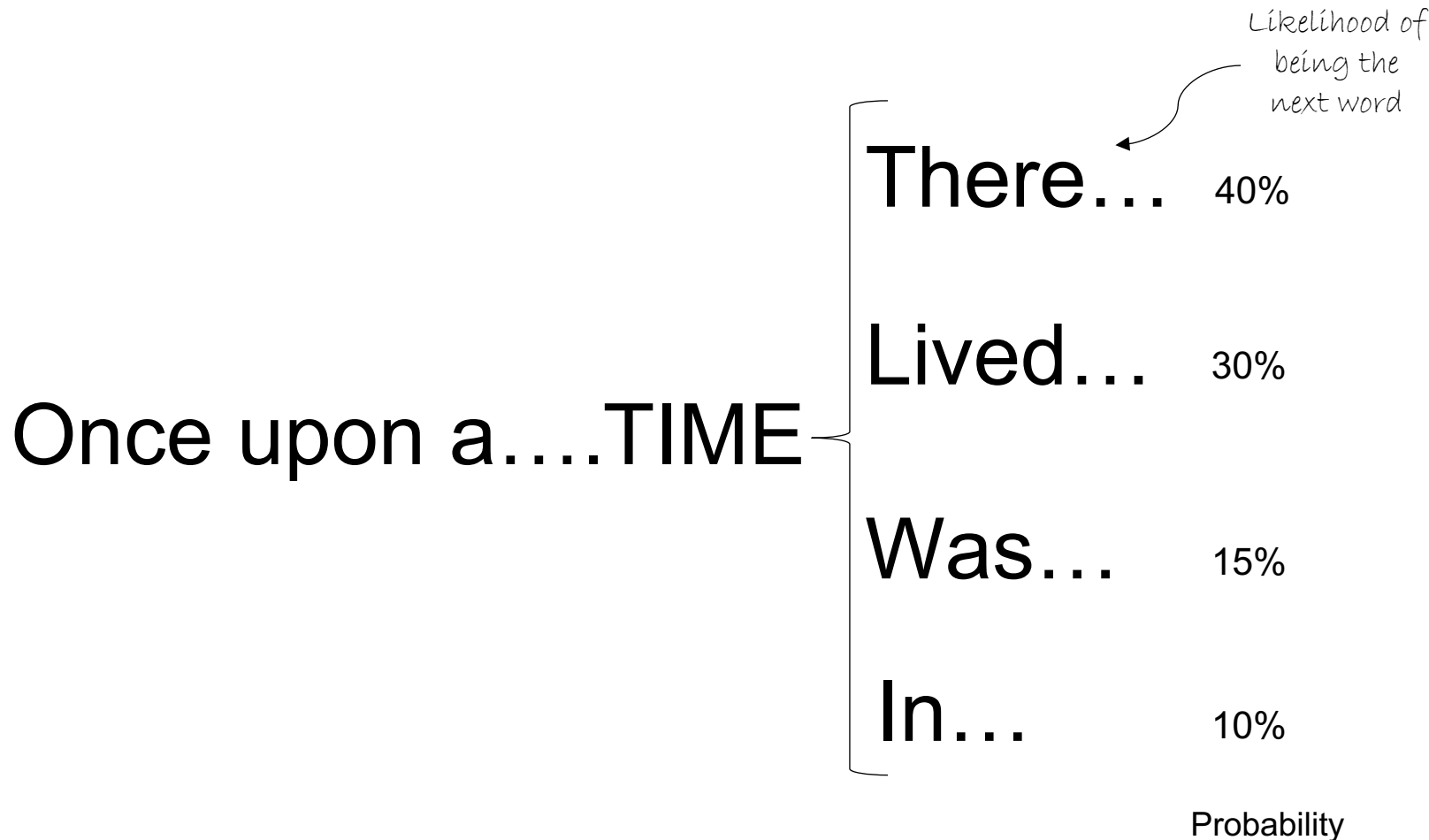


# GPT (Generative Pre-trained Transformers)

Help me to finish the phrase:



**ChatGPT:** Chatbot application developed by OpenAI. Uses Large Language Models to produce conversations (detailed responses based on a prompt)



# SAP Business AI Overview

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April, 2024

INTERNAL – SAP and Customer Only

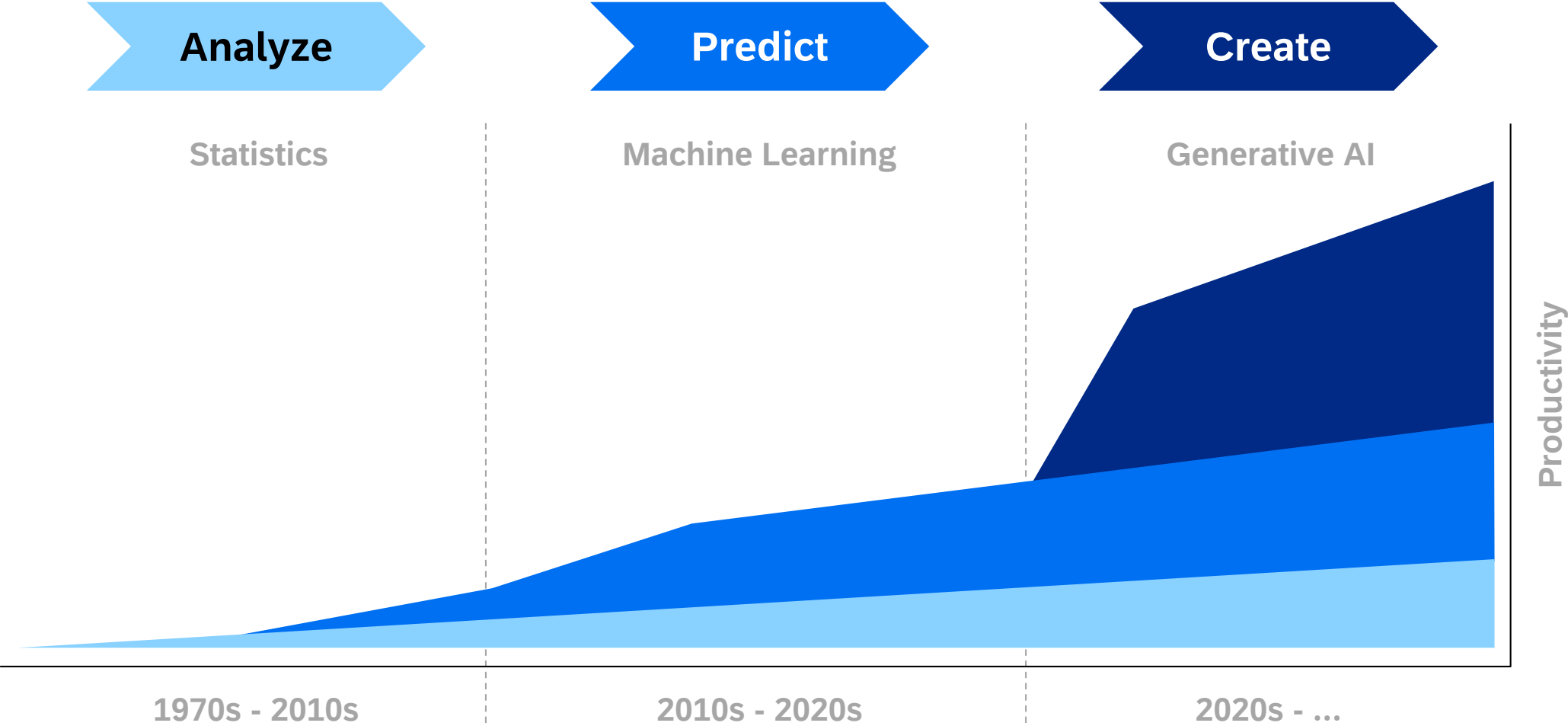
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# Evolution of artificial intelligence



*Note:* Simplified, illustrative view

# AI Adoption Is Accelerating In All Industries

Generative AI could add **\$2.6 trillion to \$4.4 trillion** incremental value annually to the global Economy

Existing productivity value from previous generation of AI and analytics

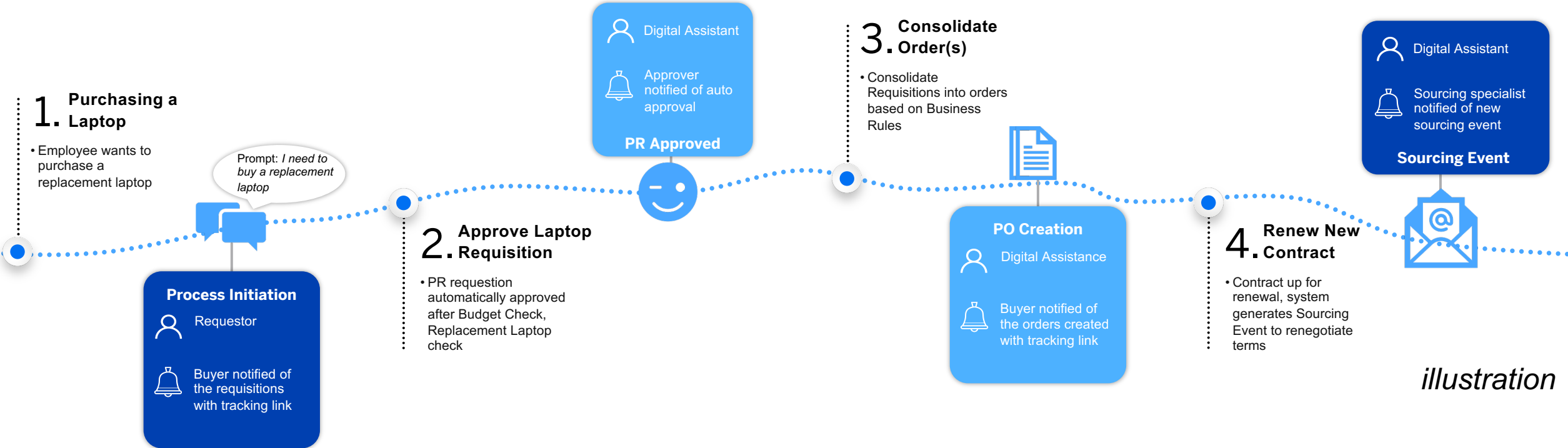
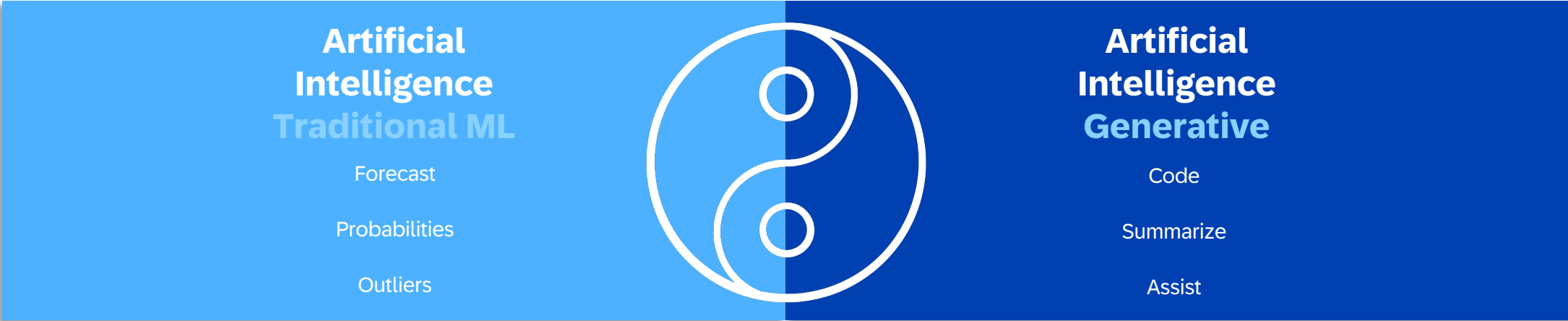
**Organizations are seeing both top and bottom line growth improvement by leveraging AI across functional areas**

**59% Revenue Increases** from AI adoption

**42% Cost Decreases** from AI adoption

“How are we leveraging AI to enhance our organization's mission, values, and goals”

# The combined power of GenAI and ML is transformative



*illustration*

# SAP AI Momentum committing to AI as a pillar for future innovation

**30,000+**  
**customers**

2000 partner solutions

400+ ai capabilities

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

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

**3** direct investments in  
Generative AI leaders



ALEPH  
ALPHA

ANTHROPIC



cohere

# SAP Business AI Approach

Relevant | Reliable | Responsible

Finance | Supply Chain | HR | Procurement | Marketing and Commerce | Sales and Services | IT



Joule

A copilot that truly understands your business

## Embedded AI Capabilities

Cloud ERP

Human Capital Management

Spend Management And Business Network

Customer Relationship Management

Business Technology Platform

## AI Foundation

on SAP Business Technology Platform

## AI Ecosystem Partnerships And Investments



ANTHROPIC



cohere

databricks

DataRobot

Google Cloud

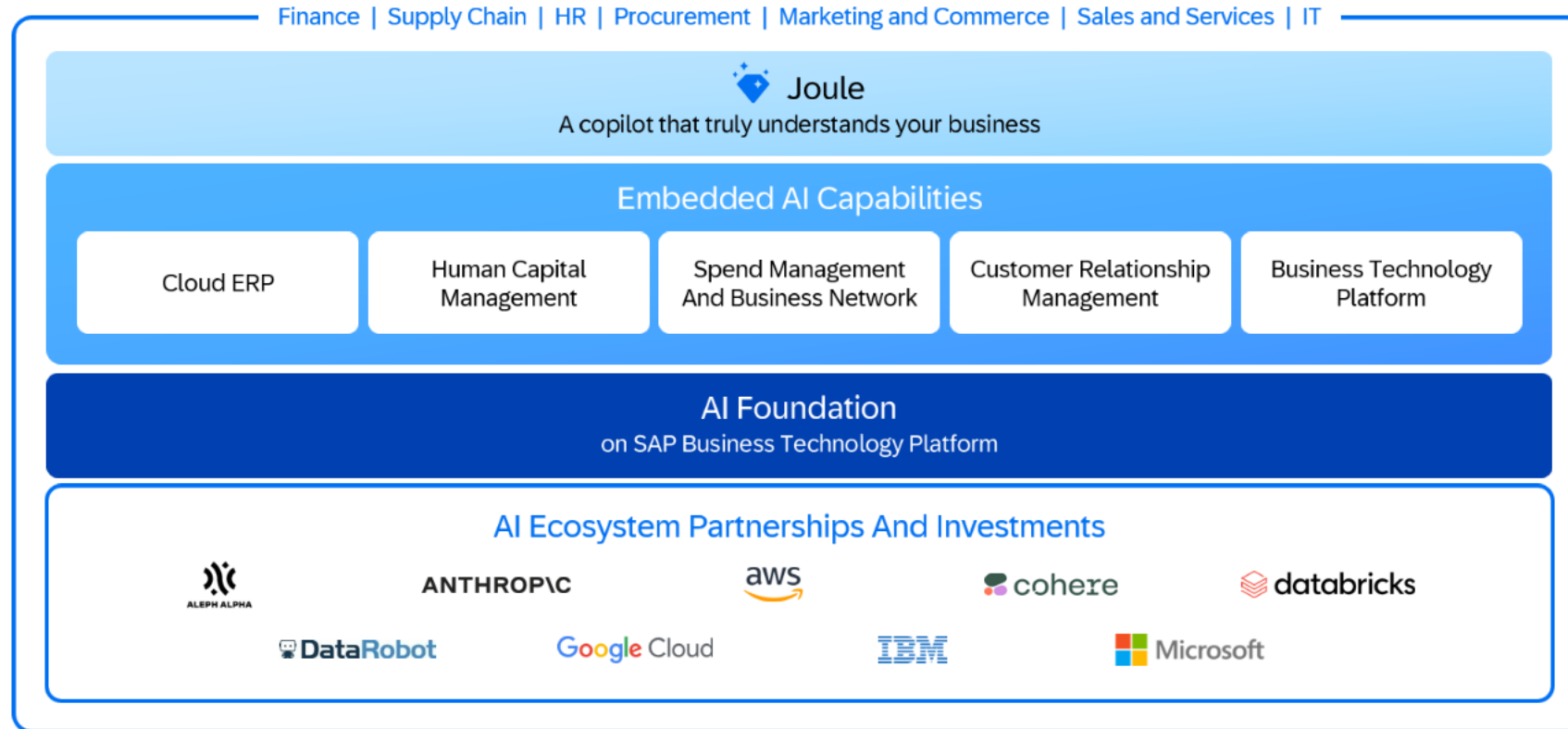
IBM

Microsoft



# SAP Business AI Approach

Relevant | Reliable | Responsible



## Joule

A digital assistant that provides intelligent insights and fast business outcomes offered with seamless user experience across the entire portfolio.

## Embedded AI Capabilities

Business Processes

AI optimization based on unique business data and business process context.

Solution Areas

Business capabilities in every solution powered by AI to enable new business models.

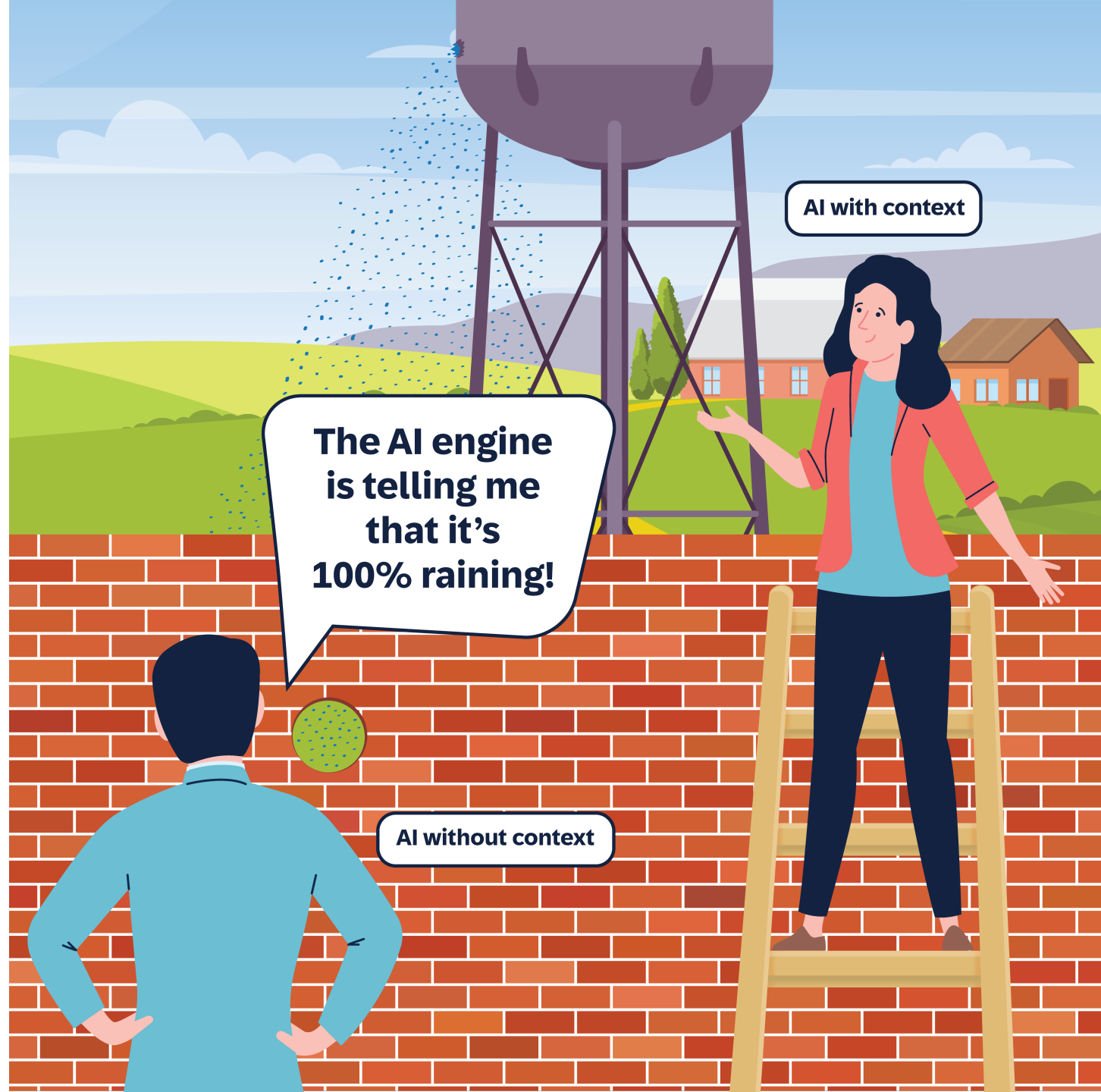
SAP BTP

AI infused in all components, from code development to analytics.

## AI Foundation on SAP BTP

SAP BTP as the enabler for the development of Generative AI-powered business applications across our ecosystem.

# Why SAP is uniquely positioned to provide Business AI



# AI with Business Context

A foundation model from SAP to redefine enterprise AI

SAP foundation models in combination with knowledge graphs and SAP Customer Data will complement LLMs.

Will **Customer123** pay their latest invoice on-time?

SEND

“Yes, **Customer123** will pay the invoice on time with 98% likelihood, based on their payment history in your database.”

## Foundation model from SAP\*

SAP-specific development with an inherent understanding of business processes and SAP data

## Large language model

Text understanding, text generation, and generic business knowledge

## Customer data

Crucial information for an accurate forecast

## Knowledge graph\*

Human- and machine- accessible representation of SAP data model

# RELIABLE

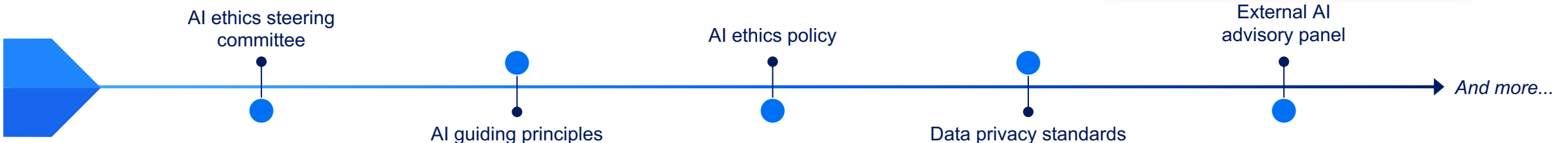
# Artificial intelligence built on leading ethics and privacy standards

## RESPONSIBLE

Guiding principles and policies that steer development and avoid biases.

AI designed for people to get their most valuable work done while keeping humans in the loop.

Governance model with external AI ethics advisors and cross-functional operationalization.



# SAP Is Advancing The AI Capabilities Through Three Initiatives

## THREE PRIORITY OPPORTUNITIES

1

### Joule Co-Pilot

The [new co-pilot for SAP](#) that helps users deliver work faster, with smarter insights and better outcomes

2

### Business AI

AI infused across SAP's cloud portfolio with 250+ out-of-the-box use cases available on Day 1 and [ongoing investments in excess of billions](#) of dollars annually to continue expanding our innovations in this space

3

### Enterprise Transformation

The ecosystem of SAP has begun advancing new tools and capabilities to leverage GenAI [to deliver SAP in a faster](#) and more consistent way

GENERATING BUSINESS VALUE THROUGH...

**Productivity Gains**

**Cost Savings**

**Insight to Action**

**An integrated AI Assistant** serving as a co-pilot providing access to SAP Applications while understanding the end users role enabling better decisions making. Joule enables faster insight, better navigation, and full control allowing access to data across SAP application through natural language prompts.

Revolutionize how you interact with SAP business systems, making every touchpoint count and every task simpler.

## EXPECTED BENEFITS

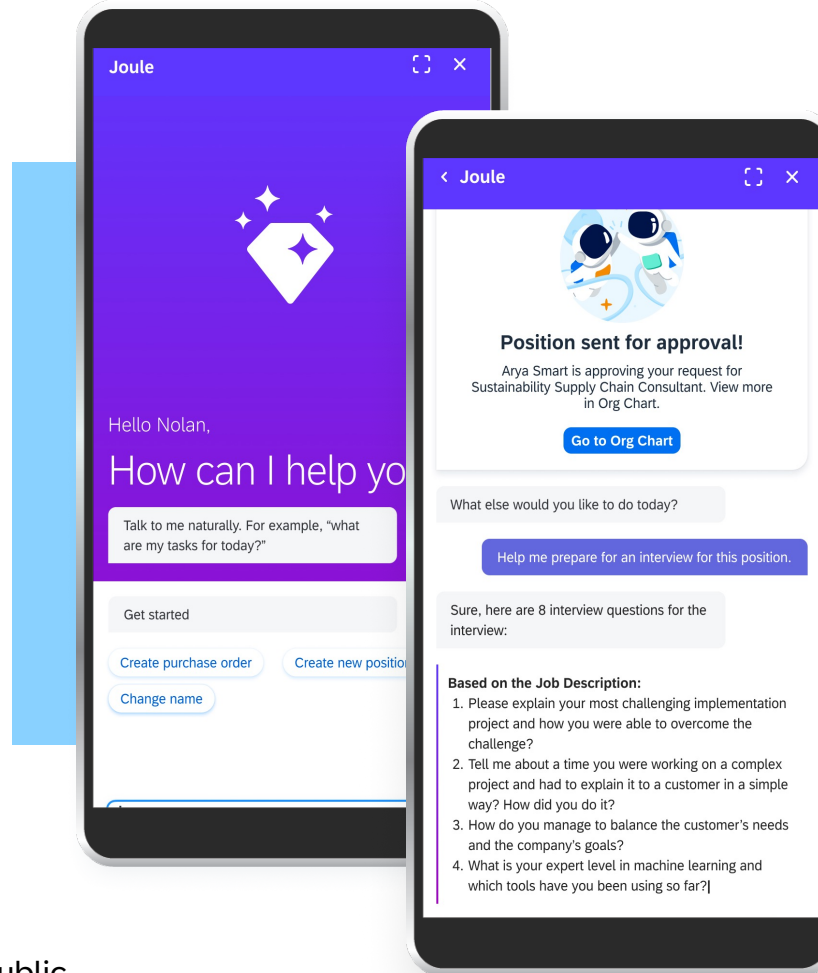
10%

**Reduction in time to create ARIBA requisitions** via the Joule prompt.

- ✓ Faster access to transactions via new entry point
- ✓ Ability to ask for data insights quickly without running ad-hoc queries and prompts

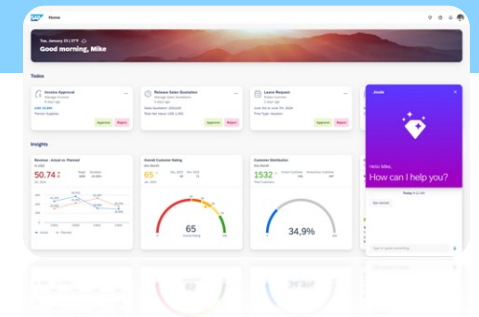
## ROADMAP / NEXT STEPS

- GA – SuccessFactors and CX
- Q1 / 2024 - SAP BTP Cockpit, SAP ABAP Cloud, Integration Suite, S/4 Public
- 2024 - Concur, Ariba, Fieldglass, IBP, S/4 PCE



## OVERVIEW

Joule co-pilot released in the cloud solutions that delivers a seamless usage experience with human-like interactions using natural language queries.



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## OVERVIEW

Joule co-pilot released in the cloud solutions that delivers a seamless usage experience with human-like interactions using natural language queries.



# Business AI and the SAP BTP Portfolio

1

2

3

Infuse AI into applications and business processes with out-of-the-box AI features available from day one. SAP offers purpose-built AI solutions to transform specific business processes, leveraging business data, semantics, and adhering to the principles of responsible AI, governance, and compliance.

- **Relevant** because it's embedded in business context and our business applications
- **Reliable** since it's grounded in customer data with SAP business process context
- **Responsible** because we deliver AI with the highest levels of concern for security, privacy, compliance, and ethics

## EXPECTED BENEFITS

15%

Reduction in the time spent on processing manual transactions through additional insight

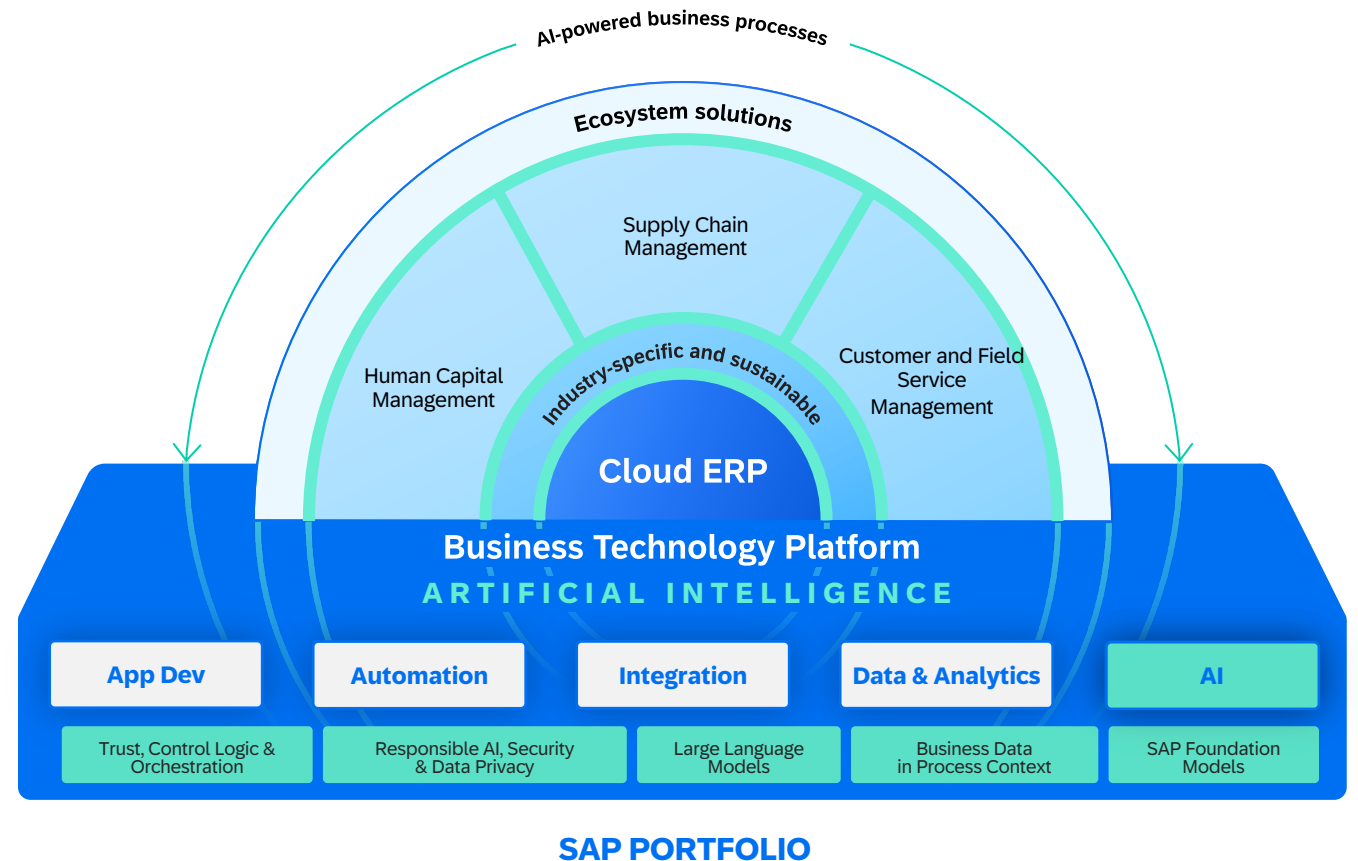
- ✓ Leverage AI in the context of your business processes

## ROADMAP / NEXT STEPS

- 299 Use Cases Available Now
  - S/4HANA
  - Ariba
  - Fieldglass
  - Concur
  - BTP
- 50+ Use Cases coming available in 2024

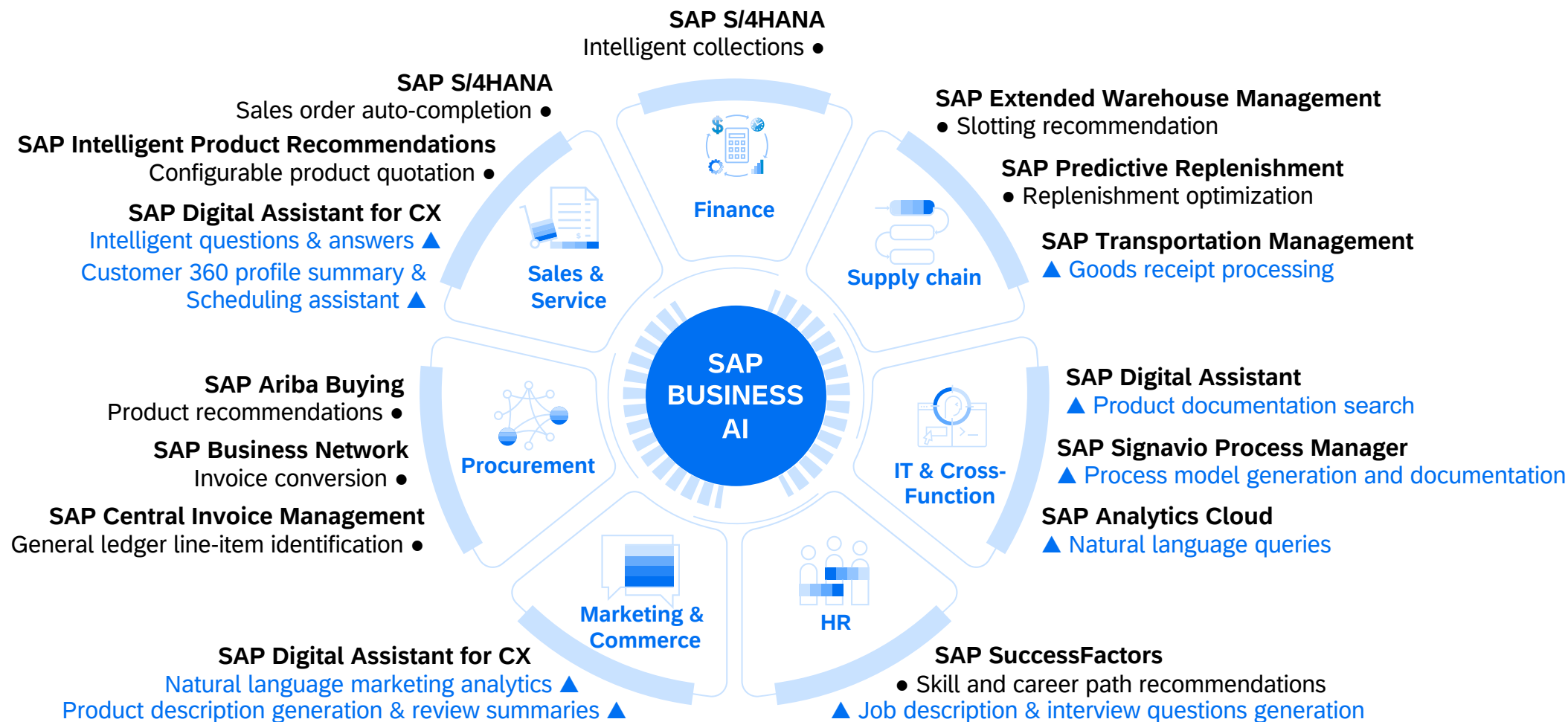
## OVERVIEW

Embedded and Bolt-On AI capabilities across the SAP Cloud Portfolio





# New built-in AI capabilities for your business



▲ Generative AI scenario

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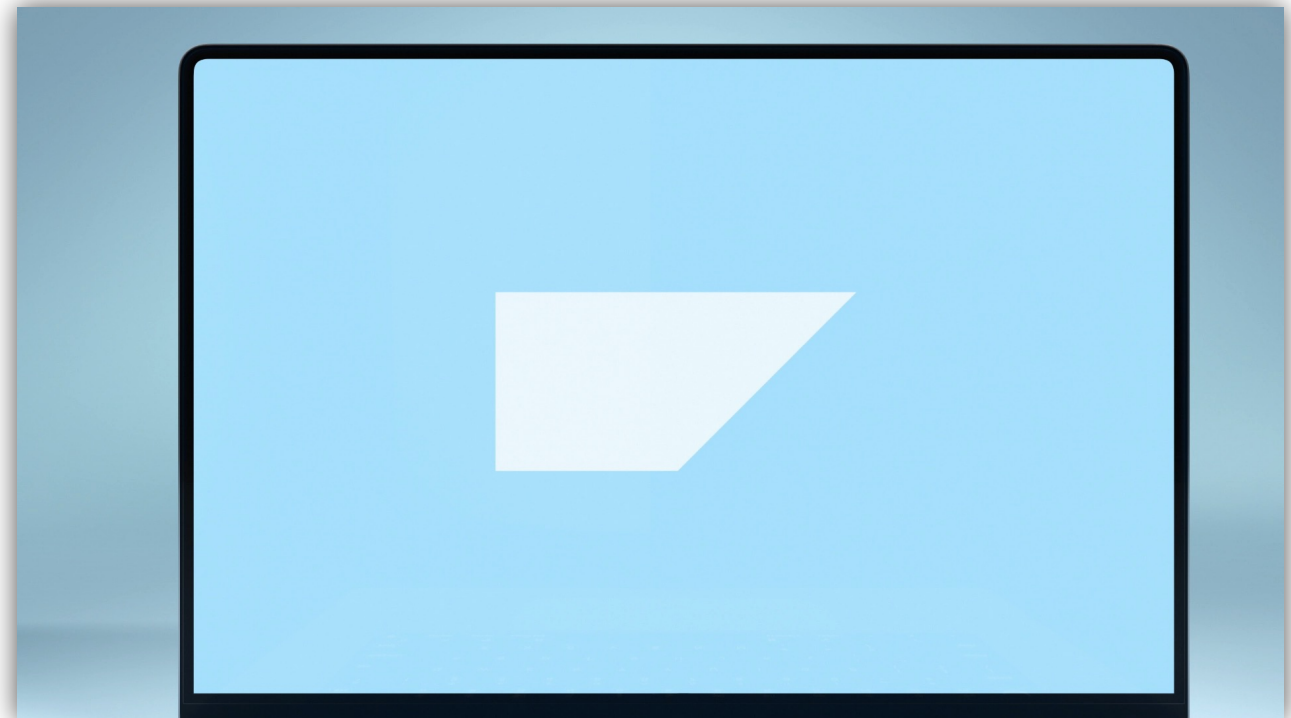
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## OVERVIEW

Embedded and Bolt-On AI capabilities across the SAP Cloud Portfolio



SAP FIELDGLASS

Utilize SAP's GenAI tools to enhance enterprise transformation:

- Swift, efficient Application Development via intelligent code generation
- Enhanced operational efficiency through Business Process Automation
- Data flow and mapping Integration capabilities for enterprise architects
- Rapid insights through AI-powered Advanced Data and Analytics

## EXPECTED BENEFITS

30%

Decrease in project implementation effort over prior project methodology\*

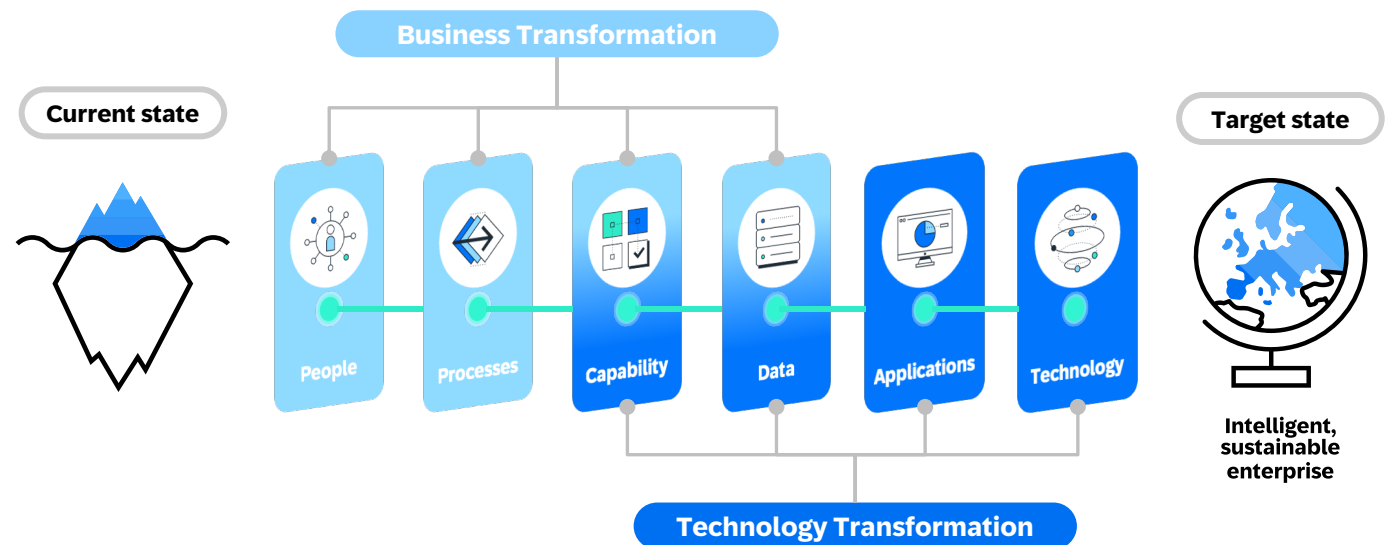
- ✓ Ability to generate design documents automatically based on best practices
- ✓ Generate SAP Compliant Code and Business Processes

## ROADMAP / NEXT STEPS

- Q1 / 2024
  - SAP SAC – Just Ask
  - SAP Build Pro Code
  - SAP Build Low Code
- Generative AI Hub
- SAP HANA Cloud Vector Engine
- Process Recommender for SAP S/4HANA Signavio

## OVERVIEW

GenAI (BTP AI Core) Accelerators can transform the process of delivering core SAP solutions



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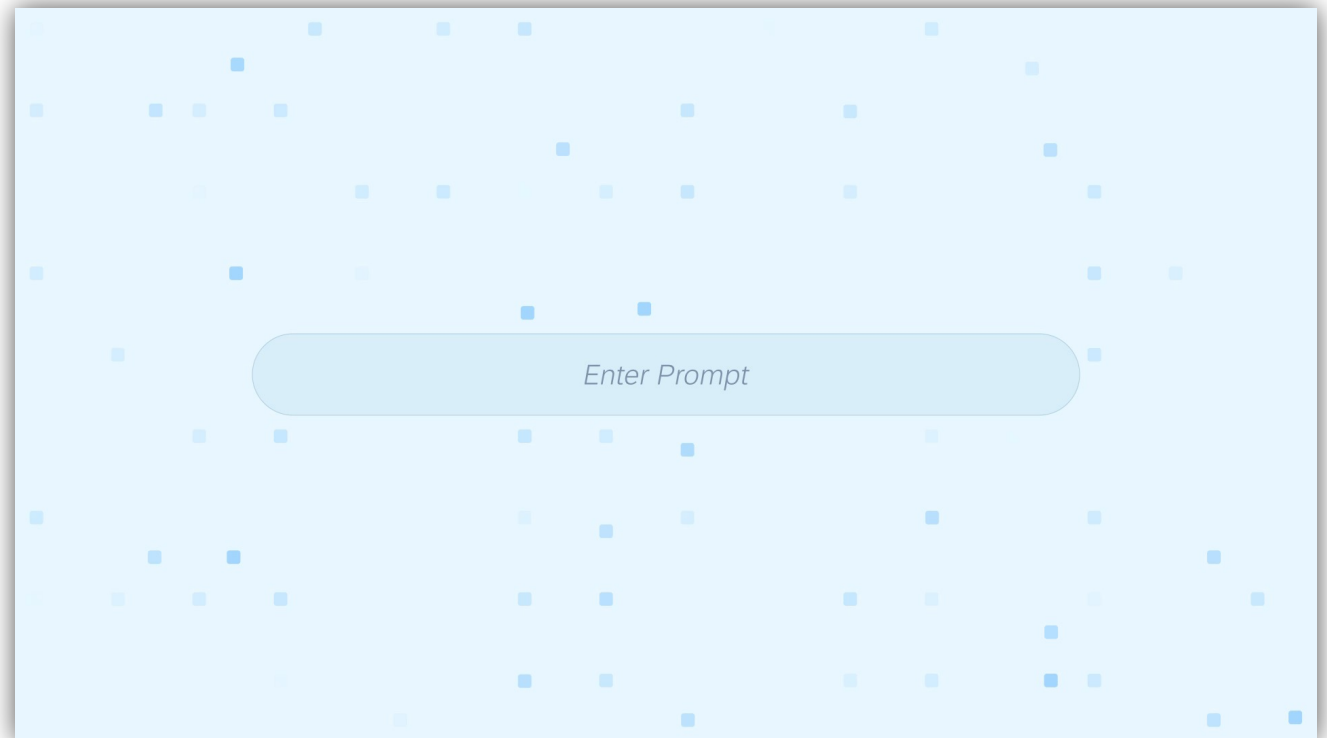
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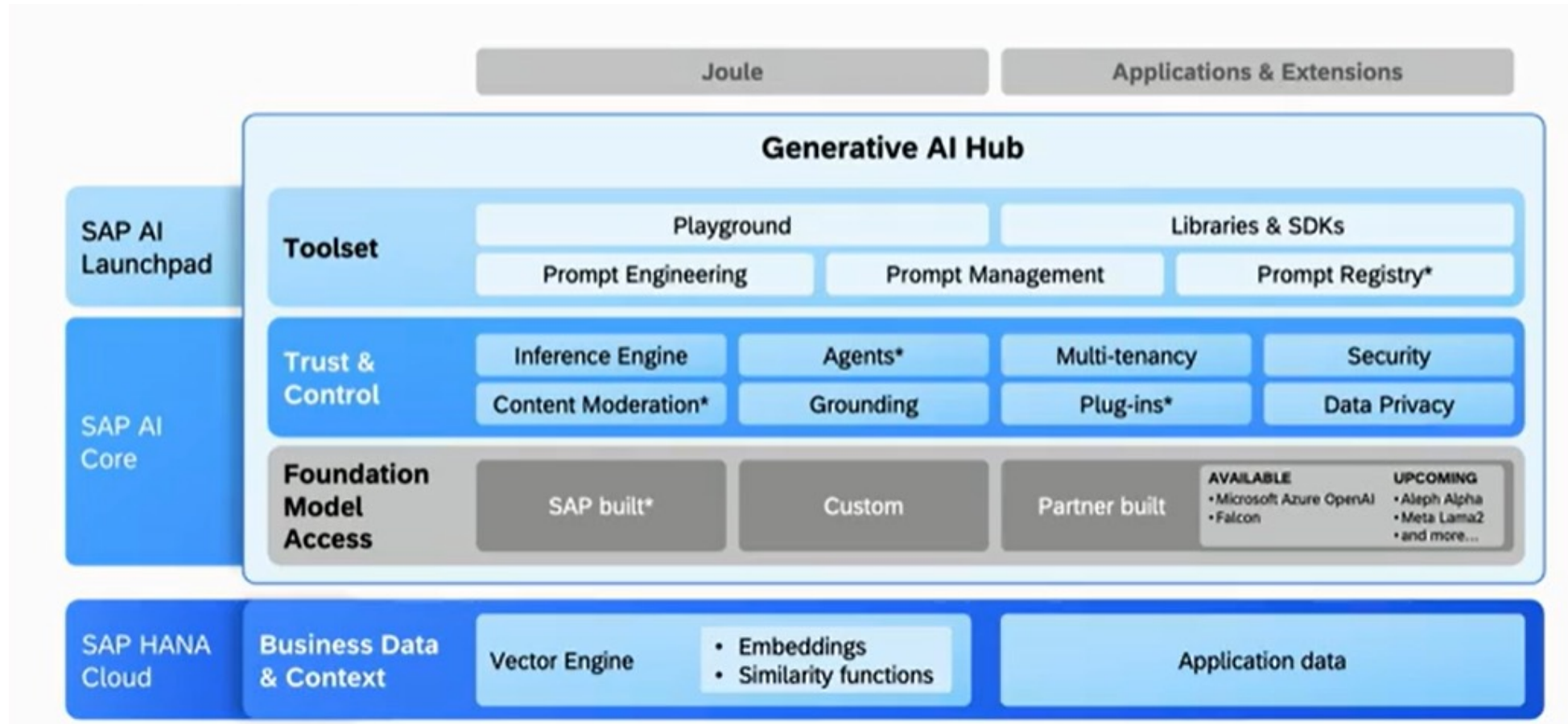
GenAI (BTP AI Core) Accelerators can transform the process of delivering core SAP solutions



SAP SIGNAVIO

# Extending SAP Applications with BTP

## Generative AI Hub



# Next Steps

A path forward towards AI adoption

## TODAY

### UNDERSTANDING SAP AI STRATEGY & ALIGNMENT ON APPROACH

**What:** We have provided a brief overview of SAP's AI strategy. Now that you have an understanding of our AI initiatives and use cases, our request is for you to identify designated AI POCs with whom we can further collaborate on a joint AI approach.



## Approach

1

### INFORMING ON SAP'S BUSINESS AI STRATEGY

**What:** We aim to broaden the evangelism of SAP's AI Strategy to a wider audience. This knowledge-sharing endeavor will pave the way for productive collaboration.

2

### ALIGNING EXISTING APPLICATIONS AND INFLIGHT PROJECTS TO SAP'S BUSINESS AI STRATEGY

**What:** We aim to align both existing applications and ongoing projects with our AI offerings and roadmap.

3

### MAPPING FUTURE ASPIRATIONS TO SAP AI VISION & ROADMAP

**What:** We will closely collaborate to align your future aspirations and strategic vision with our AI vision and roadmap. This joint effort will guide the direction of our partnership in a mutually beneficial manner.

## Execution

### MULTI-CHANNEL PARTNERSHIP

- 2 x 60 min Recorded "Lunch and Learns"
  - AI Strategy Overview to **(1) INFORM** targeted to both business and IT roles on SAP's AI Strategy holistically
  - Why a Clean Core Strategy is critical for AI
- 60 min LoB sessions to **(2) ALIGN** i.e., Customer Service, Procurement, Finance, Supply Chain identify Use-Cases
- Ongoing as part of the established governance cadence, **(3) MAP** SAP AI Roadmap with future vision

A white, futuristic AI robot head is shown in profile on the left side of the image. The robot has a smooth, rounded head with visible internal wiring and a small earpiece. The background features a dark blue gradient with a large, abstract, glowing blue and purple wave pattern that resembles a stylized human profile or a data visualization.

# Thank you.

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**Jaime Gutierrez**

SAP BTP COE

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