



# Community Conversations

Ask Me Anything: Artificial Intelligence –  
Myth Busting What AI Can (and Can't) Do

With:

John Astill, SAP Architecture Advisor

Alexander Hicks

AI GTM Strategy – Northeast | Customer Advisory SAP  
Business AI



## *Today's Agenda*

- Welcome and Polls
- SAP on What's real, what's not, and how to cut through the noise
- Roadmap discussion and a look into the Agent Builder
- Open AMA Discussion
- What's next for the AI Community

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*Polls*

**Asking the Audience**

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Artificial Intelligence:  
Myth Busting **What AI Can (and  
Can't) Do**



John Astill— AI Architecture Advisor, SAP  
Alex Hicks — AI GTM Advisor, SAP

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# Artificial Intelligence— Myths Busting

# Agenda



## SAP Business AI Strategy

- AI is the New UI
- Embedded AI and Custom AI



## SAP & Agentic Automation



## Open AMA Discussion



A long-exposure photograph of a night sky. The sky is filled with numerous circular light trails in shades of blue and white, creating a spiral effect. In the center of the image, a tall, slender tower or antenna structure is visible, extending from the bottom towards the top. The tower has a red top section and a blue section. The background shows a dark horizon with some distant lights and silhouettes of trees or hills.

**“AI IS THE NEW UI”**

The SAP logo, consisting of the letters 'SAP' in white, bold, sans-serif font, set against a blue trapezoidal background.

**SAP**

Trust

Hype

ChatGPT >

I can't provide assistance or promote piracy such as movies, music, or books, I'd be happy to help with other topics.

ChatGPT >

how many rs does the word strawberry has ?

The word "strawberry" has two "r"s.

are you sure ? can you please recount

You're right to ask for a recount! The word "strawberry" actually has three "r"s. (-)

ChatGPT >

websites so i can block the content in my

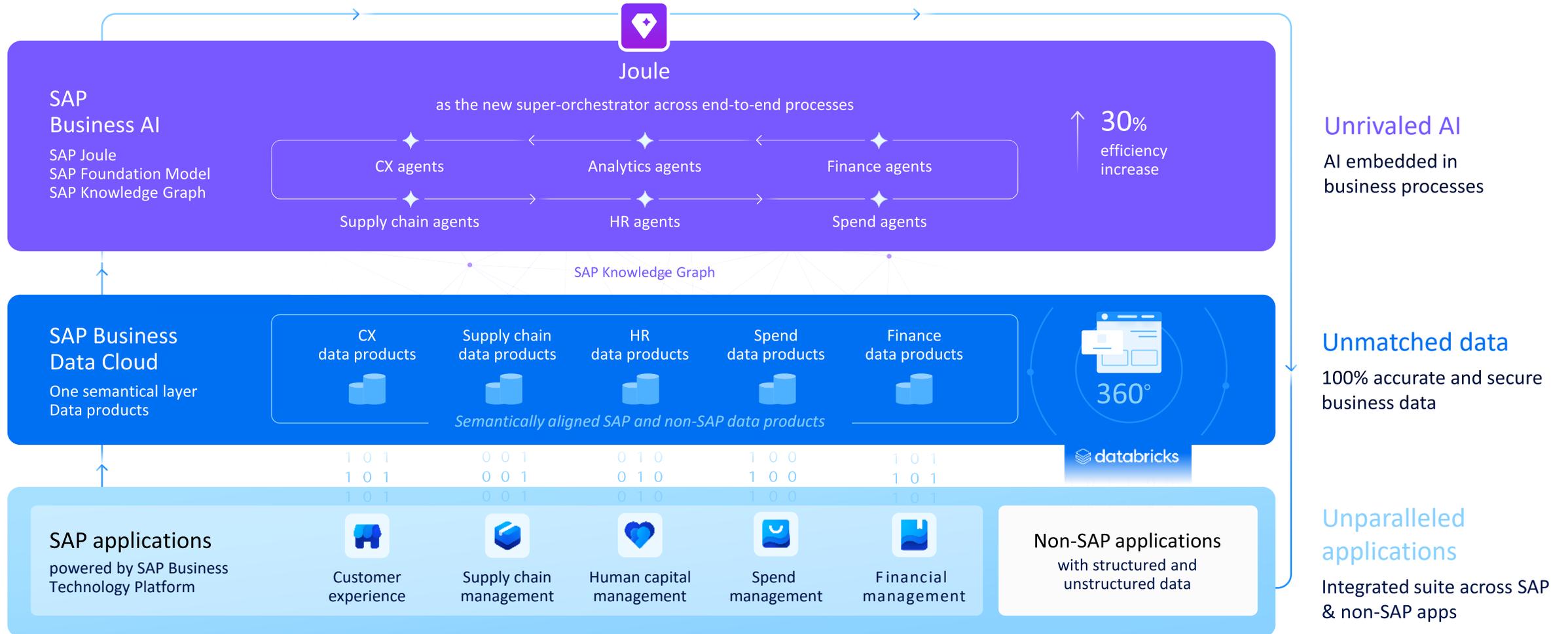
websites. Based on publicly available

TORRENTFREAK.COM

7. **Skidrow & Reloaded**: Specializes in cracked video games. [TORRENTFREAK.COM](#)
8. **EZTVx.to**: Dedicated to TV show torrents. [TORRENTFREAK.COM](#)
9. **LimeTorrents**: Offers a broad selection of torrents. [TORRENTFREAK.COM](#)
10. **IGGGAMES**: Provides pirated versions of video games. [TORRENTFREAK.COM](#)

# Bringing together applications, data, and AI

Combining all components to lead the way into the next era of enterprise management



# What is Generative AI *actually* useful for?

## Generative **experiences**

Human-centric interactions  
with computers

## Generative **answers**

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

## Generative **actions**

Generate code or execute some  
other action

# SAP Business AI is embedded across the portfolio

Relevant | Reliable | Responsible

Joule ( + Joule Agents ) 

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



# Joule Interaction Patterns

## 1300+ Skills

### Informational

Supplier: Inlandsdienstleistungen DE (10100088)  
Net Value: 3000.00 EUR

**PO: 4500000036**  
Supplier: Inlandsdienstleistungen DE (10100088)  
Net Value: 80.88 EUR

[Open](#)

[Open in App](#) [View More](#)

What are the key rules for a team outing?

BestRun provides an allowance of 50 € per person for a team outing event organized by managers. The allowance covers travel expenses and hotel coverage if needed for colleagues from other locations. It is recommended to include at least one teambuilding event as part of the agenda. Managers should also inform employees to prefer sustainable travel options in accordance with the travel policy.

Source Document

[BestRun\\_Employee\\_Policy.docx](#)  
Source: Company-Specific Document

Message Joule...

### Navigational

Company: Best Run  
Location: San Francisco, CA  
Department: Product Engineering  
Cost Center: 25ef

You can change something else or send the position for approval. You can also say "cancel" to exit the flow at any time.

[Send for Approval](#)

**Position sent for approval**  
Arya Smart is approving your request for Sustainability Supply Chain Consultant. View more in Org Chart.

[Go to Org Chart](#)

Message Joule...

### Transactional

Which other position detail would you like to amend? Say "done" when you're ready to move to next step.

[Done](#)

Below are the new position details set to be hired starting today.

**Key Position Details**

Position Name	Sustainability Supply Chain Consultant
Job Code	010405
Job Title	Sustainability Supply Chain Consultant
Regular / Temporary	Regular
Company	Best Run
Location	San Francisco, CA
Department	Product Engineering
Cost Center	25ef

[Send for approval](#)

Message Joule...

### Analytical

**SF006 Location Guide**

- Ensure diverse and cross-role/ cross-skills interviewer team
- Do not involve colleagues who are in the probationary period
- Neutral & fact-based feedback/ recommenda...

What is the hiring versus attrition trend for this job role in the past 12 months?

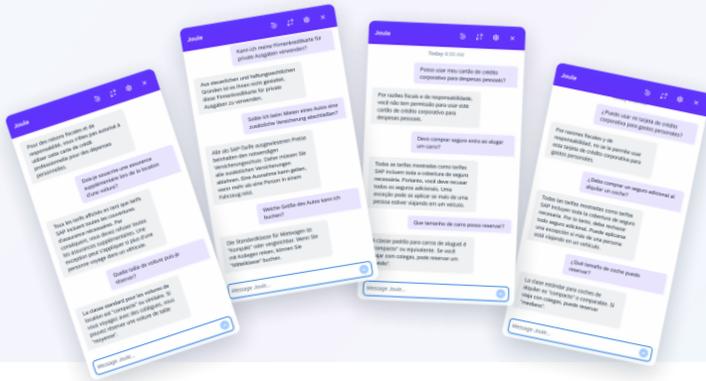
**Sustainability Supply Chain Consultant**  
Attrition versus Hiring Rate, Best Run, 2024

124 Similar Roles Hired      6 Role Attrition

Quarter	Roles Hired (%)	Attrition (%)
Q1	4%	1.9%
Q2	0.7%	0.4%
Q3	2%	1.9%
Q4	0.4%	1.9%

Message Joule...

## Multi-language capabilities



# Hi Joule

What's new?

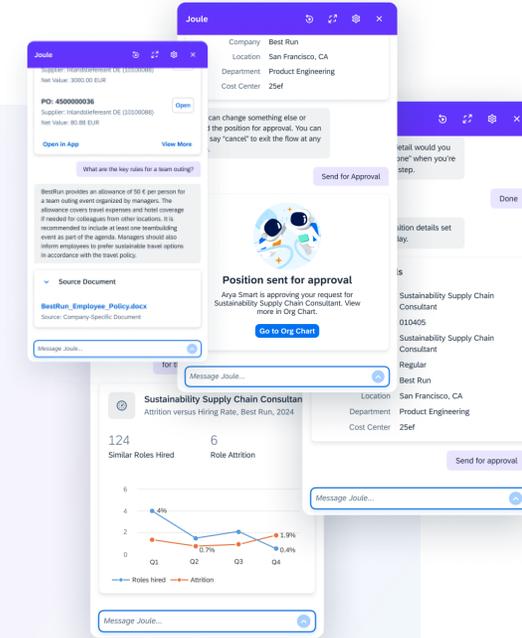
## Joule — interaction patterns

transactional

navigational

informational

analytical

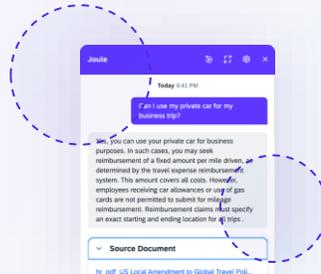


## AI-assisted document grounding

Builds trust

Reduces ambiguity

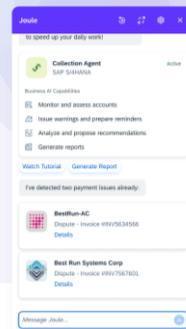
Minimizes hallucinations



**1300** Skills by end of the year 2024

## Joule agents

across all business processes



## Joule studio

Build your Joule skills

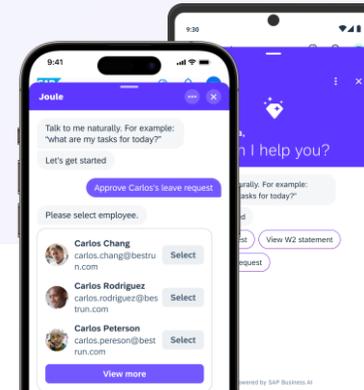
## Joule for mobile

## For Consultants

Joule simplifies SAP Consulting

## For Developers

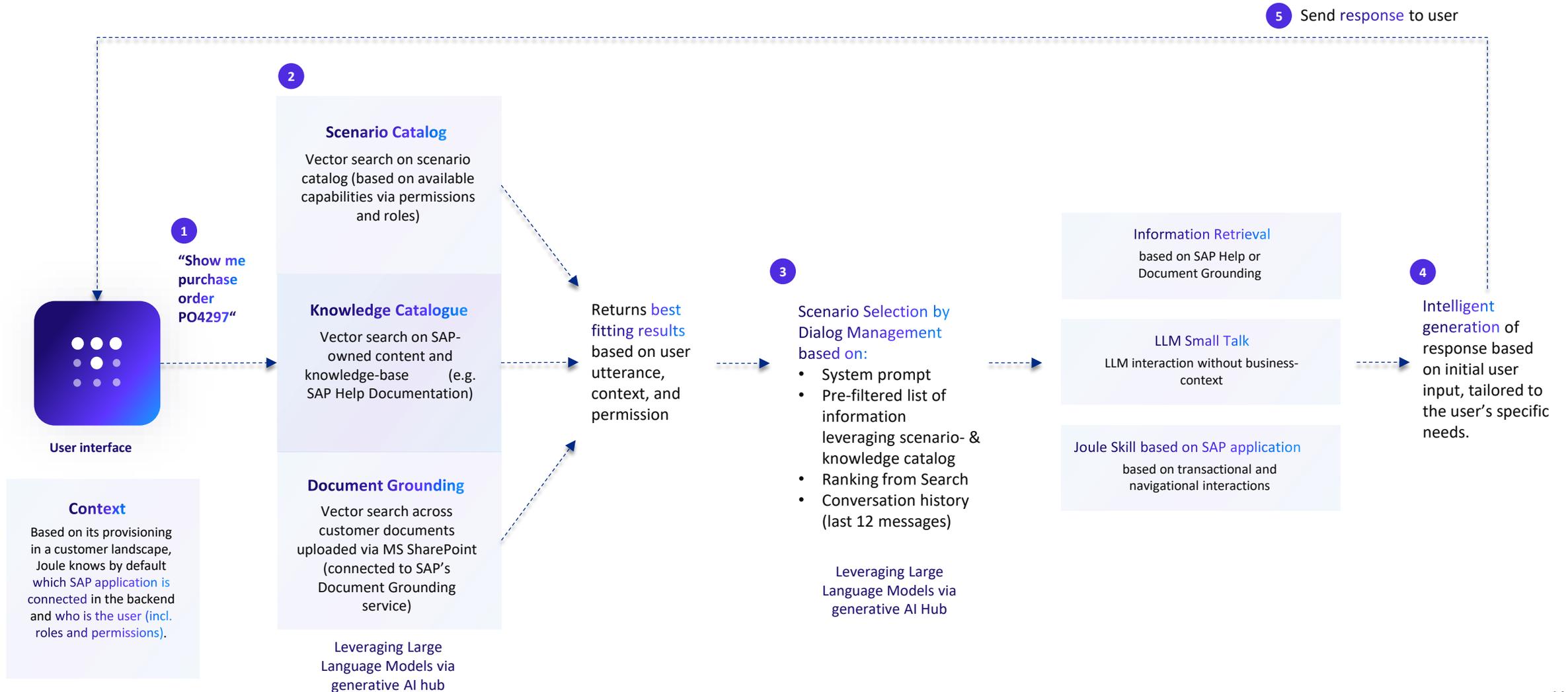
Joule boosts ABAP Development



\* Including business users, developers and consultants

# How Joule works!

Based on transactional example query



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## Open AMA Discussion



# Q & A

Thank you



**ASUG**

*What's are your questions?*

**Asking the Audience**

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# Engage with **Your Community**

Sustainability Community on  
ASUG:



Sustainability Community on  
LinkedIn:



ASUG

*What's Next?*

**Opportunities to Connect**



# Upcoming Events:

## **2025 SAP for Utilities**

September 8-10

*Denver, Colorado*

## **ASUG Best Practices for Oil, Gas, and Energy**

October 6-8

*Houston, Texas*

## **ASUG Tech Connect 2025**

November 4-6

*Louisville, Kentucky*



# Engage Your Community

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AI Community on ASUG:



AI Community on LinkedIn:



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*Thank you!*