Document Grounding

New Data Centers

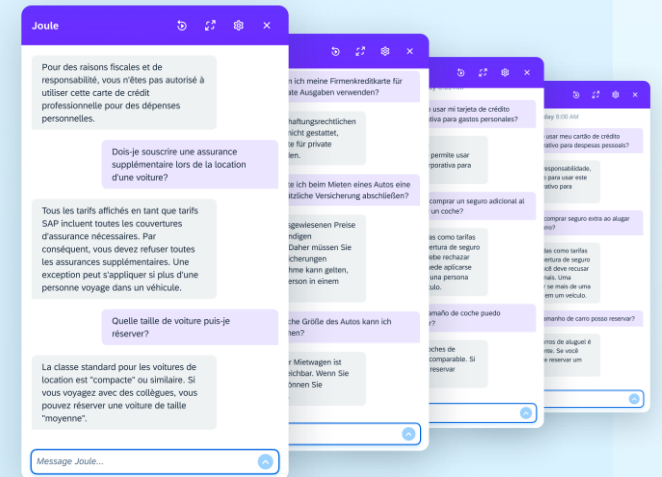
Multilanguage capabilities

100+

generative AI cases delivered across the portfolio

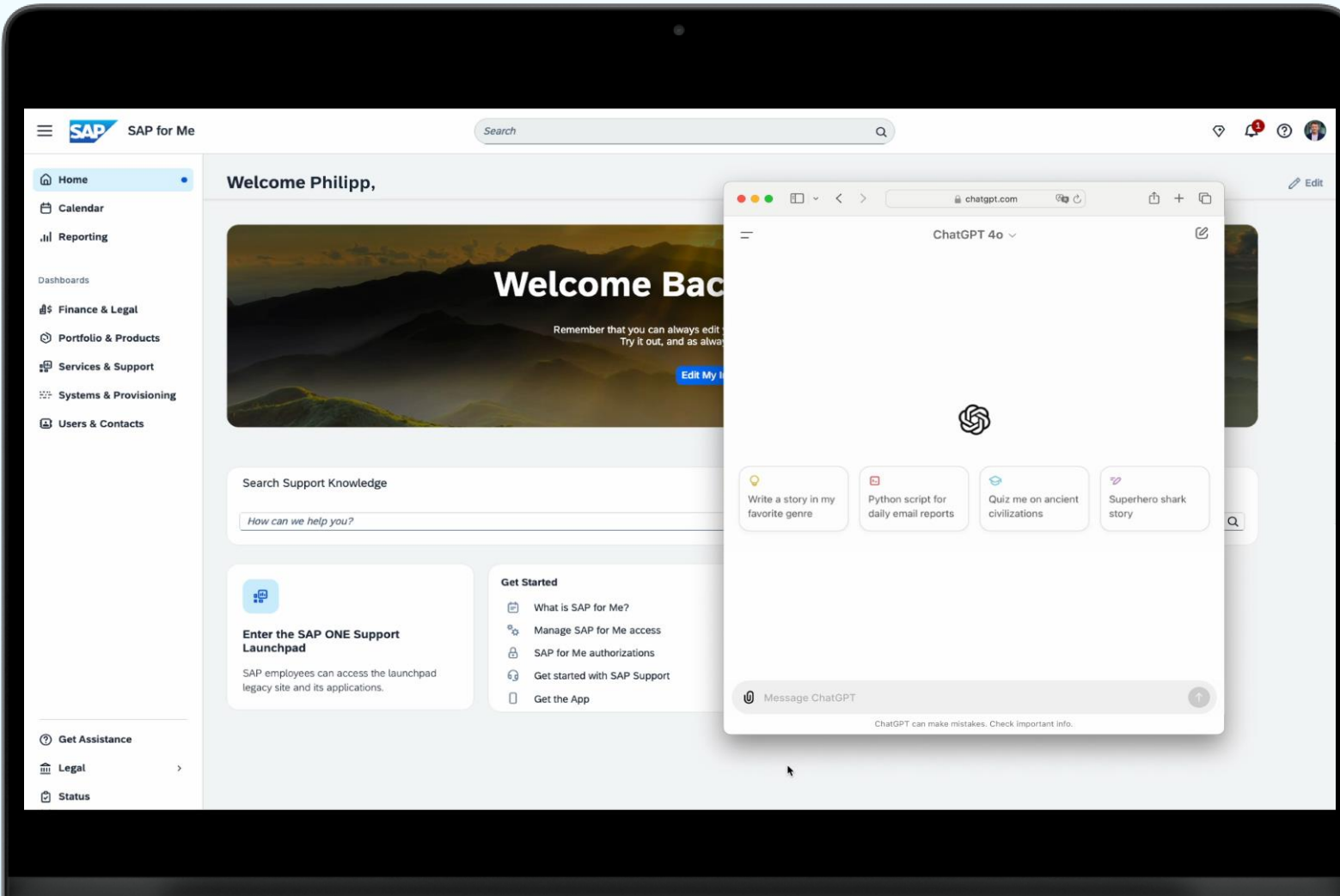
end of 2024

SAP Joule & MS Copilot integration



IT: Accelerate development and migration

Natural Language interaction with SAP Joule for consulting and development

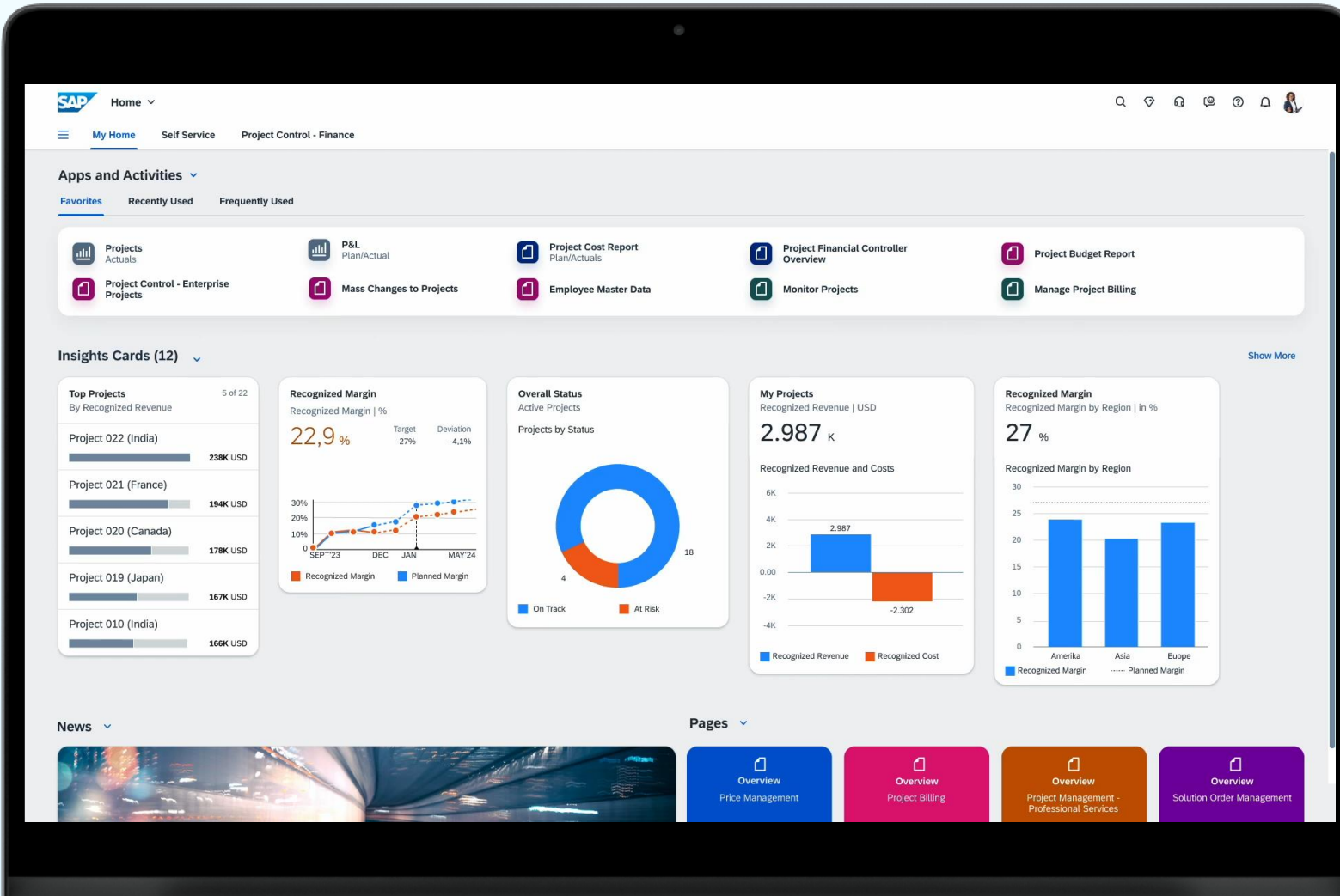


Developer



#1 Leverage AI to accelerate development and migrations

Finance: Financial business insights

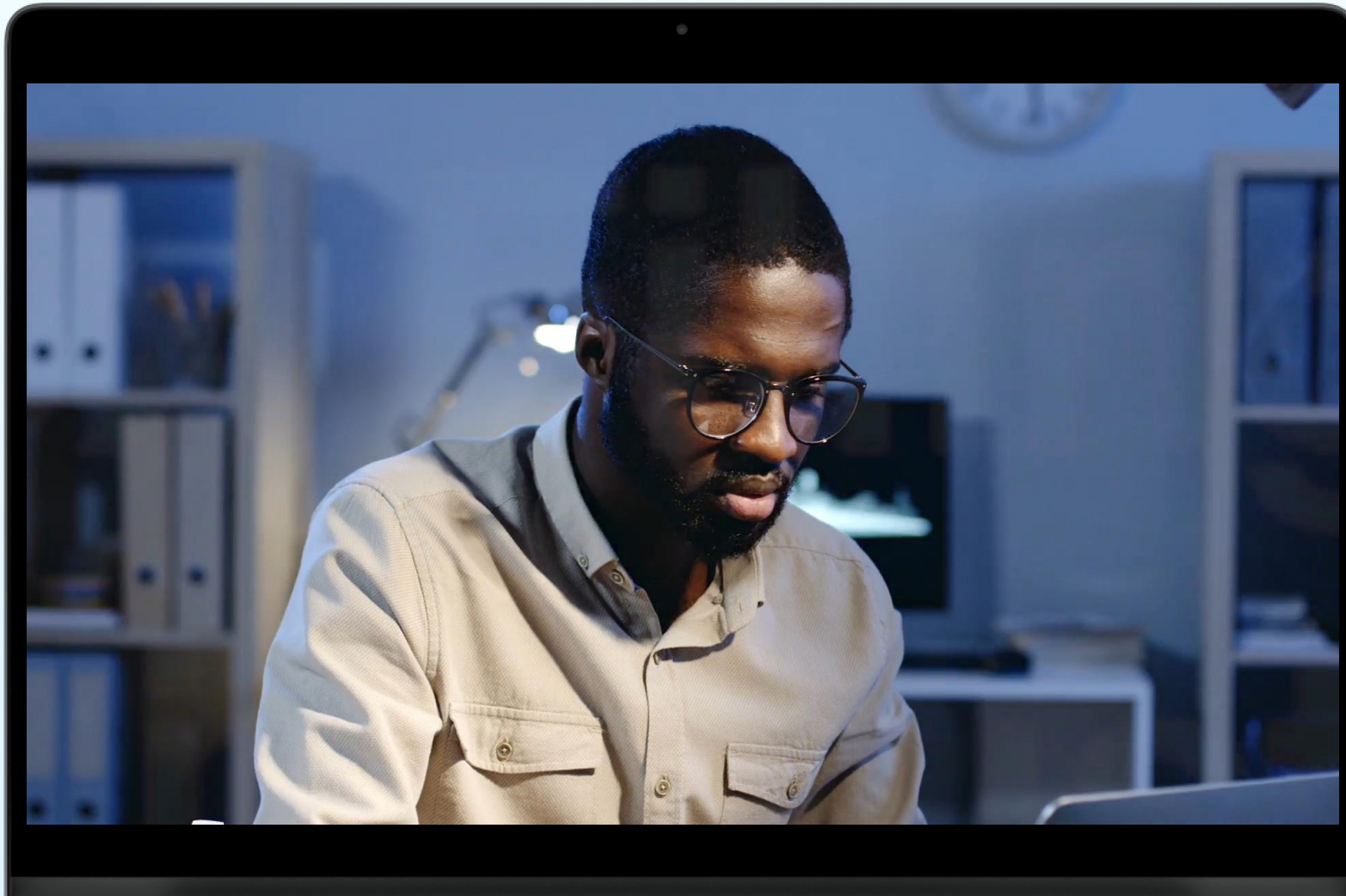


Chief Financial Officer



#2 Accelerate the process of creating job descriptions

Service: Enterprise service management



Service

Head of Sales
& Service



#3 Automate Accounting
with generative AI

70+ high value AI scenarios released now

ERP and finance

SAP S/4HANA Cloud Private Edition

Joule availability (EAC)

SAP S/4HANA Cloud Public Edition

Joule availability (EAC)

SAP S/4HANA Cloud for Projects

Intelligent Matching of Employees to Projects (beta)

SAP Sustainability

Footprint Management

Intelligent emission factor mapping

SAP Enterprise Service Management

Next Generation Shared Services Automation

Supply chain

SAP S/4HANA Cloud Private Edition

Transportation Management – Intelligent Goods Receipt Analysis (pilot)

SAP Digital Manufacturing

Visual Inspection

SAP Product Lifecycle Management

Joule for product innovation management

Industries

Discrete Industries

SAP Intelligent Product Recommendation for configurable products

Sales and marketing

SAP CX AI Toolkit

Intelligent Customer Profile

Intelligent Q&A

Smart Scheduling

Record Summarization

AI Product Tagging

AI Product Descriptions

Visual Search

AI Tools

SAP Service Cloud, Version 2

Email Draft Recommender

Account Synopsis for Sales

Case Summary

SAP Sales Cloud, Version 2

Email Draft Recommender

Account Synopsis for Sales

Lead Booster

Survey Trend Summary

SAP Emarsys

AI Subject Line Generator (pilot)

SAP Field Service Management

Intelligent Filtering

Equipment Insights

Human resources

SAP SuccessFactors

Joule availability

Assisted Q&A in Joule (HR policy)

Job Description Generation

Assisted Interview Questions with MS Teams

Learning in Viva with Co-Pilot

AI person insights for compensation discussions

Generative AI for performance goals

Generative AI for development goals

Assisted Writing

Procurement

SAP Ariba

Category Management market segmentation

Category Management cost structure

Category Management market dynamics

SAP Business Network

Enhanced Responses to Discovery Postings

Enhance Product Information on the Network Catalog

SAP Concur

Faster Itemization of Hotel Receipts

Request Assistant: Cost estimates

SAP Fieldglass

AI-enhanced SOW description generation

AI-enhanced job description generation

AI-enhanced translation of job Description

IT and platform

SAP Analytics Cloud

Just Ask Search

SAP AI Core & Launchpad

Generative AI Hub

Document Information Extraction

Premium Edition

SAP BTP Cockpit

Joule availability (beta)

SAP HANA Cloud

Vector Engine

SAP Build Code

Code Generation (Joule)

SAP Automation Pilot

Content Generation Assistant (beta)

SAP LeanIX

Inventory AI prompt

AI-assisted text

AI-generated context

AI-supported translations

SAP Enable Now

Cross/Training and Adoption – LLM Authoring Support for SAP Enable Now

More details:

<https://roadmaps.sap.com>

Where are we heading

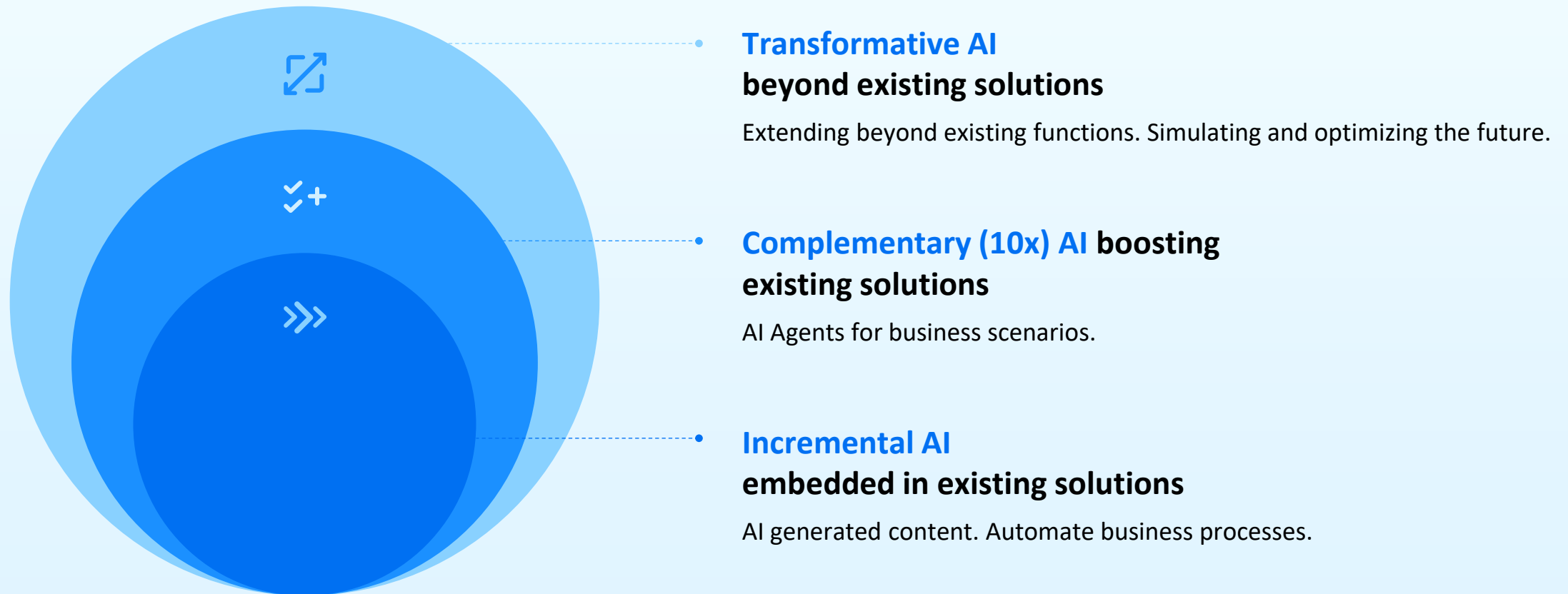




Where are we heading

AI evolution

First we fit the tool to the work, then we fit the work to the tool



Roadmap highlights: Q3 2024

100+ SAP Business AI scenarios* to be available by end of 2024

ERP and finance

SAP S/4HANA Cloud Public Edition
Communication Intelligence

SAP Signavio

Performance Indicator Recommender
Process Recommender

SAP Sustainability Control Tower

ESG Report Generation with GenAI

Supply chain

SAP Asset Performance Management
Visual Inspection

SAP Integrated Business Planning

Joule: Availability

Procurement

SAP Ariba
Ariba – Scope 3 Emissions data capture

SAP Concur

Travel & Expense Policy Search from Request Assistant

SAP Business Network

Invoice error summarization

Sales and marketing

SAP CX AI Toolkit (GA)
Additional Language Support for AI Outputs
Custom Data Source for Intelligent Q&A
Case records as data source in Intelligent Q&A
AI Tools Builder Support Nested Level Relationships for V2 and C4C
Image Generation for Commerce Cloud
Embedded Sales/Service V2

SAP Sales Cloud, Version 2

Post Visit Brief

SAP Service Cloud, Version 2

Case Entity Extra
Email Summary
Next Best Actions-Suggest Collaborators

SAP Enterprise Service Management

Entity Extraction – Invoice, Payment Advice, Case, Dispute Management Scenario
Email summary

Industries

Discrete Industries

SAP Returnable Packaging Management:
Generative AI-powered Receipt of Account Statements in PDF Format

Consumer Products

Revenue Growth Planning - Copy Promotion

Utilities

Explanation of EDIFACT-coded error message in MaCo

Life Sciences

AI-enabled Configuration Wizard for SAP Cell and Gene Therapy Orchestration

Public Sector

Navigational Assistance to Public Sector Management Applications through the Joule Co-Pilot

Sports & Entertainment

AI Scout in Sports One

IT and platform

SAP Build Code

Release Joule in VSCode marketplace
Joule for HANA applications
Joule for Mobile applications
Introducing an AI-powered search to guide users through development tasks

Document Information Extraction

Expedite the Processing Time for Time-Critical Documents

SAP Integration Suite

Content recommendation in Business Accelerator Hub
Generation of Integrations

SAP Build Process Automation

Generative AI for Process Automations
Document Information Extraction (DOX) Premium Adoption

SAP Automation Pilot

Content Generation Assistant

SAP Analytics Cloud

Just Ask Search - Full SAP Datasphere support

SAP HANA Cloud

Support for vector indexing
New vector clustering and segmented automated machine learning modeling

SAP ABAP

ABAP BO Generator

Roadmap highlights: Q4 2024

100+ SAP Business AI scenarios* to be available by end of 2024

ERP and finance

SAP S/4HANA Joule Public Cloud

Automated BOP Setup

SAP S/4HANA Cloud Private Edition

Next Generation Shared Services Automation with GenAI (Pending EAC from Public Cloud) (Cross-port)

Supply chain

SAP S/4HANA Cloud Private Edition

Transportation Management – Intelligent Goods Receipt Analysis

SAP Integrated Business Planning

Explanation of planning results

Procurement

SAP Ariba

Supplier ESG Scorecard Creation

Catalog bundle recommendations

Invoice capture with DOX Premium

SAP Concur

Travel Personalization

SAP Fieldglass

SOW Capture with DOX Premium

Sales and marketing

CX AI Toolkit

Shopping Assistant: Ask the Product, Semantic Search and Intent based Search for consumers in Commerce Cloud

Custom AI Tools for lists of records

Role Specific insights

Automated Agents and record updates in Sales/Service Cloud

SAP Sales Cloud, Version 2

Joule Integration

Sales Quote Generation from a Request Email

Automatic suggestion of Questions in Surveys

Contact Summary

Order Insights

SAP Emarsys

AI Product Finder

GenAI Report Generator

GenAI Segments

SAP Field Service Management

GenAI for the Admin Role

GenAI for the Technician Role

Joule Integration

SAP Enterprise Service Management

Joule Integration

Industries

Discrete Industries

Intelligent Inbound Cargo Registration

Commodity Management

Generative AI Enabled Deal Capture

Life Sciences

Generative AI Assisted Batch Release

ICSM Digital Study Assistance

Public Sector

Intelligent Error Handling in Position Budget and Control

Human resources

SAP SuccessFactors

Assisted Opportunity Marketplace

Assignment Generation (User driven)

Assisted 360 Reviews & Insights

Assisted Writing with Recognition Messages, for People Profile, Onboarding, Dynamic Teams, Objectives, Key Results, and Talent Intelligence Hub and with Content Translation

AI-assisted Person Insights – Compensation

Discussion in new People Profile

IT and platform

SAP Analytics Cloud

Just Ask Search – Leverage SAP HANA cloud vector engine to enhance processing time

SAP BTP Cockpit

Joule availability

SAP ABAP

ABAP AI SDK

SAP LeanIX

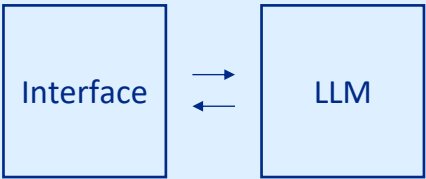
Inventory Builder

More details:

<https://roadmaps.sap.com>

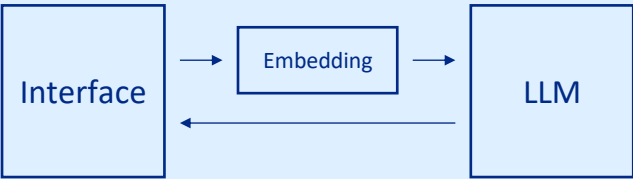
AI agents

1st – Prompt Optimizing



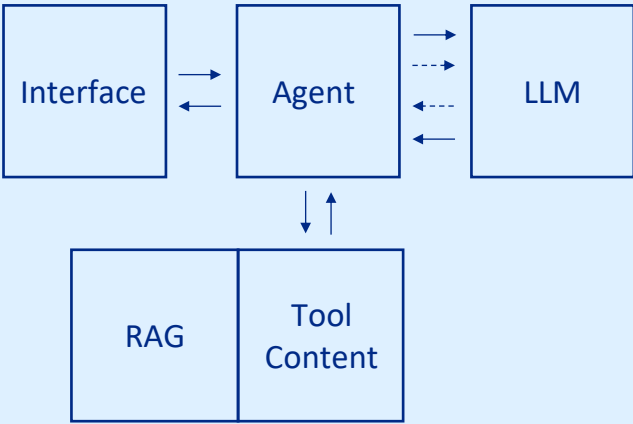
Context sensitive prompts to optimize response.

2nd – RAG – Embed Grounding Resources



Inform prompts with an knowledge base resources to guide response.

3rd – Using LLM Agents to Reason & Act



Understand user intent and let LLM trigger actions through tools.



5 Reasons to include Business AI

When you're planning for your future



Exponential Growth of AI Capabilities

- 70+ GenAI use cases available
- 100+ GenAI use cases by end 2024
- Estimated >200 additional use cases in 2025



Joule Business copilot Premium Capabilities

- 1500+. Joule capabilities released in next 6 mths
- Joule in 80% of SAP most used capabilities
- Many new capabilities coming (Cross domain analytics, MSFT Co-Pilot Integration, custom-built skills, ..).



Joule business copilot for Consultants

- Relevant for RISE Migrations
- Used by thousands of SAP consultants, saving up to 1.5 hours per day



Tailored Foundation Model

- Soon, to be launched out-of-the-box use cases for predictions, recommendations, etc. to revolutionizing processes like finance and supply chain



AI Agents for business processes

- At SAP TechEd, the first Agent Use Cases, automating complex tasks to save significant manual work time will be launched
- Like, cash collection agent to reduce DSO and costs, just one of many LoB agents planned

AI practices

Scaling AI across the organization



Today

Include everyone in
the AI agenda



Tomorrow

Build cross-functional
AI team



Beyond Tomorrow

Restructure organization
for AI

