

Empowering Business Growth: AI Innovations in **SAP BTP**

ASUG



COGENT



DISCLAIMER

COPYRIGHT AND TERMS OF USE.

Terms of Use

The information presented is for evaluation purposes only and is subject to change. Cogent IBS shall not be liable for errors contained herein, or for consequential damages in connection with furnishing, performance or use of the material. No part of this document may be reproduced or transmitted in any form or by any means, for any purpose, or translated to another language without the prior written consent of Cogent IBS.

Trademarks & Logos

All products or brand names used in this document are trademarks or registered trademarks of their respective owners.

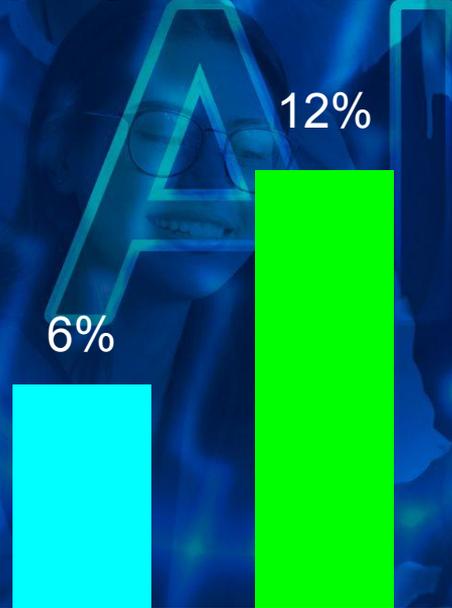
A word about

CogentIBS has a dedicated team specializing in SAP consulting, enhancements, and custom application development in the Cloud.

We take a lean and practical approach to transforming technological innovations into value for you and your company.



COMPANIES THAT INVEST IN AI HAVE SHOWN HIGHER STOCK RETURNS, RANGING FROM 6% TO 12% BASED ON THEIR RESPECTIVE INDUSTRIES.



Source: Deloitte study.

A photograph of three business professionals (two men and one woman) in a meeting, looking at a tablet. The image is overlaid with a blue grid and glowing points, creating a digital or data-themed background. The text is centered over the image.

**400 MILLION WORKERS COULD
BE DISPLACED BECAUSE OF AI**

Source: McKinsey



DISRUPTION + TECHNOLOGY
2 FAMILIAR WORDS

A classic business story about the application of disruption and technology.



VS

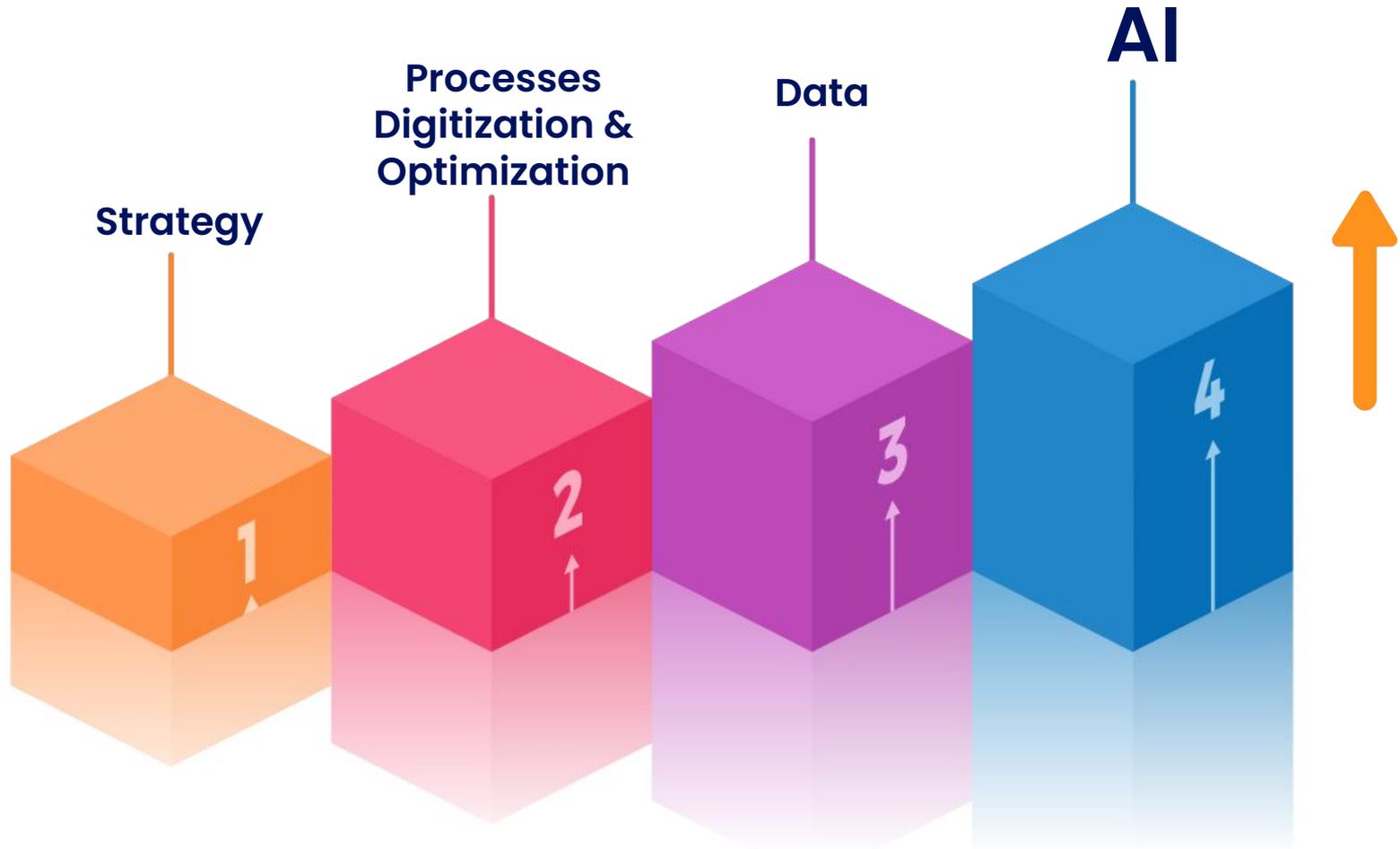
NETFLIX

3 KEY TAKEAWAYS

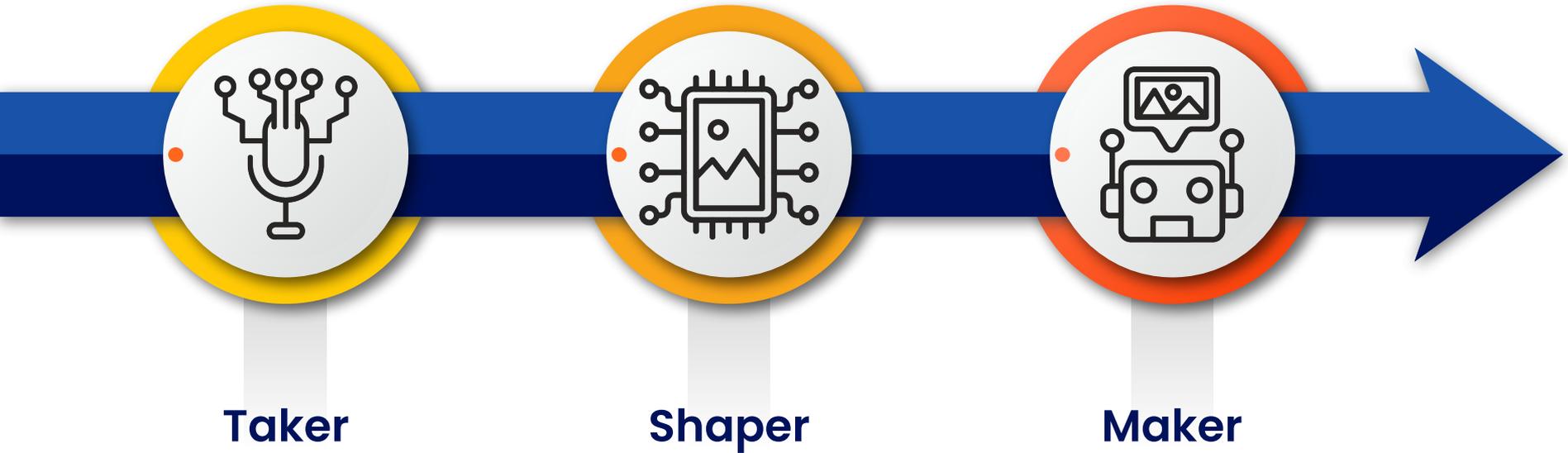
FROM TODAY'S SESSION:

- Data and strategy are essential for AI implementation.
- There are direct ways to start implementing AI technologies.
- SAP BTP offers a robust AI foundation and facilitates a quick start.

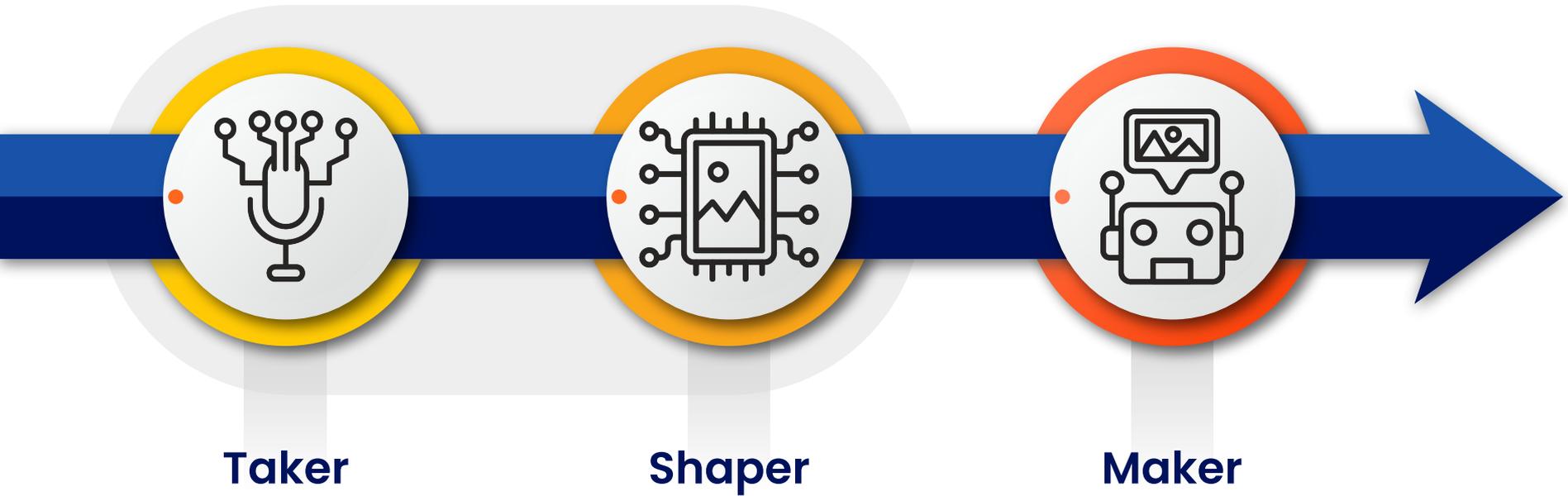
Please refer to Bonus material



AI Adoption strategy.



AI Adoption strategy.



A GLANCE INTO AI TECHNOLOGIES

Easy to Adopt AI Technologies:

- LLMs
- Predictive Analytics

Medium to Adopt AI Technologies:

- Robotic Process Automation
- Computer Vision

Hard to Adopt AI Technologies:

- Reinforcement Learning
- Deep Learning

A GLANCE INTO AI TECHNOLOGIES

Easy to Adopt AI Technologies:

- LLMs
- Predictive Analytics

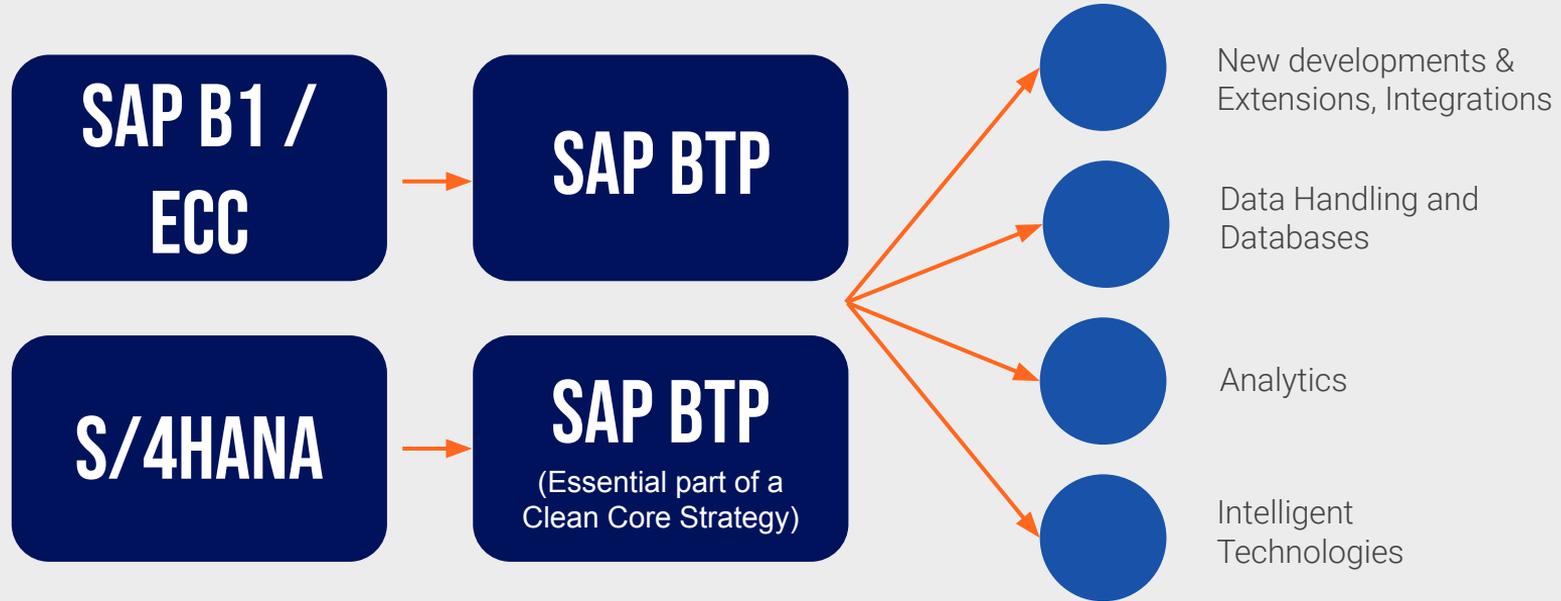
Medium to Adopt AI Technologies:

- Robotic Process Automation
- Computer Vision

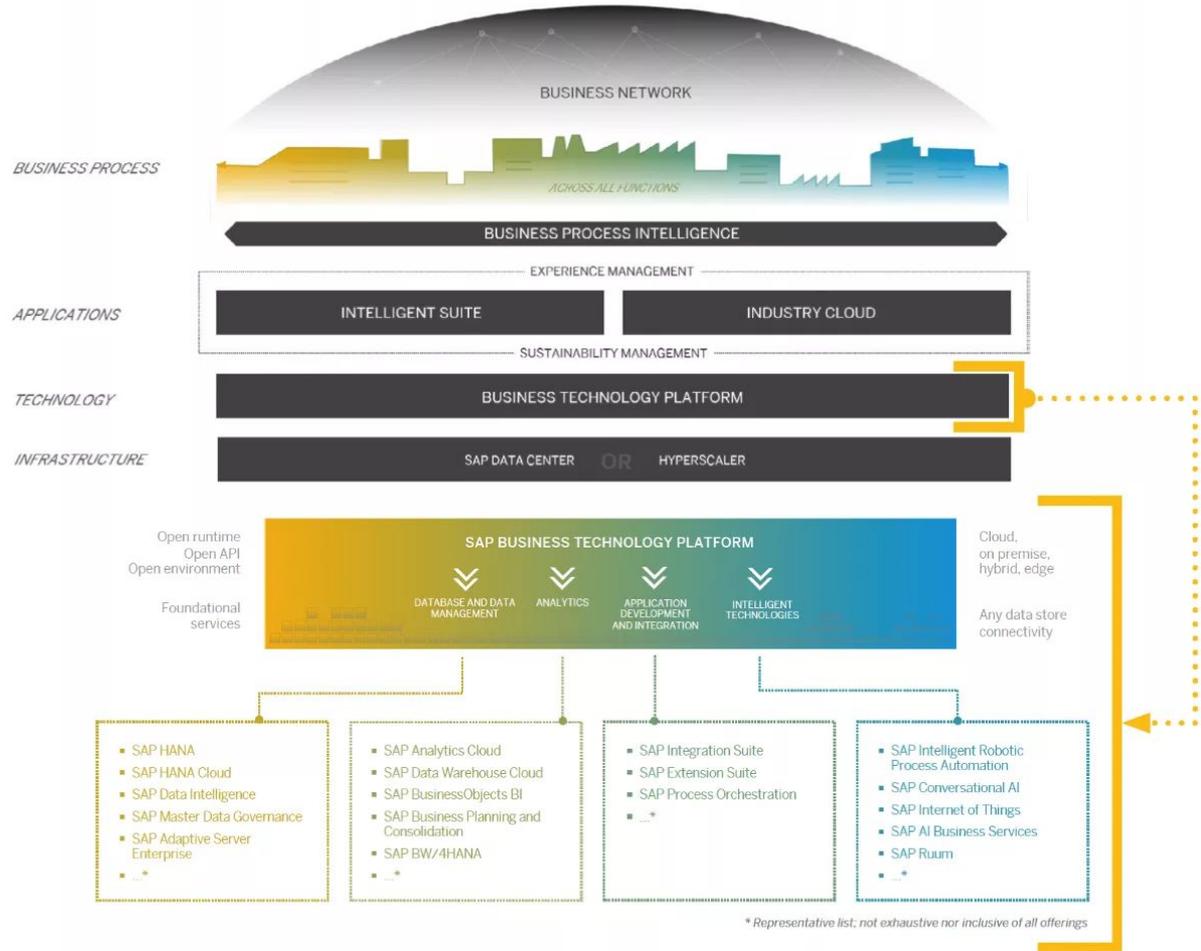
Hard to Adopt AI Technologies:

- Reinforcement Learning
- Deep Learning

Your SAP Journey



SAP® Intelligent Enterprise Framework and SAP Business Technology Platform



Strategy

AI

SAP ECC

S/4HANA

Data flows

Data flows

Data

NEW
DEVELOPMENTS

INTEGRATIONS
EXTENSIONS

Process
Digitization



Reliable Data: Relevant, Logical, High Quality.

CURRENT AI ON BTP OFFERINGS



INTELLIGENT TECHNOLOGIES

- Document Information Extraction
- Business Entity Recognition
- Data Attribute Recommendation
- Personalized Recommendation



IN PRODUCT AI-FEATURES

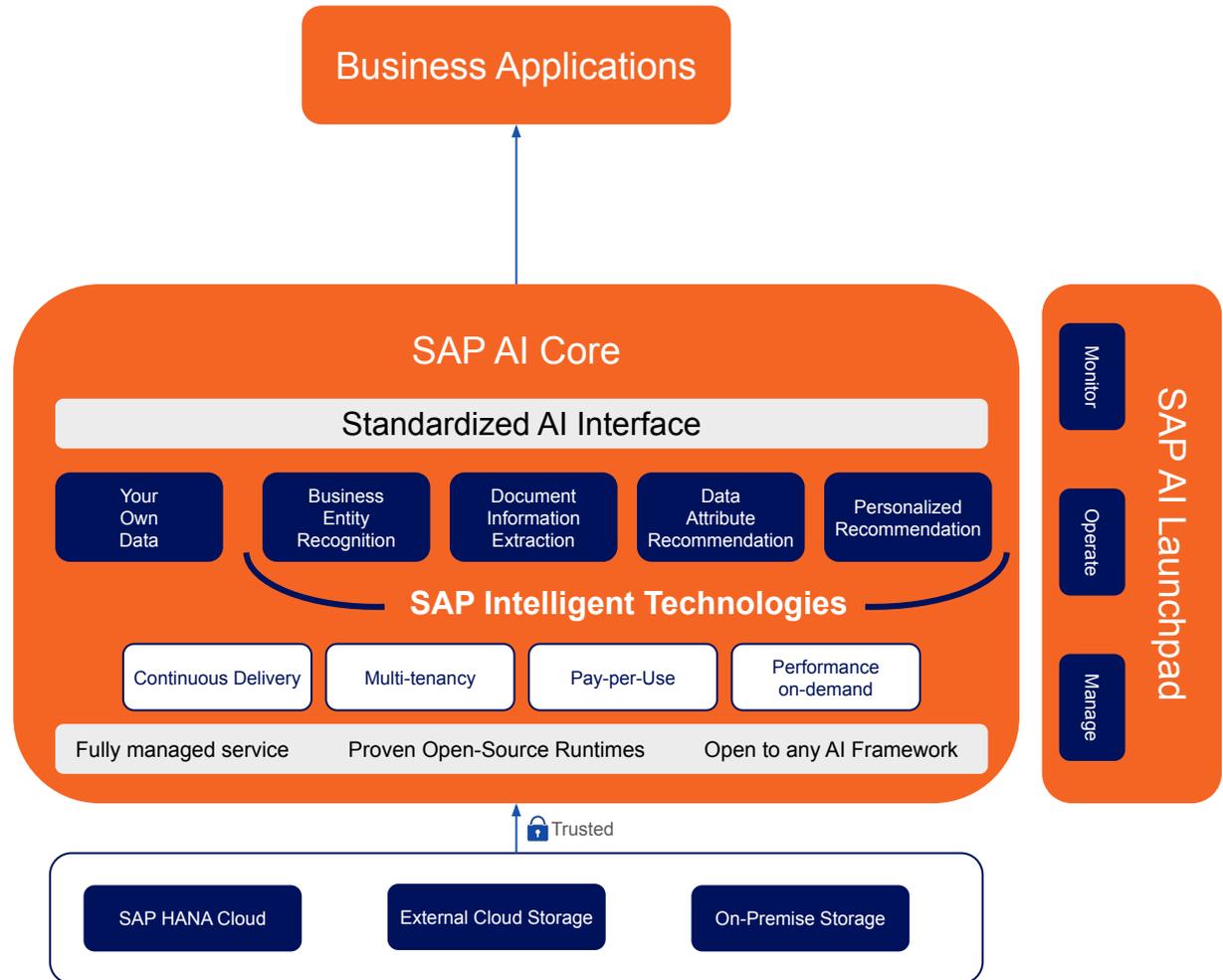
- SAP Analytics Cloud
- SAP Build Process Automation



AI CORE & GEN AI

- Any AI Framework
- Fully Managed Service
- Standardized AI Interface
- Own Data
- Own ML Models

AI CORE & GENAI



Business Process powered by AI.

SAP Document Information Extraction

Default (default) Change Client Alfonso Monroy

Travel_Reimbursement_Form_2024.pdf

Extraction Results Add to Template Create Template Delete Download



Excellence Insurance Organization
Travel Reimbursement Expense Form

Employee Name: Jane Doer Employee Number: 45321

Department: Marketing

Position Level: Manager

Trip Reason: National Insurance Expo

Trip Start Date: 2024-03-03

Trip Finish Date: 2024-03-09

Trip Location: New York City

Meals:

Per Diem Maximum:	Partial Day Allowances			
	Breakfast	Lunch	Dinner	
Date:	\$22.00	\$25.00	\$40.00	
2024-03-03	\$18.00	\$22.00	\$39.99	\$79.99
2024-03-04	\$22.00	\$27.00	\$42.00	\$91.00
2024-03-05	\$22.00	\$27.00	\$42.00	\$91.00
2024-03-06	\$22.00	\$27.00	\$42.00	\$91.00
2024-03-07	\$22.00	\$27.00	\$42.00	\$91.00
2024-03-08	\$22.00	\$27.00	\$42.00	\$91.00
2024-03-09	\$22.00	\$27.00	\$45.00	\$94.00
			Grand Total:	\$628.99

Transportation Expenses:

Date	Car Rental	Air, Bus, Train	Taxi	Totals
2024-03-03		\$276.77	\$38.00	\$314.77
2024-03-04				\$0.00
2024-03-05				\$0.00
2024-03-06			\$12.56	\$12.56
2024-03-07				\$0.00
2024-03-08				\$0.00
2024-03-09		\$282.77	\$45.00	\$327.77
			Grand Total:	\$655.10

▶

Header Fields (8)

department	Marketing
employeeName	Jane Doer
employeeNumber	45321
positionLevel	Manager
tripFinishDate	2024-03-09
tripLocation	New York City
tripStartDate	2024-03-03
tripreason	National Insurance Expo

Line Items (1)

Label	Value
Line Item 1	
mealsTotalsPerDate	\$628.99
transportationExpensesTot...	\$655.10
totalPayableMeals	609.00
totalClaimantPayable	1264.10
formDate	2024-03-22



GEN AI USE CASES

FINE-TUNING AND API CONSUMPTION

Oil and Gas

1. Enhanced Exploration Data Analysis

Use generative AI to analyze seismic and geological data, generating more accurate predictions of oil and gas deposits, reducing the cost of exploration and increasing the success rate of drilling operations.

2. Operational Efficiency in Drilling Operations

Implement generative AI for optimizing drilling operations and maintenance schedules, reducing downtime and operational costs while maximizing output.

3. Safety Training and Compliance

Deploy generative AI to create immersive safety training programs and automatically generate compliance documentation, minimizing the risk of accidents and the associated costs.



GEN AI USE CASES

FINE-TUNING AND API CONSUMPTION

Manufacturing

1. **Optimized Supply Chain Operations**

Deploy generative AI to forecast demand, optimize inventory, and improve supply chain logistics, significantly reducing waste, lowering inventory costs, and ensuring timely product availability.

2. **Automated Product Customization**

Utilize generative AI to offer automated product customization options to customers, allowing for higher-margin sales and improved customer satisfaction without substantially increasing production costs.

3. **Energy Consumption Reduction**

Implement generative AI for optimizing energy usage across manufacturing operations, leading to significant cost savings and contributing to sustainability goals.



GEN AI USE CASES

FINE-TUNING AND API CONSUMPTION

Retail

1. **Dynamic Pricing Models**

Use generative AI to analyze market trends, competitor pricing, and consumer behavior to adjust prices in real-time, maximizing profit margins and sales volume.

2. **Personalized Shopping Experiences**

Create AI-generated personalized shopping experiences, including product recommendations and promotions, driving up conversion rates and average order values.

3. **Automated Customer Service Solutions**

Implement generative AI-powered chatbots and virtual assistants to provide high-quality customer service at a lower cost than human counterparts, reducing overhead while improving customer satisfaction and loyalty.

THANK YOU



Alfonso Monroy

SAP Consultant &
Solution Architect

alfonso.m@cogentibs.com



Edgar Martinez

Associate Director
Digital Transformation

emartinez@cogentibs.com



Scan to know more!

BONUS



GEN AI USE CASES

FINE-TUNING AND API CONSUMPTION

Healthcare

1. Automated Patient Interaction Systems

Deploy generative AI to create sophisticated patient interaction systems that provide personalized advice, follow-up reminders, and medication management, potentially reducing readmission rates and enhancing patient satisfaction, leading to better patient retention and attraction.

2. Efficient Medical Coding and Billing

Utilize generative AI for automating medical coding and billing processes, ensuring accuracy, reducing claim rejections, and speeding up reimbursement, significantly cutting operational costs.

3. Customized Health Content Creation

Generate personalized health education and marketing materials for patients and providers, improving engagement and adherence to treatments, which can lead to increased service utilization and patient loyalty.



GEN AI USE CASES

FINE-TUNING AND API CONSUMPTION

Financial Services

1. **AI-driven Financial Advisory Services**

Implement generative AI to provide personalized financial planning and advisory services at scale, increasing client engagement and opening up new revenue streams through premium services.

2. **Efficient Compliance Documentation**

Use generative AI to automate the generation and updating of compliance and regulatory documentation, reducing the risk of fines and decreasing operational costs associated with compliance management.

3. **Personalized Insurance Product Development**

Leverage generative AI for analyzing customer data and generating customized insurance products, enhancing product appeal and customer satisfaction, leading to higher conversion rates and customer retention.



GEN AI USE CASES

FINE-TUNING AND API CONSUMPTION

Education

1. Automated Content Generation

Employ generative AI to create and update educational content, reducing the time and cost associated with content development and enabling institutions to offer a wider range of courses.

2. Personalized Learning Platforms

Utilize generative AI to develop adaptive learning platforms that cater to the individual needs of students, potentially increasing enrollment and completion rates by offering a more personalized and engaging learning experience.

3. Efficiency in Administrative Tasks

Automate routine administrative tasks such as enrollment, scheduling, and grading, reducing administrative costs and allowing institutions to allocate resources more effectively.



GEN AI USE CASES

FINE-TUNING AND API CONSUMPTION

Agriculture

1. Precision Farming Solutions

Deploy generative AI to analyze data from satellite images, sensors, and weather forecasts, generating precise planting, watering, and harvesting recommendations. This optimization leads to higher crop yields and more efficient use of resources, significantly increasing profitability.

2. Automated Pest and Disease Management

Use generative AI to identify pest and disease patterns from images, enabling early detection and treatment recommendations. This reduces crop losses and chemical use, lowering operational costs and increasing marketable crop yield.

3. Dynamic Supply and Demand Forecasting

Implement generative AI for predicting market demand and optimizing supply chain logistics for agricultural products, reducing waste and ensuring higher prices for produce by timing market entry more effectively.



GEN AI USE CASES

FINE-TUNING AND API CONSUMPTION

Energy

1. **Optimized Energy Distribution**

Leverage generative AI to analyze consumption patterns and optimize the distribution of energy resources, reducing wastage and operational costs while meeting consumer demand more effectively.

2. **Renewable Energy Integration**

Use generative AI to predict renewable energy production from solar and wind sources, facilitating better integration into the grid and maximizing the use of renewable resources, which can lower energy production costs and attract eco-conscious consumers.

3. **Automated Regulatory Compliance Reporting**

Employ generative AI to streamline the creation of compliance reports with regulatory requirements, reducing the manual effort and ensuring accuracy, thus avoiding fines and reducing administrative costs.



GEN AI USE CASES

**FINE-TUNING
AND API
CONSUMPTION**

Logistics and Supply Chain

1. Route and Delivery Optimization

Utilize generative AI to generate the most efficient delivery routes considering real-time traffic, weather conditions, and customer availability, reducing fuel costs and improving delivery times, enhancing customer satisfaction.

2. Inventory Management and Forecasting

Deploy generative AI for predictive inventory management, automatically adjusting stock levels based on real-time sales data, trends, and external factors, reducing overstock and stockouts, and optimizing warehouse space.

3. Automated Customer Service and Tracking

Implement generative AI-powered chatbots and tracking systems to provide customers with real-time updates on shipments and handle inquiries, reducing operational costs associated with customer service while improving the customer experience.



GEN AI USE CASES

FINE-TUNING AND API CONSUMPTION

Real Estate

1. Market Trend Analysis

Leverage real estate APIs to analyze and predict market trends, providing investors with data-driven insights for buying or selling properties.

2. Automated Property Descriptions

Deploy generative AI to generate compelling property listings from a database of images and specifications, saving time for agents and ensuring listings are optimized for search engines and sales platforms, potentially increasing views and accelerating sales.

3. Dynamic Pricing Models

Implement generative AI for analyzing market data, property features, and demand trends to suggest optimal pricing strategies in real-time. This helps in maximizing profits on sales and rentals by aligning with market conditions and improving negotiation strategies.



GEN AI USE CASES

FINE-TUNING AND API CONSUMPTION

Entertainment

1. Content Personalization and Recommendation Engines

Leverage generative AI to analyze viewer preferences and generate personalized content recommendations, increasing viewer engagement, subscription retention rates, and advertising revenue.

2. Automated Content Creation

Use generative AI to assist in the creation of scripts, music, game environments, or even marketing materials, reducing production costs and enabling more rapid content development cycles.

3. Dynamic Pricing for Events and Subscriptions

Implement generative AI for dynamic pricing strategies based on demand, viewer habits, and content popularity, maximizing revenue for events, movies, and subscription services by capturing the highest willingness to pay.

THANK YOU



Alfonso Monroy

SAP Consultant &
Solution Architect

alfonso.m@cogentibs.com



Edgar Martinez

Associate Director
Digital Transformation

emartinez@cogentibs.com



Scan to know more!