

# Accelerate innovation to unlock your business potential with the **SAP Business Technology Platform**

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**THE BEST RUN** 

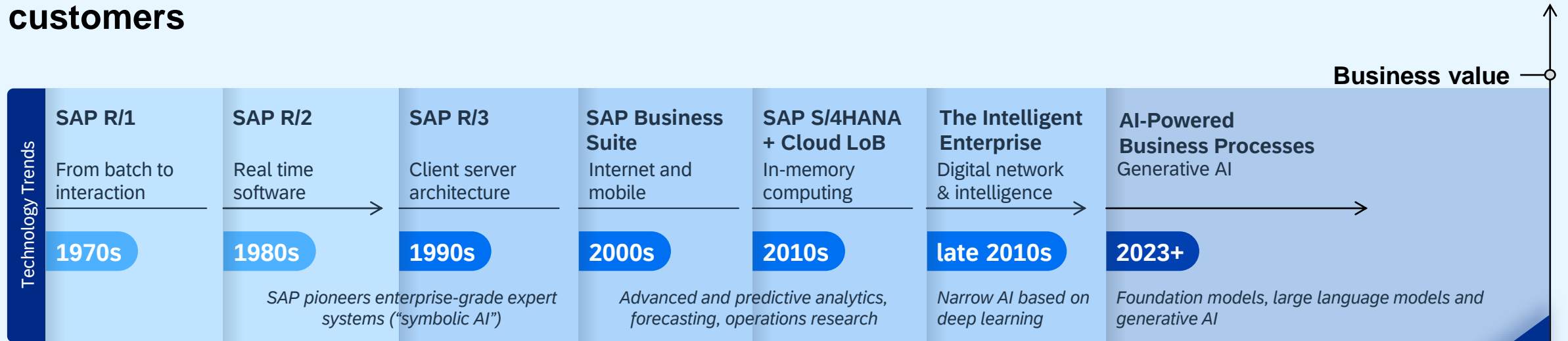
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# Recent technology advancements mark a paradigm shift in how SAP will deliver value to customers



- ❖ SAP customers generate 87% of total global commerce (\$46 trillion)
- ❖ 99 of the 100 largest companies in the world are SAP customers
- ❖ 97 of the 100 greenest companies in the world run SAP



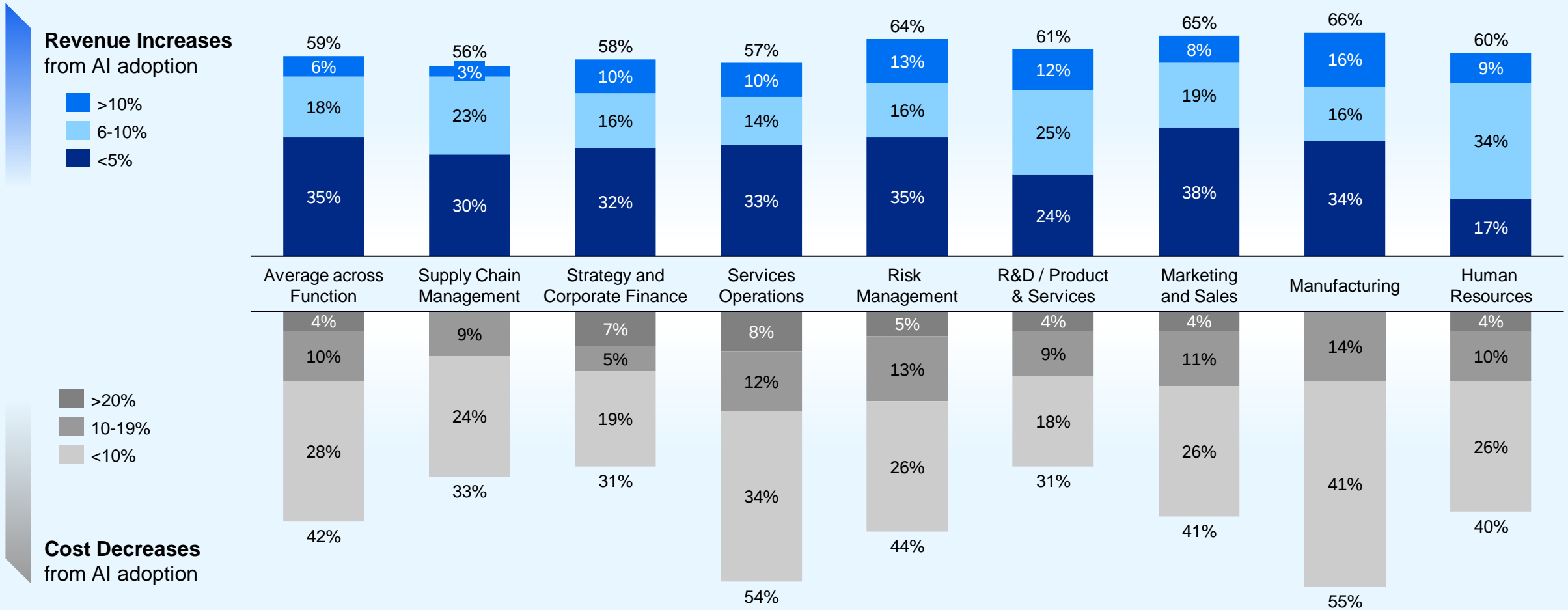
Generative AI

Machine Learning

Statistics

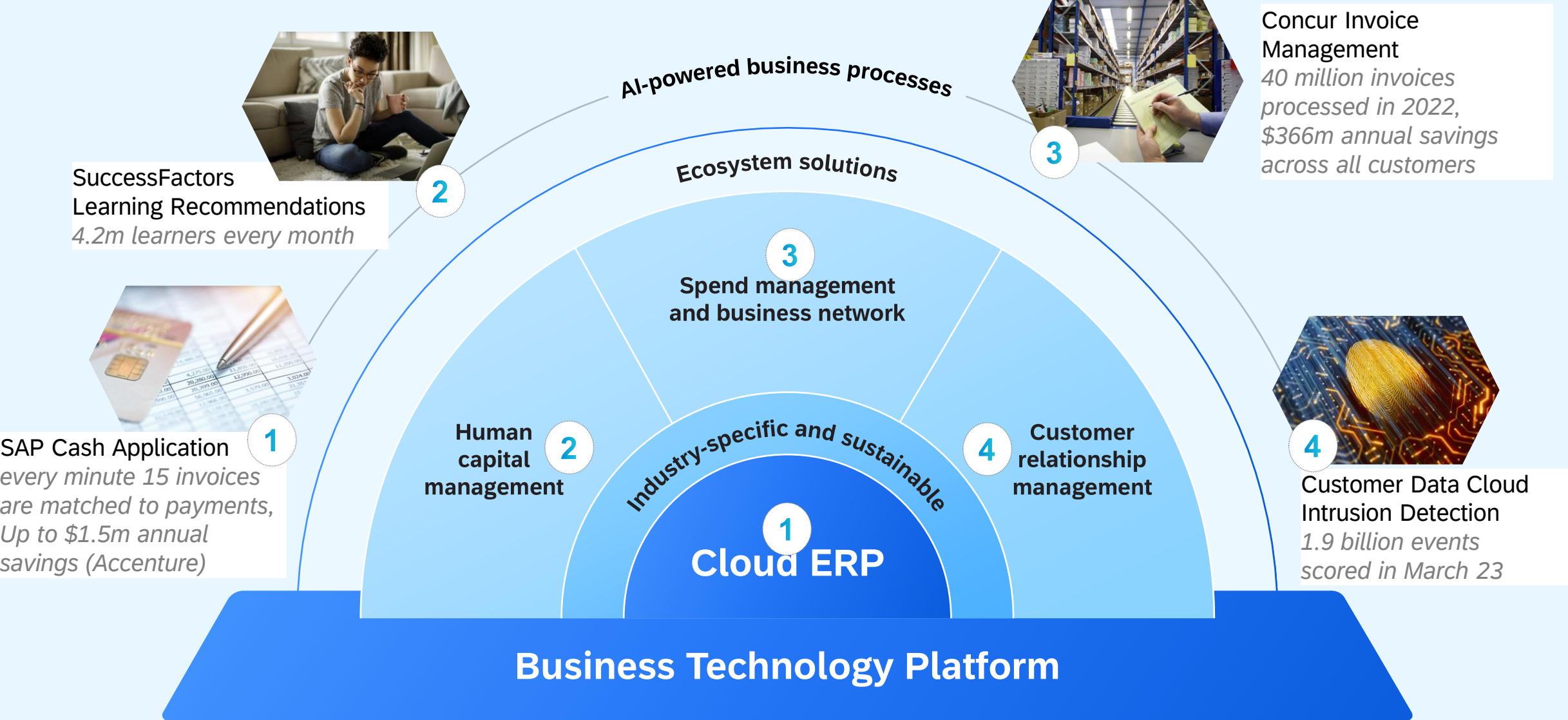
# Organizations are seeing both top and bottom line growth improvement by leveraging AI across functional areas

Revenue and/or cost improvements from AI adoption in the function using AI capabilities<sup>1</sup>



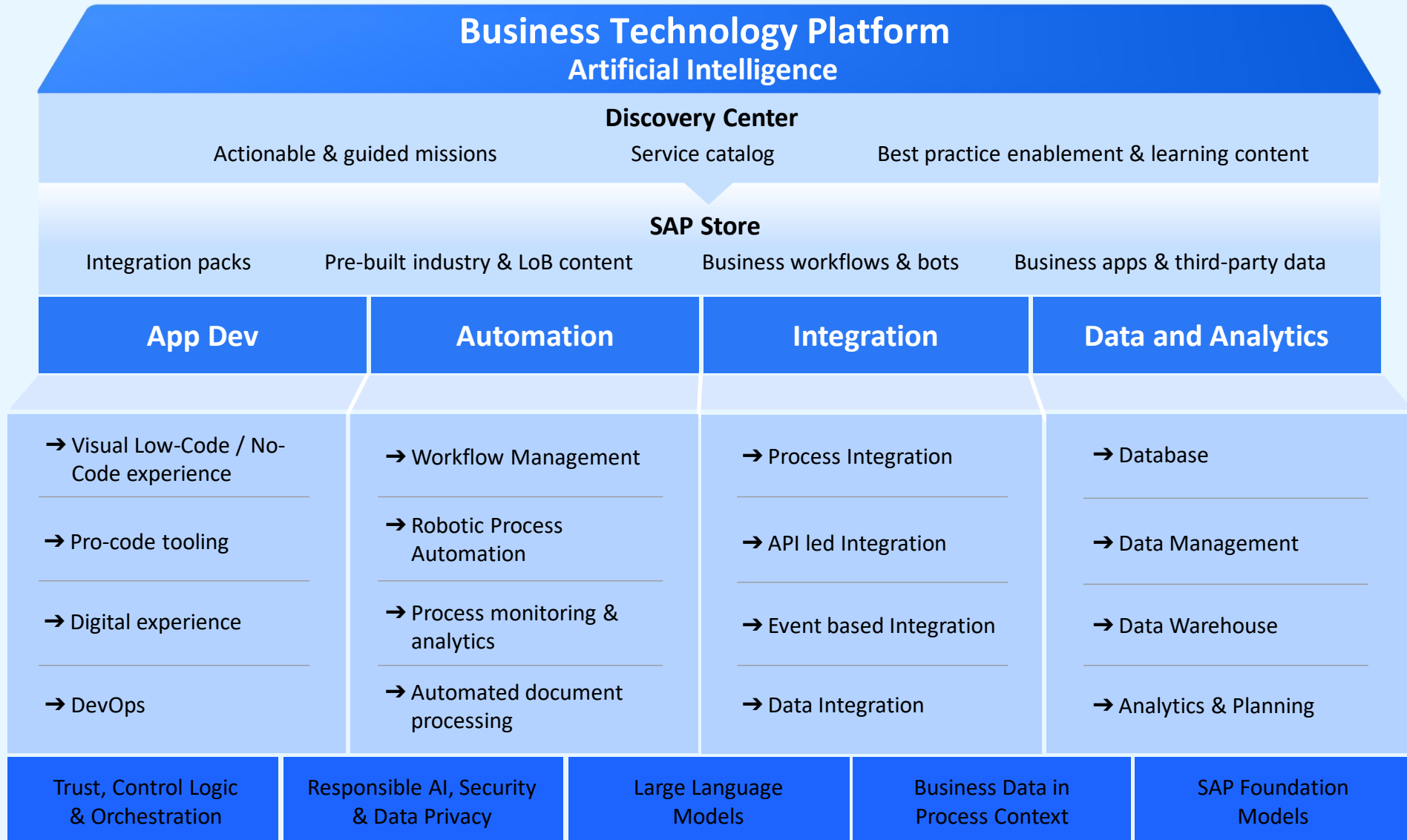
<sup>1</sup> Source: McKinsey, State of AI in 2023, 1,684 participants globally. Answers shown above only respondents who stated seeing increase in revenue or decrease in costs

# Business Value for AI-powered SAP portfolio\*



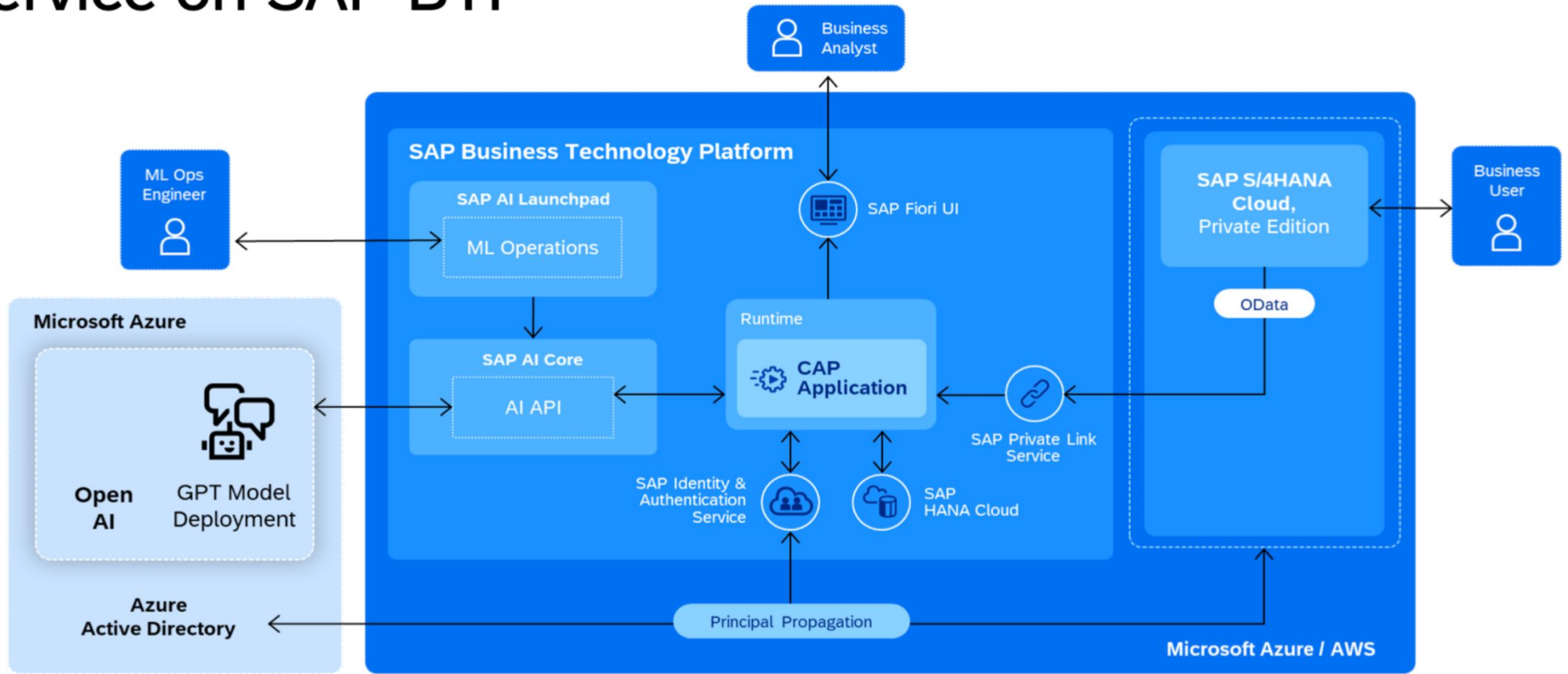


# SAP BTP Capabilities



# SAP BTP Capabilities

## Reference Architecture for consuming Azure OpenAI service on SAP BTP



# Boost development productivity

## GPT-based CAP model & data generation

```
> capGPT "
Develop a business app for a ticketing system
that enables customers to submit tickets and
agents to handle and resolve them efficiently.

The server should be capable of receiving ticket
submissions from various channels, such as email,
phone, or web portal, and storing the necessary
customer information and ticket details in a database.

It should also include functionalities for
assigning tickets to agents based on availability,
expertise, and workload.

The goal is to provide a robust and reliable
server-side solution for effective ticket
management, enhancing customer satisfaction
and streamlining internal processes for the business.
"
[GPT] generating model
.. Thinking█
```

### CHALLENGE

- Writing code is hard and requires upfront learning. Even experienced developers regularly need to consult the documentation which slows down the development process.
- Test data creation is tedious. One must always ensure that data fits the model and is up to date.

### SOLUTION

- **Integrated in SAP BTP Business Application Studio & CAP**
- Create all necessary CDS files which define the entities, relations and service projections according to your prompt
- Generation of business logic in services, generate sample data
- Even existing models can be changed, just by providing descriptions
- Supports developers to generate unit tests for business in services

### OUTCOMES

**Up to 30%**  
time reduction to generate  
data models and services

**Improve**  
Developer experience

**Empower**  
Users to answer their  
business questions



Developer

App Development



**capGPT**

# We will fundamentally change the way in which companies operate



## Relevant

The most relevant AI delivered in the context of your business processes.



## Reliable

Uniquely reliable AI trained on the industry's broadest business data sets.



## Responsible

AI built on leading ethics and data privacy standards.



# Real business results

**We believe in providing AI built for business. That is, AI that enriches all your business processes and empowers you to steer your business with agility.**

Relevant

Reliable

Responsible



**Joule**

A copilot that truly understands your business

### Embedded AI capabilities

Cloud ERP

Human capital  
management

Spend management  
& business network

Customer relationship  
management

Business  
Technology Platform

### AI foundation

on Business Technology Platform

### AI ecosystem partnerships and investments



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databricks

DataRobot

Google Cloud

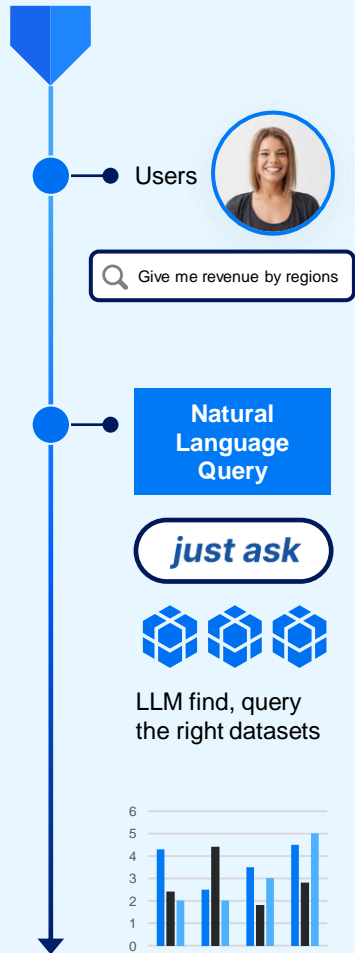
Hugging Face

IBM

Microsoft



# Leverage Natural Language-driven Analytics Just Ask + SAP Analytics Cloud



Answers are instantly provided to the end users

## Challenge

- **Missing Skills:** Finding answers in data requires a deep understanding of technological concepts such as data-warehousing
- **Cognitive Overload:** Modern tools are designed for analysis. Dashboards have tried to solve the cognitive load, but they are too rigid to go after general use
- **Data Fragmentation:** Data is fragmented in silos in a way that makes data discovery slow and nearly impossible for non-technical users to enrich the simplest of the answers

## Solution

- **Just Ask:** Natural Language-driven access of your trusted insights with SAP Analytics Cloud enabling fact-based decision-making through natural language queries and conversational analytics.

## Benefits

- **Faster Insights:** Fast natural language querying with all the value of business semantics
- **Trusted Retrieval:** Proprietary LLMs ensure a secure information retrieval preserving data policies
- **Business Agility:** Offers multi-cloud workflow compatibility and integrates external data sources

## Average Business Value for Customers

Calculation Method / Assumption In Notes













**20%** Average time spent in information retrieval by knowledge workers.

**That's 1 resource on a team of 5 persons.**

Source: CB Insights knowledge worker's report

**SAP Analytics Cloud**  
**Knowledge Expert**

# SAP's ecosystem also supplies over 360 AI-based solutions readily available on SAP Store

Functional Area	Partner	Solution Description
IT & Cross-Function	 BigID	Machine learning tools and data insight to help enterprise better manage and <b>protect their customer, sensitive and regulated data</b>
Customer Experience	 bloomreach	Generative AI-powered search, <b>content generation, product recommendations</b> and predictive analytics
	 coveo™	<b>AI-enabled search and recommendation</b> platform integrated into SAP commerce cloud with Generative Answering Capabilities
	 pricefx	AI-enabled and <b>Machine learning-enabled price optimization</b> capabilities
	 yellow.ai	<b>Generative AI supported chatbots</b> and voice-bots
Human Resources	 shyftplan	<b>AI-supported solution for shift scheduling</b> , scalable to thousands of employees, even for complex cases
	 PARADOX	<b>Conversational AI recruiting</b> to automate candidate screening, text campaigns, 1:1 texting, interview scheduling, mobile-first
	 degreed.	AI-powered tools to identify skill gaps across businesses and <b>deriving learning and talent development opportunities</b>
	 eightfold.ai	Talent Intelligence Platform uses AI to radically increase the <b>efficiency and effectiveness of talent operations</b>
Procurement	 scoutbee	AI-driven supplier search to <b>identify potential suppliers who meet specific sourcing requirements</b>
	 SHIPP2O	<b>AI-powered real-time transportation visibility</b> of multimodal shipments globally, giving an end-to-end view of supply chain
	 Icertis	Offers new suite of Apps that <b>applies AI to pool of digitized data incl. integration of new large language models</b>

Sample of AI-powered partner solutions available on SAP Store

Today, more than 24,000 customers are using SAP Business AI across multiple scenarios, and SAP is further committing to AI as a pillar for future innovation

**24,000+**  
**customers**

**>\$1B** investment via  
venture capital

**\$6.1B** in annual total  
R&D investment

**3** direct investments in  
Generative AI leaders



ANTHROPIC

cohere



# It's time to realize your potential with Business AI from SAP



**99%**

of incoming payments  
automatically assigned



**15 minutes**

to run forecasts down  
from 3 hours



**350 hours**

saved each month  
by reducing repetitive tasks

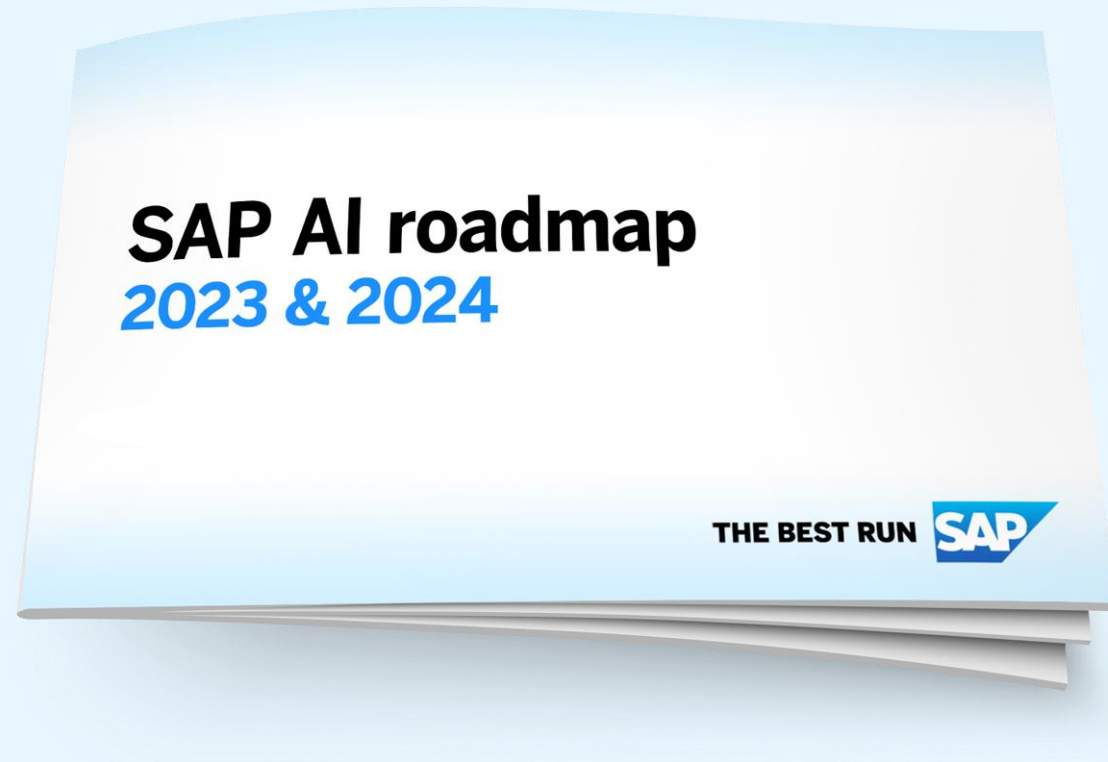


**91.5%**

of employees use  
intelligent reskilling  
application



## Get the latest roadmap information



### Public roadmap:

<https://dam.sap.com/mac/app/p/pdf/asset/preview/MVCpjyr?ltr=a&rc=68>





# Next Steps & Assets

**Timeline**

**What do to now and beyond?**

**Available Assets for your consumption**



# Find more information

[Content Discovery: SAP Business AI](#)

[AI Workspace](#)

[Generative AI At SAP Internal Whitepaper](#)

[AI Use Case Value Proposition One Pager](#)

[SAP Business AI FAQ](#)

[SAP Business AI Demo](#)

[Sap's Vision On Generative AI](#)

[AI Scenario Micro-calculator](#)

[SAP Business AI External Whitepaper \(Coming Soon\)](#)

[RISE Specific AI Use Cases & Benefit Calculations \(Coming Soon\)](#)

# Thank you.



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