De-Mystifying AI

SAP Generative & Enterprise AI

Section 1: Seriously, when we say AI, what do we mean?

Section 2: SAP's AI Strategy: AI For Business

Section 3: AI Conversations in an Industry Context

Sujatha Kamma, Industry Expert Advisor, Canada

SAP and ASUG

AI Today

'Traditional' Machine Learning

Generative AI

Artificial General Intelligence

'Traditional' Machine Learning

- From regular analytics, to predictive analytics, to neural networks

- ML's power is predicting & forecasting with an additional level of intelligence

- Honestly, for SAP, our gold mine of opportunity will often sit in this space

Generative AI

- Uses massive amounts of data sourced from public & private big data stores (and often human input) to predict the next word, or image, from a prompt

- Chatbot/Search: ChatGPT, Bard, Additional LLMs

- Audio: ElevenLabs

- Photo: DALL-E, Adobe Firefly

- Video: Synthesia, Stable Diffusion

Artificial General Intelligence

Fully human-like general intelligence.

We're not there, not even close, even though media articles will make you think we are.

Section 2:
SAP's AI Strategy: AI For Business

Extend and scale applications with business-centric AI capabilities available in SAP BTP for customers and partners

AI integrated into business processes and solutions

Intercompany Reconciliation	Sales Order Automation	SAP Cash Application	Workflow Intelligence	Personalized Learning Recommendations	Returnable Packaging Management	Product & Pricing Recommendations	Intelligent Expense Scanning	Automatic Invoice Processing	Digital Assistant

SAP AI Business Services

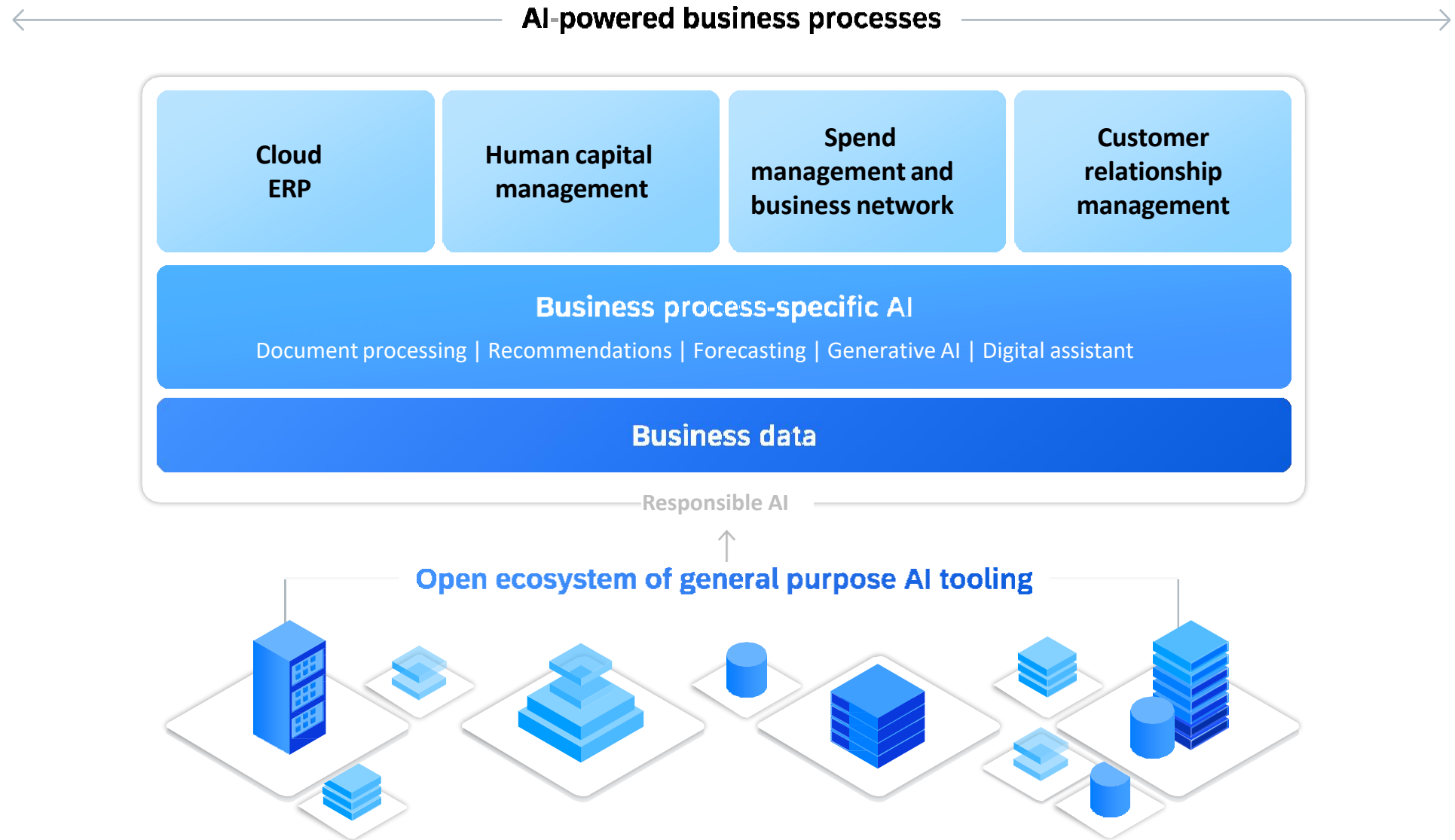| Service Ticket Intelligence	Data Attribute Recommendation	Document Information Extraction	Business Entity Recognition	Document Classification	Personalized Recommendation

SAP Process Automation

Workflow	RPA	Business Rules	Process Visibility

SAP AI Core
SAP AI Launchpad
SAP HANA Cloud
SAP Data Intelligence

SAP Business AI
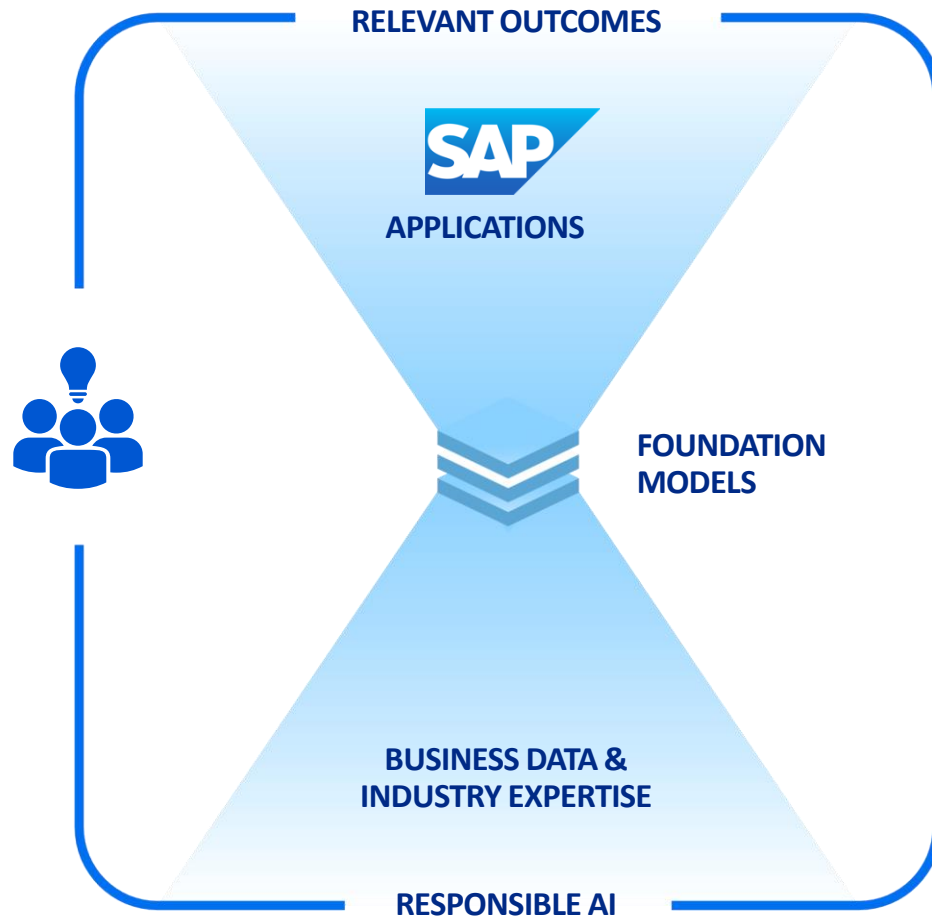
AI-powered business processes

Cloud ERP	Human capital management	Spend management and business network	Customer relationship management

Business process-specific AI

Document processing | Recommendations | Forecasting | Generative AI | Digital assistant

Business data

Responsible AI

Open ecosystem of general purpose AI tooling

Generative AI at SAP

RELEVANT OUTCOMES

APPLICATIONS

FOUNDATION MODELS

BUSINESS DATA & INDUSTRY EXPERTISE

RESPONSIBLE AI

SAP's use of **generative AI** follows the same principles of business AI and the same rigorous development and responsible AI review processes.

SAP's AI Ethics Policy

SAP's guiding principles for artificial intelligence

1. We are driven by our values.
2. We design for people.
3. We enable business beyond bias.
4. We strive for transparency and integrity in all that we do.
5. We uphold quality and safety standards.
6. We place data protection and privacy at our core.
7. We engage with the wider societal challenges of artificial intelligence.
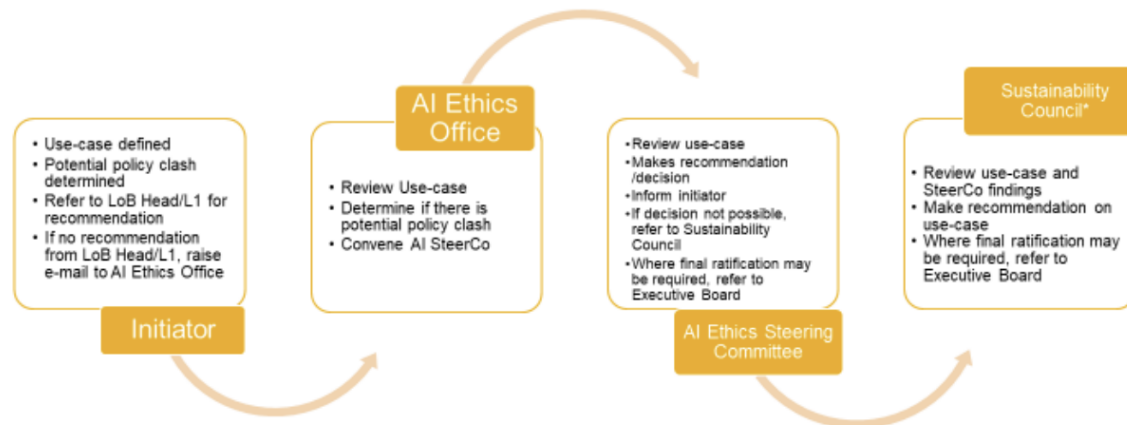
SAP Global Artificial Intelligence Ethics Policy

https://sap.sharepoint.com/teams/SAPOneAssets/Library/company_policies_and_guidelines/Global_AI_Ethics_Policy_1.0_English.pdf

AI Ethics Community:

https://workzone.one.int.sap/site#workzone-home&/groups/byIKlmidd8ACgYb2l7KvG5/overview_page/vP1SAjtFiSChfDDZxJMd0W?edit_mode=true

Who: Sebastian Wieczorek

Use case Review Process:

Initiator
- Use-case defined
- Potential policy clash determined
- Refer to LoB Head/L1 for recommendation
- If no recommendation from LoB Head/L1, raise e-mail to AI Ethics Office

AI Ethics Office
- Review Use-case
- Determine if there is potential policy clash
- Convene AI SteerCo

AI Ethics Steering Committee
- Review use-case
- Makes recommendation /decision
- Inform initiator
- If decision not possible, refer to Sustainability Council
- Where final ratification may be required, refer to Executive Board

Sustainability Council*
- Review use-case and SteerCo findings
- Make recommendation on use-case
- Where final ratification may be required, refer to Executive Board

*Exceptional Case Only

Adobe Firefly (Beta)
Image Not for Commercial Use

Ensure data privacy and protection   & Partnerships
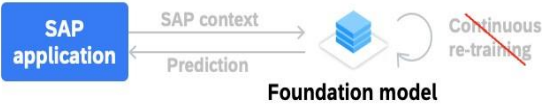
❯ SAP pursues enterprise-ready partner agreements for generative AI technology with multiple vendors that cater for data privacy and isolation.

❯ ChatGPT and the underlying GPT technology is only one example.

RESPONSIBLE AI

SAP's use of **generative AI follows the same principles of business AI** and the same rigorous development and responsible AI review processes.
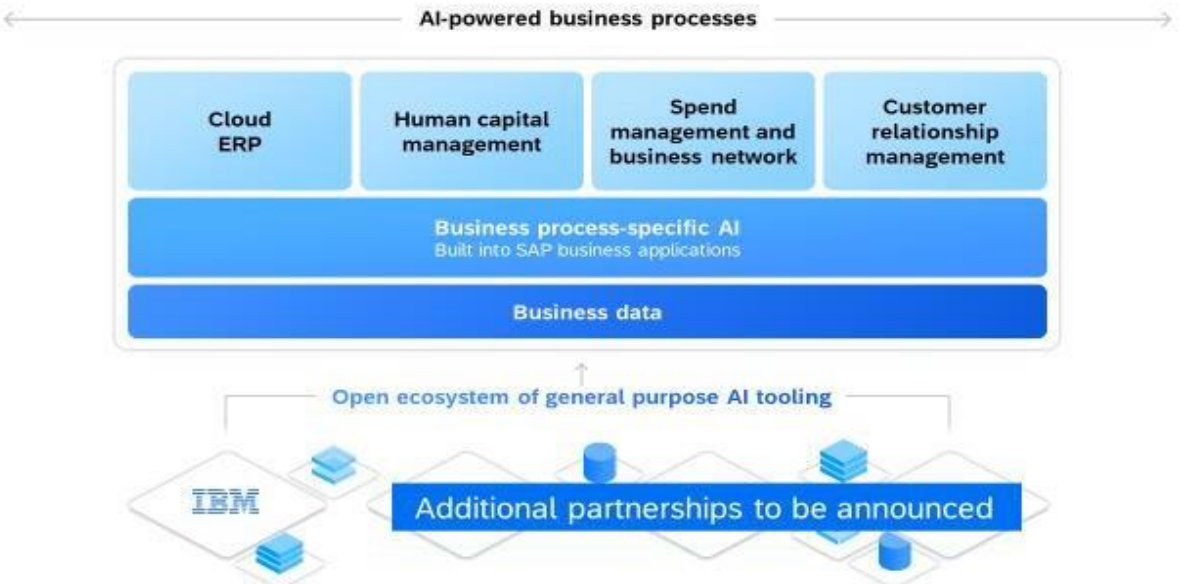
Responsible AI

SAP Global AI
Ethics Policy

SAP Product
Standards

DATA USAGE

| SAP application | SAP context → ← Prediction | Continuous re-training |

Foundation model

For predictions, customer data and context is required to receive meaningful results.

However, SAP ensures that **no customer data is used** by third-party vendors to train foundation models.

Business AI

AI-powered business processes

| Cloud ERP | Human capital management | Spend management and business network | Customer relationship management |

Business process-specific AI
Built into SAP business applications

Business data

Open ecosystem of general purpose AI tooling

IBM

Additional partnerships to be announced

Section 3:
AI conversations For Your Industry

New built-in AI capabilities for your businesss

SAP S/4HANA
Intelligent collections ●

SAP S/4HANA
Sales order auto-completion ●

SAP Intelligent Product Recommendations
Configurable product quotation ●

SAP Digital Assistant for CX
Intelligent questions & answers ▲
Customer 360 profile summary & Scheduling assistant ▲

SAP Ariba Buying
Product recommendations ●

SAP Business Network
Invoice conversion ●

SAP Central Invoice Management
General ledger line-item identification ●

SAP Digital Assistant for CX
Natural language marketing analytics ▲
Product description generation & review summaries ▲

SAP Extended Warehouse Management
● Slotting recommendation

SAP Predictive Replenishment
● Replenishment optimization

SAP Transportation Management
▲ Goods receipt processing

SAP Digital Assistant
▲ Product documentation search

SAP Signavio Process Manager
▲ Process model generation and documentation

SAP Analytics Cloud
▲ Natural language queries

SAP SuccessFactors
● Skill and career path recommendations
▲ Job description & interview questions generation

Finance

Sales & Service

Supply chain

Procurement

SAP BUSINESS AI

IT & Cross-Function

Marketing & Commerce

HR

New built-in AI capabilities at SAP

SAP BTP
Document recognition
Service tickets
Personalized recommendations
Document classification
Information extraction

SAP Intelligent Finance – S4
Intelligent collections ●
Intelligent Accrual
Invoice to cash
Financial Close
Cash Application
Goods and Invoice Receipt Monitor

SAP Intelligent Finance- S4
Compliance and Governance
Tax Compliance
Intercompany Matching & Reconciliation
Business Integrity

Travel Management Concur
Travel expense Audit ● Travel
Expense Verification●

SAP Asset Management
● Asset Prediction and optimization
● Field service scheduling
Product to Catalogue search

SAP Digital Assistant for CX
Intelligent questions & answers ▲
Customer 360 profile
Scheduling assistant ▲

SAP Central Procurement – Ariba
Requisition routing ●
SAP Ariba Sourcing & Buying
Product recommendations ▲ AI
Sourcing Prediction
AI Supplier prediction
SAP Business Network
Invoice conversion ●

SAP Central Invoice Management – S4
General ledger line-item identification ●

SAP Extended Warehouse Management

SAP Digital Assistant - BTP
▲ Product documentation search

SAP Signavio Process Manager
▲ Process model generation and documentation
▲ KPI recommendations

SAP Analytics Cloud - BTP
▲ Natural language queries for analytics

SAP Digital Assistant - BTP
▲ Chatbots ; Information routing ; Personalized content

Finance – S4

Sales & Service

Supply chain

ISM

SAP BUSINESS AI

Cross-Function

Marketing & Commerce

HR

Fieldglass - Contingent Workforce
Resume ranking ;Job matching
O'Net Job Posting

SAP Digital Assistant for CX
AI driven 360 customer insights▲
Personalized patient engagement ▲

SAP SuccessFactors
● Skill and career path recommendations
▲ Job description & interview questions generation

SAP Digital Assistant for HR
Optimize sourcing with workforce analytics S4

● Hiring Process
▲ Job matching
▲ Hiring process / workflow automation for the Managers
▲ Job Analyzer (Inclusive job descriptions)
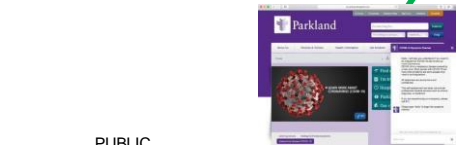
New Generative AI in – Procurement, HR, Customer engagement & Digital Assistant

Accelerate delivery note processing
Planned for: Q4 2023

AI-powered document processing for goods receipts

CHALLENGE
- Time-consuming, manual checks for deliveries
- Inaccurate freight orders lead to manual re-work and delays

SOLUTION

SAP Transportation Management
- Increase accuracy and document processing of delivery notes
- Reduce manual checks at the gate
- Expedite unloading freight process

Session ID: BTP233
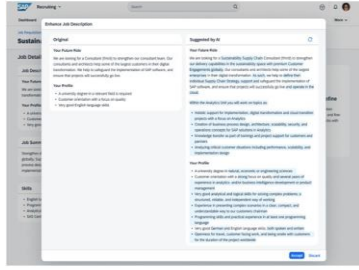
Logistics clerk | Design to Operate

OUTCOMES

from 10 min to 3 min	~ 11%	Up to 70%
Per truck for delivery note processing	Savings	Instant accuracy

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Create job descriptions and interview questions that attract top talent
Planned for: Q4 2023

AI-powered job description drafts and interview questions

CHALLENGE
- Limited time to create a compelling job descriptions
- Quality of job description impacts relevance to applicants
- Ensure consistency across job descriptions for employer branding
- Rushed preparation for candidate interviews

SOLUTION

SAP SuccessFactors Recruiting
- Draft **job descriptions** quickly that are well-structured and reduce bias
- Receive **tailored interview questions** based on job description and candidate's resume

Session ID: CSL320

Hiring manager | Recruit to Retire

OUTCOMES

Reduce	Improve	Increase
Time and cost to create job descriptions	Quality of interviews and preparation	Attractiveness as employer of choice
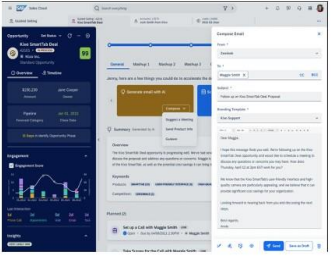
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Personalize customer engagement and product descriptions
Planned for: Q4 2023 (Beta)

AI-powered product descriptions and customer relations

CHALLENGE
- **Commerce/ Marketing:** Creating and personalizing product descriptions
- **Customer Experience:** Analysis of text and suggesting "Next Actions"

SOLUTION

SAP Digital Assistant for CX
- **Commerce/ Marketing:** Accelerate creating personalized, relevant, and contextualized product descriptions and images
- **Customer Experience**
  - Summarization of info in natural language (Account Brief, Case Brief, etc.)
  - Personalized Human readable text generation (generation of emails, replies to cases, etc.)

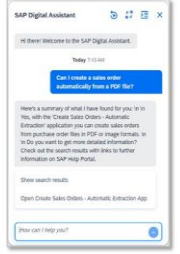Session ID: CSL195 and CSL196

Sales/ Service | Lead to Cash

OUTCOMES

Personalize	~300k€/ yr.
Customer interactions and product descriptions	Expected savings for average SAP Service Cloud customer

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Intuitively access how-to information about SAP applications
Planned for: Q4 2023

AI-powered help function using natural language

CHALLENGE
- Information about how to use SAP applications not easily accessible
- Exhaustive SAP enablement content stored in multiple repositories
- User needs to leave SAP application to search and view information

SOLUTION

SAP Digital Assistant
- Make information available via built-in digital assistant
- Return information from SAP's help content quickly within application
- Tailor results based upon user's context, application, and version
- Navigation to the relevant application possible

Session ID: BTP431

Business user | Cross-topic

OUTCOMES

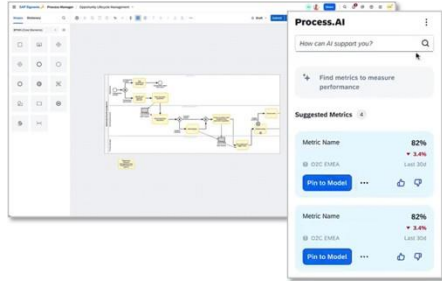| 60-70%	Increase	Improve
Less time to access relevant information	Confidence of users working with the system	User experience

Generative AI for Process Improvement & Analytics

Generate ready-to-use process models and KPIs

AI-powered process modeling and KPIs

CHALLENGE
- High effort for process enhancement and redefinition
- Lack of visibility into process performance
- Hard to identify the best-suited process KPIs quickly

SOLUTION

Process AI from SAP Signavio solutions

Ready-to-consume recommendations trained on LLM and based on expert knowledge and SAP best practices
- Process model recommendations to quickly setup new process models and drive process enhancements
- KPI recommendations to understand process dynamics fast and effectively

OUTCOMES

50-60%	**Up to 30 PDs**	**~120k€/ yr.**
Less effort for process modeling and KPI selection	Saved per process	Expected savings for 8 processes

**More information at our booths: 912 and 913
Session ID: ERP110**
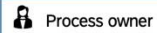
🔒 Process owner | Process Management

Get answers for business questions in natural language

Planned for: Q3 2023

AI-powered queries for analytics in natural language

CHALLENGE
- Business users have limited expertise to model and answer typical business questions
- Users' data exploration is limited to existing reports
- Existing "search to insight" feature based on keywords, English only

SOLUTION

Just Ask for SAP Analytics Cloud
- Understand user queries and deliver data in user-friendly way
- Simplify team collaboration and make data-driven decisions
- Retrieve and present data stored in SAP Analytics Cloud data models via natural language queries
- Search and chat with any data live, independent of its source system

OUTCOMES

Session ID: BTP446

🔒 Business user | Data and Analytics

Accelerate	**Increase**	**Empower**
Access to relevant insights	Analytics adoption for the 70% occasional users	Users to answer their business questions

Section 3:
AI Case Studies

L1

PROCUREMENT

Public

THE BEST RUN SAP

# Machine Learning Based Spend Analysis

Spend Analysis: Next generation classification and enrichment engine
Advanced machine learning and search algorithms improve coverage and accuracy, reducing manual effort

Advanced machine learning and search algorithms improve coverage and accuracy, reducing manual effort.

Faster time to value for refreshes and initial deployments
Potential to transition to "no touch" process
Regionalized, cloud-based microservices
As of March 2020, next-generation enrichment of suppliers and invoices of all new and existing customers
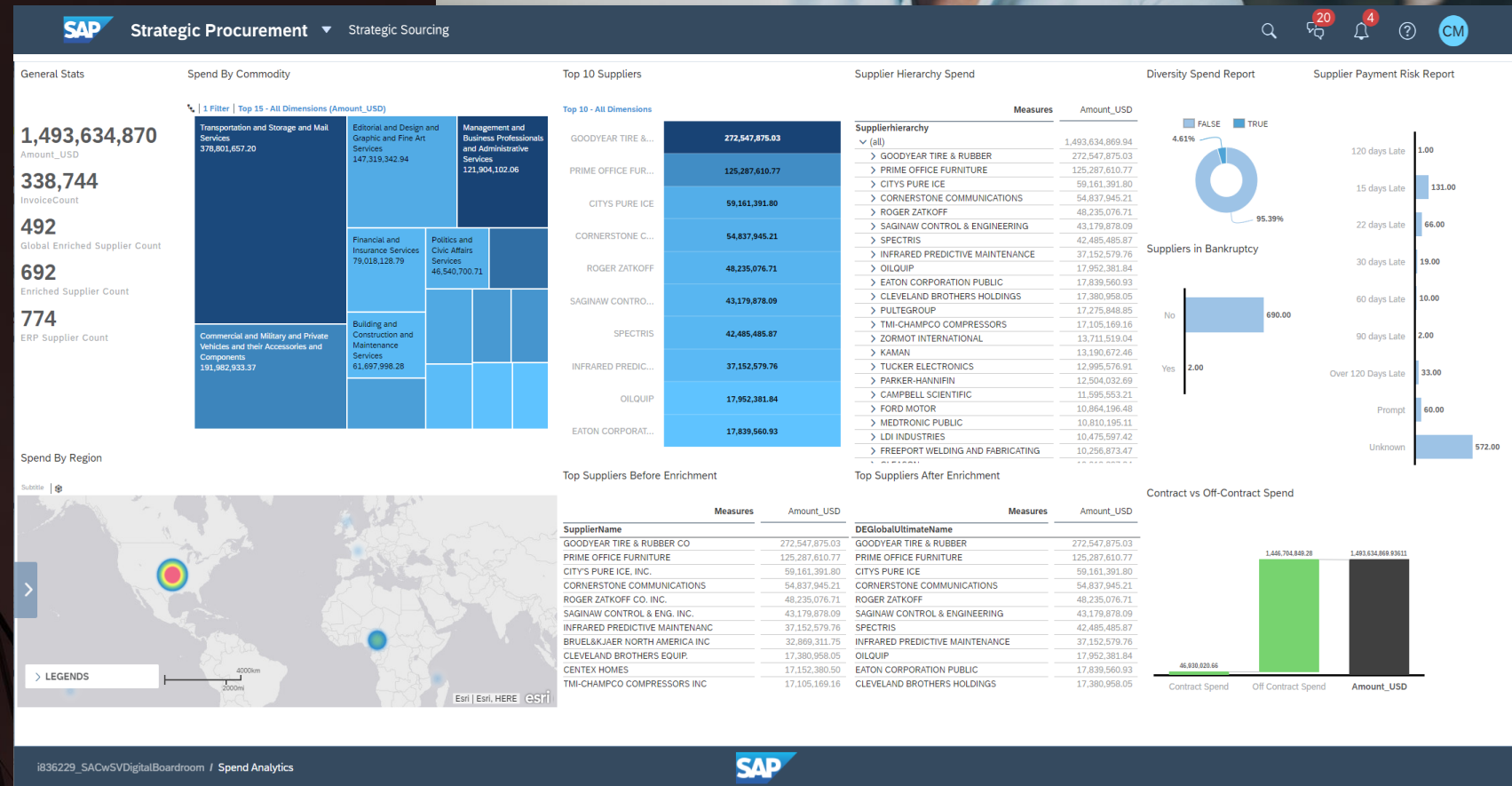
Supplier Risk & Analysis powered by Big Data and AI
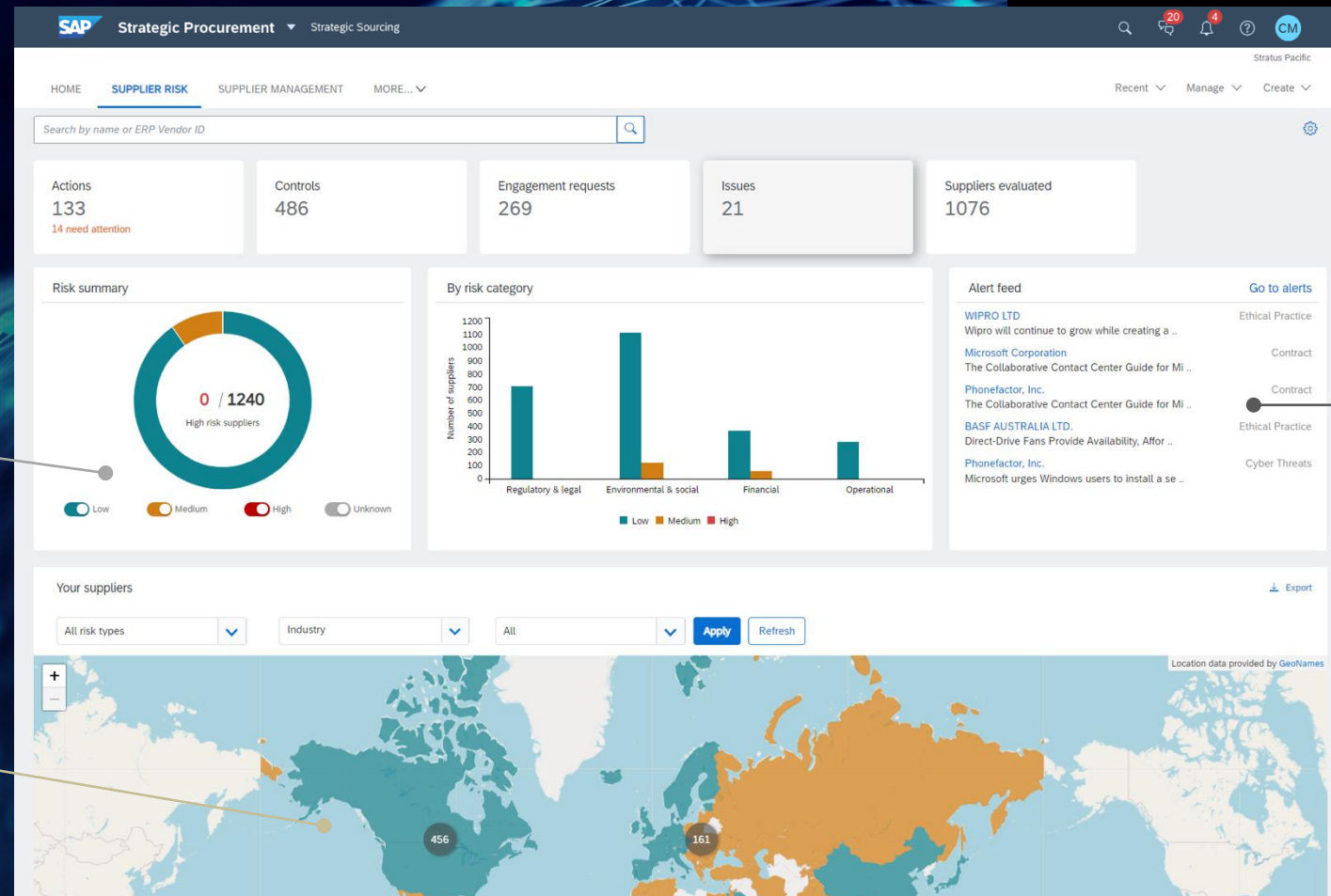
Risk Scoring by AI & Machine Learning
Flexible and extensible risk scoring and KRI model powered by (AI/ML)

Adverse Media Scanning
Automatic Syndication from 600,000+ sources including news sites, government data, disaster system, public and private data sources

Live Monitoring
Risk monitor and alerting on all suppliers automatically based on engagement and external data

Artificial Intelligence for Smart Excel Import

Your Template, Your Way
No need to use a vendors template, drag and drop your own unstructured excel.
Driving efficiency and adoption

Customers don't want to use their software vendors excel templates, instead SAP Ariba makes it easy with our Smart AI Excel Import. SAP Ariba can intelligently read your own unstructured excel templates to import content into a Sourcing Event.

Drag and Drop Import
Simply drag your excel templates and drop to start creating

SAP Strategic Procurement ▾ Strategic Sourcing

Doc2485996591 - Smart Excel documentation

Next

Upload Excel file for smart import

Import to draft event

Upload an Excel file and we'll map your entries to items and terms.
- To change the term or create a new term for a column, click the more options icon next to the column name.
- The bar below the column (term) name is color coded according to the confidence level of the mapping. Green = high, yellow = medium, red = moderate to low.

Click **Import to draft event** To add your entries to the event and continue editing your event. The entries you import overwrite any existing content.

Drag file here or browse to upload
Max file size is 50 megabytes

Items to import

Line items

No content to display

	A	B	C
1	Name	Quantity	
2	Laptop - Spec A	900	
3	Laptop - Spec C	1400	
4	Laptop - Spec B	980	
5	Laptop - Spec D	1600	
6	Laptop - Spec E	2800	
7	Laptop - Spec F	3500	
8	Desktop - Spec C	1700	
9	Desktop - Spec A	1200	
10	Desktop - Spec B	1500	
11	Mobile Device - Spec A	600	
12	Mobile Device - Spec B	900	
13	Mobile Device - Spec C	1300	
14	Tablet - Spec A	400	
15	Tablet - Spec B	600	
16			
17			
18			
19			

Proof points for AI in Procurement

Event creation using unstructured Excel information in **SAP Ariba Sourcing**

- Reduced time to publish an event by 50% vs. manual creation into predefined, templated formats

In-app LLM in
SAP Ariba Category Management

- 56% reduced onboarding time for category managers by accelerating category strategy development process across several hundred+ categories.

Intelligent item recommendations in
SAP Ariba Buying

- Shopping cart submission time reduced by 40% through algorithmic comparisons to the organization's recent purchasing history.

Intelligent resume ranking in
SAP Fieldglass

- 15% reduction in work orders closed with a "Do not rehire" reason. Customers save time reviewing candidates and also get candidates with re-hire potential.
- Over a 6 month period, a customer in the Hospitality industry found that 61% of the time hiring managers selected the candidate ranked first.

L1

HUMAN RESOURCES

Public

THE BEST RUN **SAP**

Job Analyzer

Machine Learning-powered analysis automates the optimization of job requisitions

SAP SuccessFactors Job Analyzer ensures that organizations equitably find and attract the best talent for new job postings

Gender Bias Detection

- Mitigates gender bias in job descriptions
- Natural language processing detects sociology-supported gender bias language

Recommended Skills

- Skill recommendations for job requisitions
- Automated matching and related skills based on job description and SAP SuccessFactors databases, including 3000+ skills

Salary Benchmarking

- Optimizing salary for job requisitions
- Automated matching of job category & location
- Salary range, median, & recommended salary

AI-powered Talent Intelligence Hub

Deep skills-based intelligence & personalized talent development recommendations across the suite

Predictive

SKILLS & CAPABILITIES

STRENGTHS & STYLES

EXPRESSIVE PREFERENCES

Growth Portfolio

Attributes Library

Skills Ontology

SAP Application Data

3rd Party Skills Data
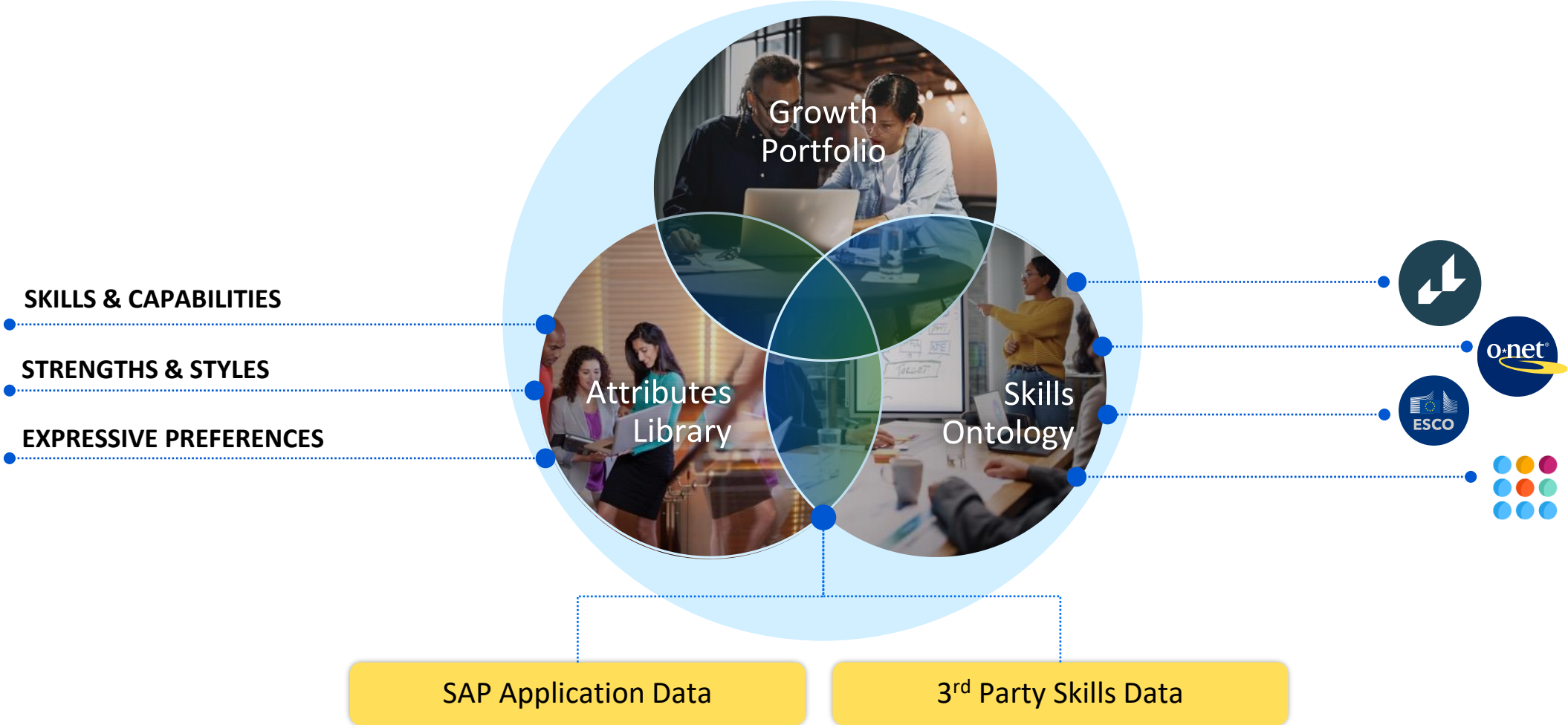
SAP Digital Assistant drives self-service for employees and managers
Powered by IBM Watson

The **SAP Digital Assistant** gives employees and managers a self-service companion that enhances their experience while reducing manual HR efforts
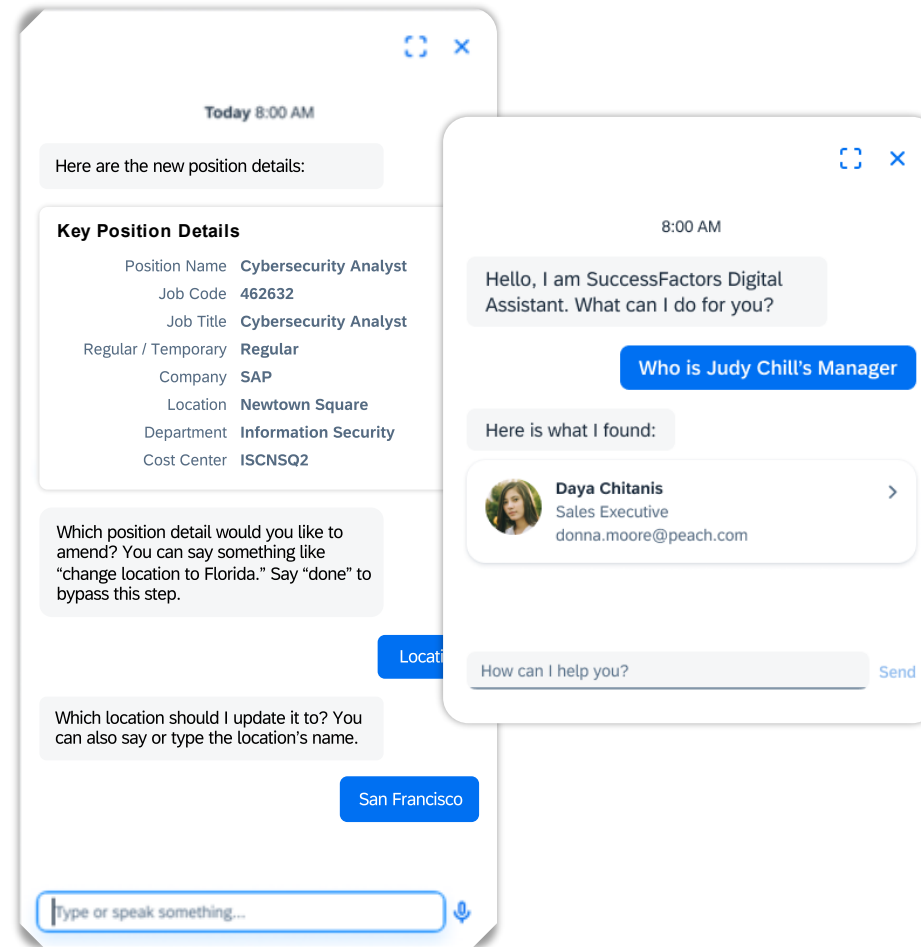
- Includes several employee and manager self-service scenarios with guided workflows

- Simple requests can be answered in the chat or direct users to resources

- Fallback mechanism to smoothly handle conversations in exceptional cases

- Currently available in SAP Digital Assistant Beta release

- **General availability: 2H 2023** (English only, US & EU data centers)

L1

FINANCE

Public

THE BEST RUN **SAP**

Improvements From AI in Finance

Areas with Opportunity for Improvement with AI in Financial Apps

Area	Percentage
Payments	46.4 %
Expense Management	45 %
Analytics	44.6 %
Financial Close	44.1 %
Invoice Management	39.6 %
Forecasting, Budgeting, Planning	39.2 %
Receivables Management	38.3 %
Auditing	32.4 %

IDC 2021

AI-powered intercompany matching and
reconciliation

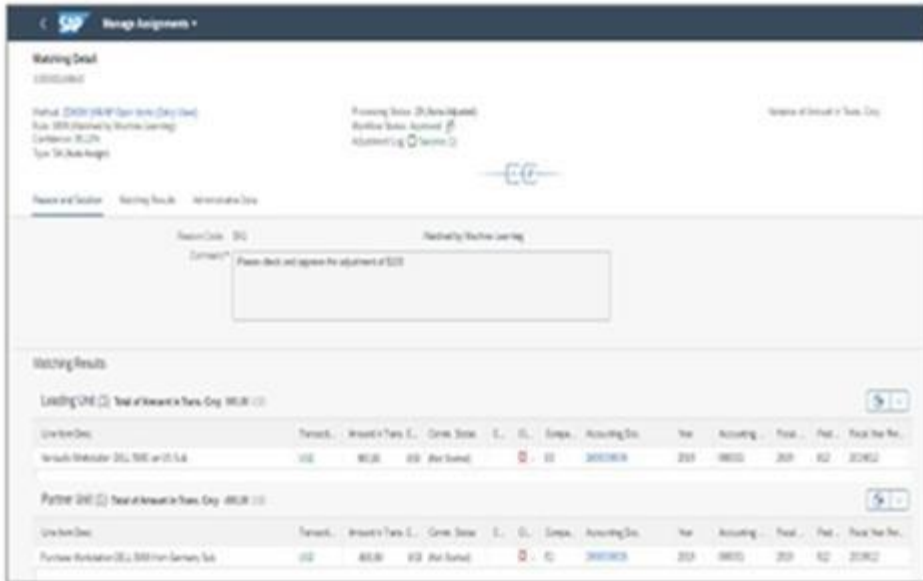See in action: Intercompany Matching & Reconciliation with AI (sap.com)

CHALLENGE

- Large companies with subsidiaries need a unified vision of their business for accounting needs
- Mail, phone and spreadsheet based accounting is time consuming and prone to errors
- Wrong financial statements expose the company to legal risks

SOLUTION

Intercompany matching & reconciliation in SAP S/4HANA

- Automated matching of documents at transaction level
- End users generated reconciliation rules
- Built-in workflow to facilitate cross team communications

OUTCOMES

Higher
Transparency and traceability across the company and its subsidiaries

Enhanced
Efficiency by automating postings

Reduced
Accounting errors and time needed to complete the monthly reconciliation

AI in RI – De-mystified

1: AI, now you know what it is and isn't

+

2: SAP's Strategy: AI Built For Business

+

3: AI Industry Use Cases

=

Engaging Customer Conversations – AI it's Time

Questions?

Appendix

Business AI built into your finance applications

Transform finance operations with AI-powered insights, recommendations, and automation built into your SAP applications. Infusing your finance processes with AI will help grow your finance team's efficiency, business foresight, and enhance your organization's security and compliance.

- Automate manually intensive tasks so you can focus on strategic initiatives
- Manage capital effectively with improved reporting accuracy
- Mitigate fraud risk and reduce losses with anomaly detection and prevention

SAP AI-powered capabilities

- Intelligent Accrual
- Cash Application
- Tax Compliance
- Intercompany Matching & Reconciliation
- Goods and Invoice Receipt Monitor
- Business Integrity Screening
- Travel Expense Auditing
- Travel Expense Verification
- Invoice Processing

AI-powered intercompany matching and reconciliation

See in action: Intercompany Matching & Reconciliation with AI (sap.com)

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OUTCOMES

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Efficiency by automating postings

Reduced
Accounting errors and time needed to complete the monthly reconciliation

Business AI built into your procurement processes

Transform your source-to-pay process with enhanced visibility and tools that automate key tasks. Use AI to avoid bottlenecks with prescriptive insights, mitigate risk across procurement activities, and optimize sourcing and purchasing to drive efficiency.

- Streamline processes and make better decisions in less time with on-screen recommendations

- Recommend quality suppliers with guided sourcing based on past success & intelligent resume analysis

- Guide workers with real-time insights and relevant search based on history

SAP AI-powered capabilities

- Guided Buying
- Invoice Object Recommendations Material Group Recommendations
- Guided Sourcing Item Prediction
- Guided Sourcing Supplier Prediction
- Job Matching
- O'Net labelling
- Resume Ranking

AI-powered buying recommendations to reduce maverick spend

See in action: Ariba Guided Buying

CHALLENGE

- Large company catalogs make employees purchase complex and error prone
- Inability to see recommended products increases maverick purchases

SOLUTION

Guided buying in SAP Ariba Buying

- Recommends most appropriate products to purchase to employees
- Reduces risk of maverick spend by showing the most appropriate solution to purchase
- Uses employees purchasing history and company policies to define recommendations

OUTCOMES

Personalized

Employee experience

Improved

Product discovery and policy adoption

Reduced

Maverick spend and higher costs

Business AI built into the employee experience

Transform your recruit-to-retire process with SAP AI, optimizing workforce planning, deepening employee engagement, and aligning the employee experience to your business objectives throughout the employee lifecycle.

- Identify highly qualified talent in less time with intelligent resume analysis

- Help your workforce reach its potential with personalized development paths

- Simplify workflows and focus on critical tasks with intelligent workforce management

SAP AI-powered capabilities

- Career Path Recommender
- Job Analyzer
- Learning Recommender

AI powered recommendations for career and learning
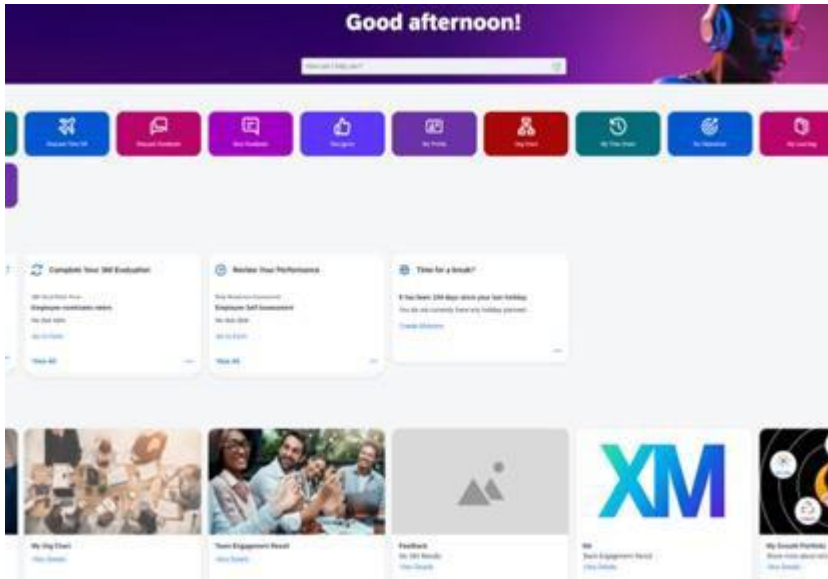
See in action: SAP SuccessFactors Talent Intelligence

CHALLENGE

- Employees need assistance in choosing their career path
- A large learning offering can cause confusion
- Employees might take learnings that are not in line with the company future directions

SOLUTION

SAP SuccessFactors

- Recommend learning to employees based on their profile, aspirations and company directions
- Recommend career paths or skills to learn to be successful personally and professionally, in accordance whit the company goals

OUTCOMES

Reduce
Employee churn

Improve
Attractiveness as employers of choice

Increase
Employee satisfaction and company future success

Business AI built into your supply chain processes

Transform your design-to-operate process, using SAP AI to streamline manufacturing and strengthen product lifecycle management (PLM). With SAP AI, you can see what lies ahead and make better decisions to respond to change faster.

- Predict customer demand reliably with AI-powered demand forecasting
- Improve quality with intelligent anomaly detection and visual inspections
- Streamline operations and maximize efficiency with predictive maintenance

SAP AI-powered capabilities

- Demand Forecasting & Sensing
- Asset Prediction & Optimization
- Forward Scheduling
- Stock In Transit Analysis
- Visual Inspection
- Slow-moving materials prediction
- Project-Cost Prediction
- Demand-Driven Replenishment
- Field Service Scheduling

Create and adjust your business plan with accurate forecasts

See in action: [Demand planning for supply chain with artificial intelligence (sap.com)](#)

Business AI built into your sales processes

Transform your sales with SAP AI – Make more appropriate sales proposals and increase deal size with personalized up-sell, cross-sell and pricing recommendations. Create sales orders efficiently with an AI automated processing.

- Predict customer behavior and minimize customer churn
- Drive revenues by guiding sales teams to the most promising opportunities
- Simplify and automate the sales process

SAP AI-powered capabilities

- Predicted Delivery Processing
- Discount Recommendations
- Customer Insights
- Relationship Intelligence
- Sales Order Automation
- Sales Route Optimization
- Lead scoring
- Intelligent Sales Execution
- Guided Selling
- Sales Performance
- Opportunity Scoring

Automatically create sales order from unstructured data

See in action: Sales Order Automation with AI (sap.com)

CHALLENGE

- Complex documents require many mandatory fields to be filled in
- End users might put incorrect data or might not know the most appropriate information for the field
- Missing or wrong field values impact the successful processing of the document

SOLUTION

Sales order automation in SAP S/4HANA:
- Enables faster completion to prevent delays in the sales order delivery
- Reduces redundant tasks to free time for users
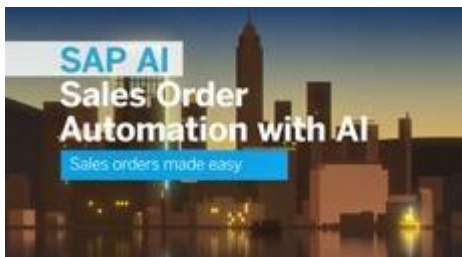- Reduces the risk of human errors in the process

OUTCOMES

Boost
Document processing

Minimize
Obstacles in the document workflow

Increase
Reliability of document content sales

Business AI built into your marketing

Transform marketing with SAP AI – from first marketing contact to sales completion. Now it's within your power to increase revenues and differentiate your business by how well you understand and serve your customers.

- Personalize the customer journey with tailored recommendations

- Maximize engagement across channels with send time and delivery optimization

- Improve customer satisfaction by detecting customer sentiment and reacting quickly

SAP AI-powered capabilities

- Product Recommendations
- AI Lead Scoring
- Personalized Customer Engagement
- Send Time Optimization

Recommend products to end customers for an increased revenue

See in action: [SAP Intelligent Selling Services](#)

CHALLENGE

- Online merchants fiercely compete for customer attention and must improve each shopper's experience to grow the business
- Web storefronts must anticipate customer expectations to engage shoppers along their buying journey and maximize sales

SOLUTION

SAP Commerce Cloud, Intelligent Selling Services with AI-powered Personalized Recommendation
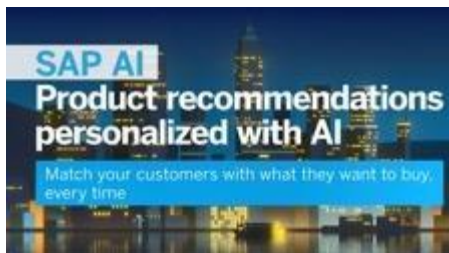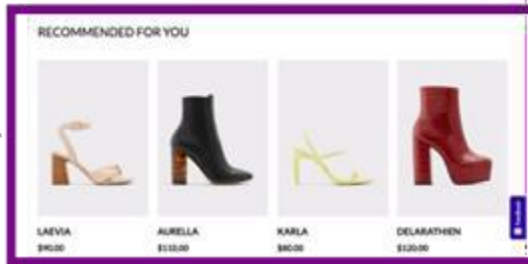
- Capture and analyze contextual and behavioral data in real-time
- Recommend both comparable and additive products to each customer based on product views and click path
- Simplify storefront navigation with intelligent search
- Tailor experiences by delivering recommendations in multiple ways

OUTCOMES

Personalized
customer experiences

Improved
product discovery and brand engagement

Increased
customer satisfaction and maximize

Business AI built into solutions used across the **whole company**

Transform the productivity of your teams using SAP AI to simplify their task with tailored experiences and solutions. With SAP AI you give insights to your company data and processes to stakeholders that can improve the way your company works.

- Find insights on your company data asking questions with natural language

- Improve your business processes with automation and AI driven actions

- Simplify all human-machine interactions with digital assistants

SAP AI-powered capabilities

- Business Rule Mining
- Intrusion Detection
- Digital Assistants
- Process Automation

Realize your potential with Business AI from SAP

SBB CFF FFS

99%
of incoming payments automatically assigned

Arla®

45 hours
saved each week in planning with automation

ASPEN® PUMPS

350 hours
saved each month by reducing repetitive tasks

Telefónica

91.5%
of employees use intelligent reskilling application

In what ways might HR benefit from AI in the future?

Skills-based talent intelligence can help you build a future-ready workforce

Possible uses of AI in HR processes include:

Career Pathing

Personalized possible career journeys based upon existing skills and previous roles

Guided Talent Development

Learning & talent marketplace recommendations drive talent development for each employee

Candidate Communications

Automation drives candidate experience without manual efforts from managers and recruiters

Organizational Influence

Ensuring that employee talent development is aligned to the needs of the organization

Strategic Workforce Planning

Analytics and multi-faceted recommendations drive organizations to close key skills gaps

Talent Intelligence

Automated skills management drives personalized upskilling and reskilling at scale

VALUE DRIVERS

| ⬆ Workforce Capability | ⬆ Talent Agility | ⬇ Manual Skills Management |

In what ways might HR benefit from AI in the future?

Create personalized employee experiences for each unique individual

Possible uses of AI in HR processes include:

Personalized User Experience

Contextual awareness proactively pushes tasks & information to optimize efficiency & experience

HR Virtual Assistant

Conversational chatbot designed to be the initial interface for HR tasks with guided processes

Contextual Recommendations

Recommendations stem from HR tasks to career coaching and advice

Employee Agency

Employee profiles, preferences, and actions continuously alter AI-powered recommendations

Voice of the Employee

Aggregation and analysis of employee sentiment creates actionable insights & recommendations

Employee Wellbeing

Network & workplace analytics and personal pulse surveys drive individual wellbeing insights

VALUE DRIVERS

| ⬆ Employee Retention | ⬆ Employee Productivity | ⬇ Recruiting Costs |

In what ways might HR benefit from AI in the future?

Automate and optimize key HR processes

Possible uses of AI in HR processes include:

Core HR Automation

Payroll, benefits & time management automation significantly reduce manual efforts and time

Analytics & Recommendations

Powerful analytics drive recommendations and automation across the entire business

Workforce Scheduling Optimization

Automation of worker schedules maximizes business performance and labor costs

Job Description Optimization

Attract diverse, qualified candidates with aligned compensation expectations

Pay Equity Analytics

Mitigate and report on pay equity gaps with analysis across multiple compensation drivers

Core HR Anomaly Detection

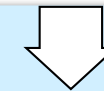Uncover and fix anomalies across core HR and optimize platform configuration

VALUE DRIVERS

⬆ HR Process Efficiency

⬆ Equity & Compliance

⬇ Manual Efforts & Cost