



# Community Conversations

**What's Available for Embedded and  
Generative AI Across SAP**

# ASUG

## *Today's Agenda*

- Welcome
- Speaker Introduction
- Presentation
- Community Q&A
- Opportunities to Connect

# What's Available for Embedded and Generative AI Across SAP

Expert Speaker:

**Christopher Lamarre**

**AI GTM Principal,  
SAP**

**ASUG**

*What's Available for Embedded and  
Generative AI Across SAP*

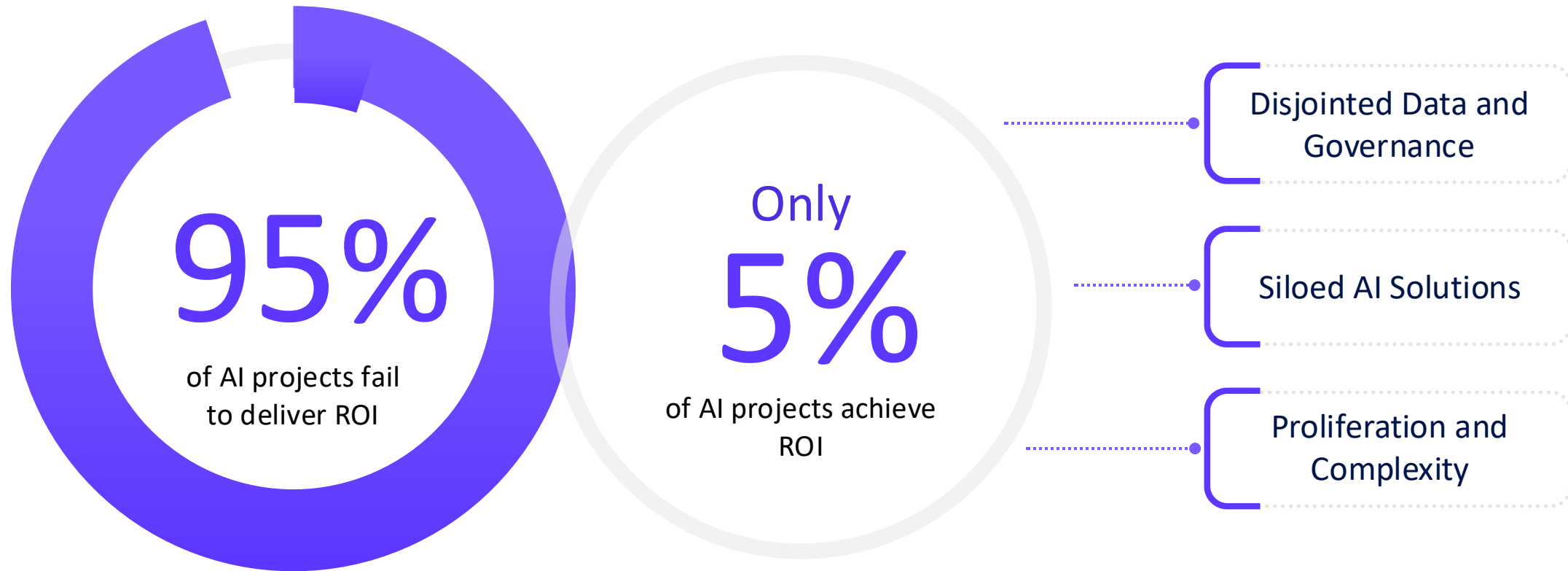
**Insights from SAP**



# Accelerating Business Outcomes with SAP Business AI

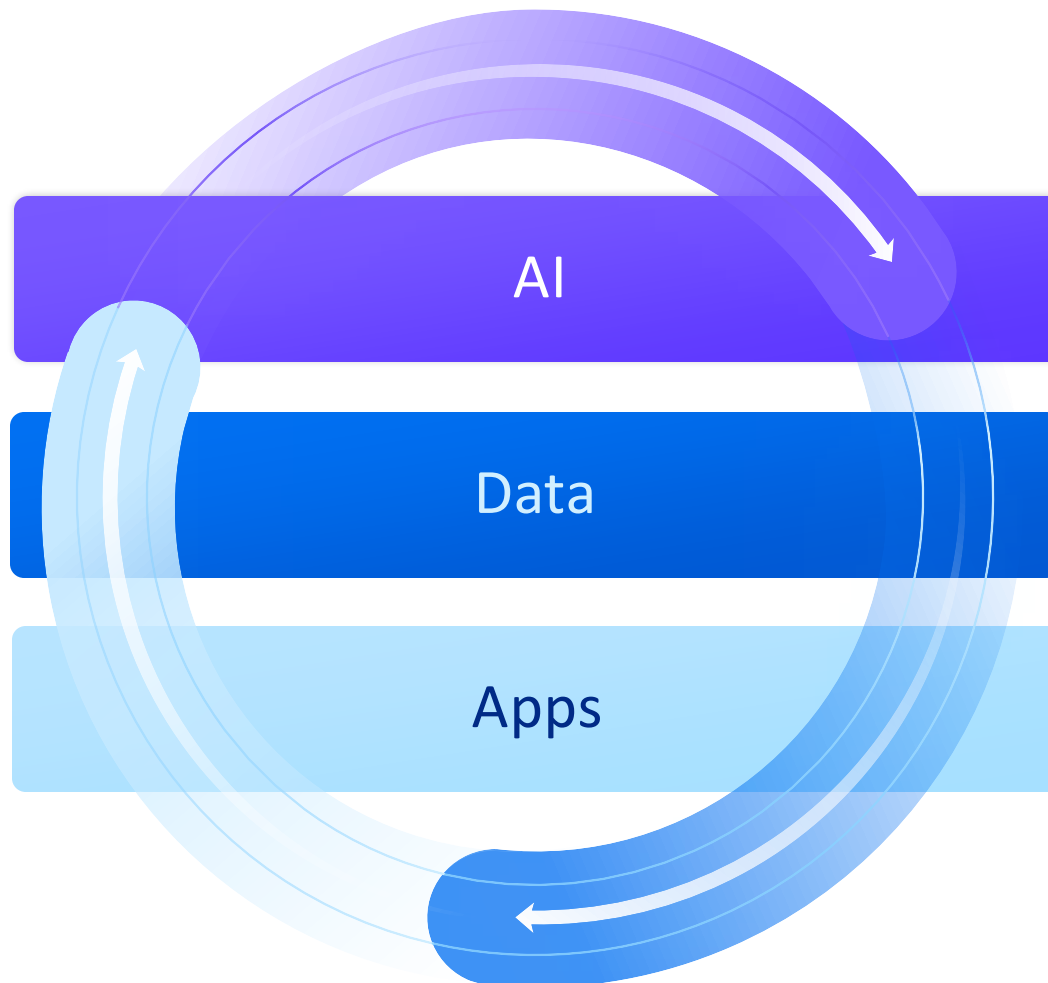


# The enterprise challenge: AI ROI is elusive



# Realizing our vision by bringing together applications, data, and AI

SAP is uniquely positioned to lead companies into this new era of enterprise management



## Unrivaled AI

With **SAP Business AI** collaborative agents are deployed and orchestrated to enhance operations, drive real-time insights, and optimize decision making at scale—unlocking capabilities others can't match

## Unmatched Data

With **SAP Business Data Cloud**, your most valuable business data from every part of your business turns into a semantically-rich data treasure that fuels unrivaled AI-powered value for your business

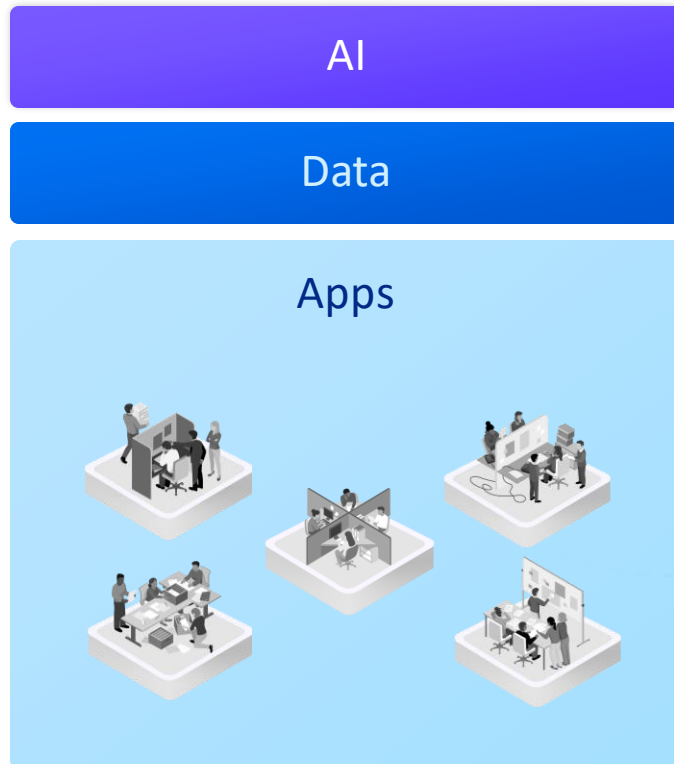
## Unparalleled Applications

With **SAP's applications** and our technology platform, every part of your business is deeply connected, delivering end-to-end transformational value to your business processes

# However, we need to completely re-design how end users work and business processes run with SAP Business AI

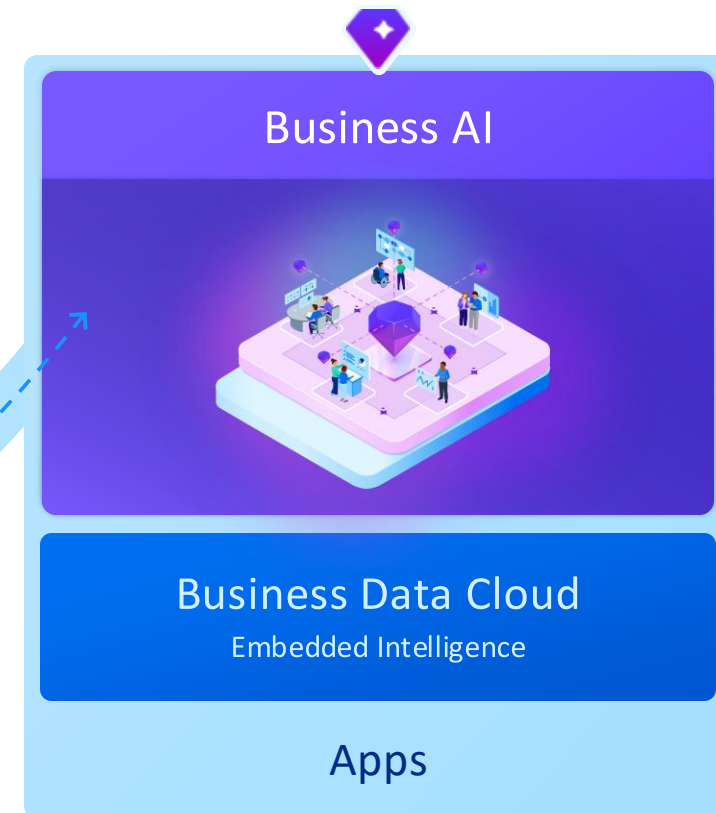
From

Traditional business processes supported by apps



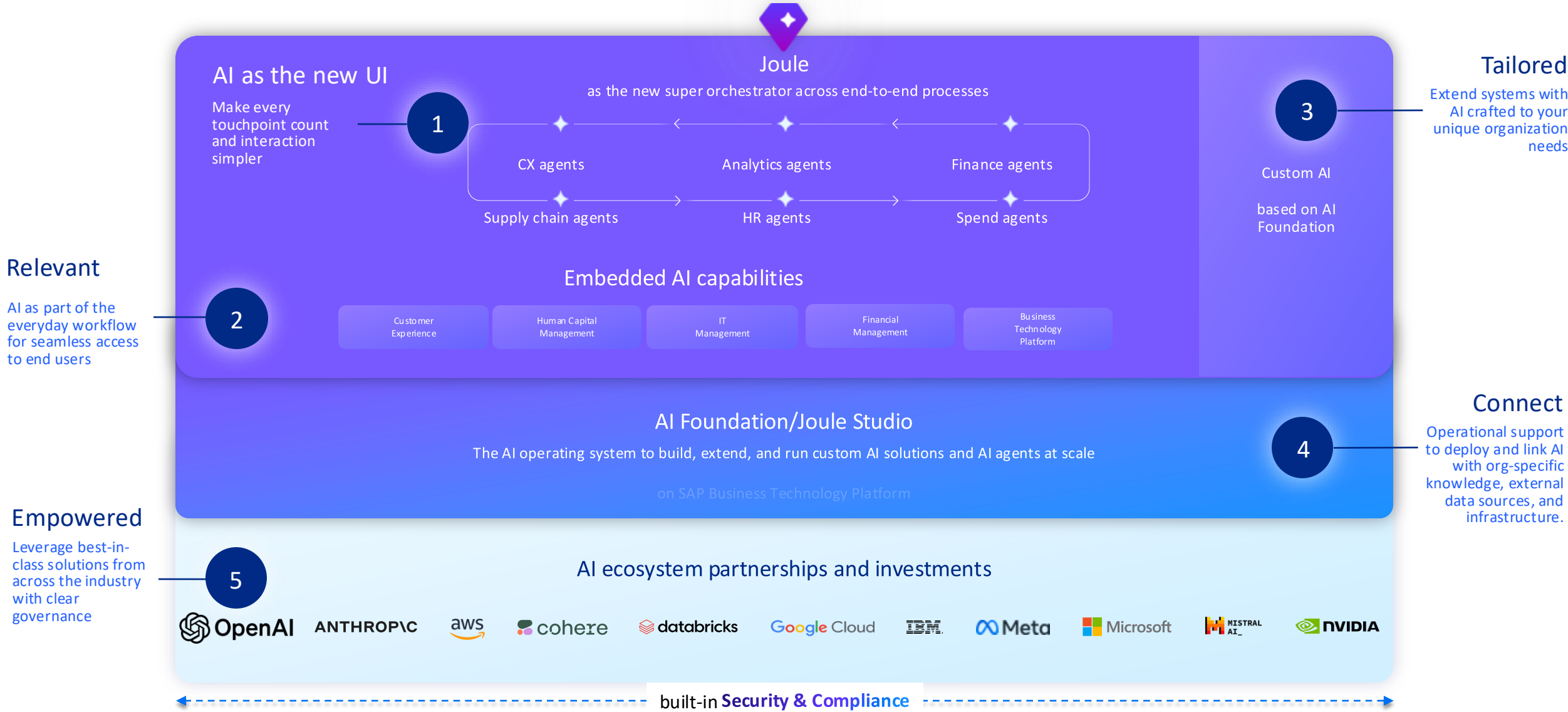
To

Reimagined UX and business processes run by AI assistants

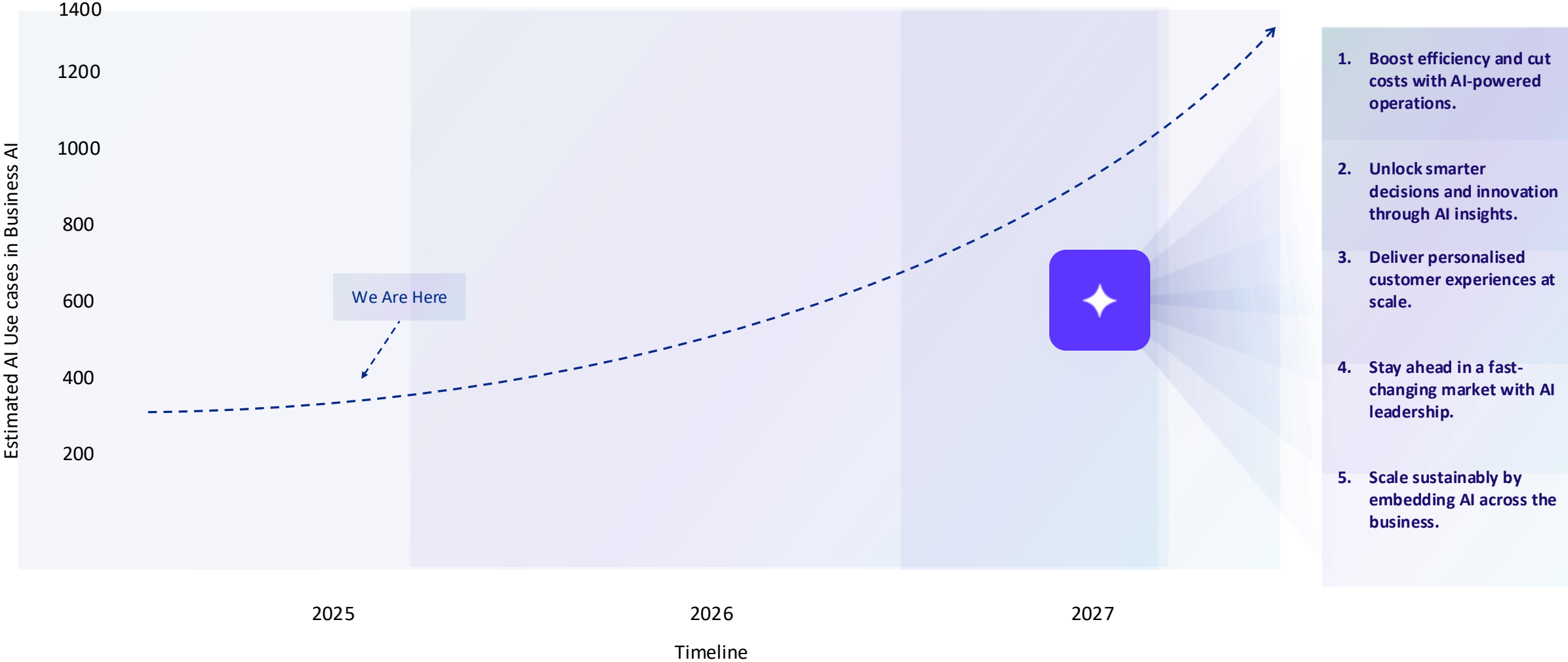


# "All-in on AI"

## Launching the next phase of our AI-powered transformation



# Looking at the big picture in SAP's Business AI Landscape

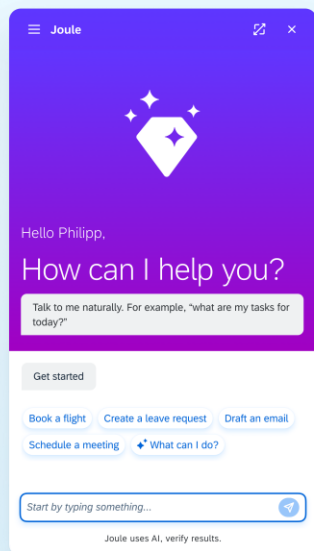


# Joule completely reimagines our UX— ensuring that no third-party AI layer emerges on top

## Entry point for

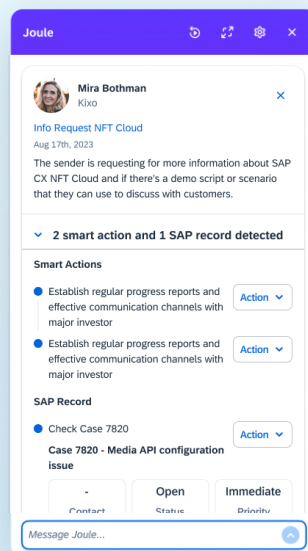
everyone

with voice to text



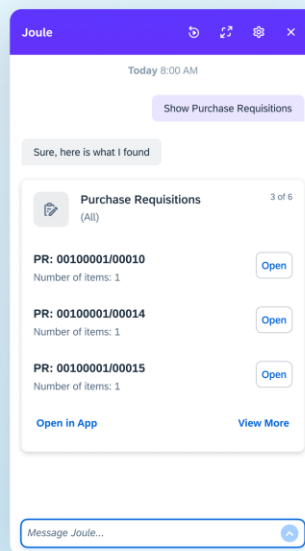
## Assistants for your daily

work



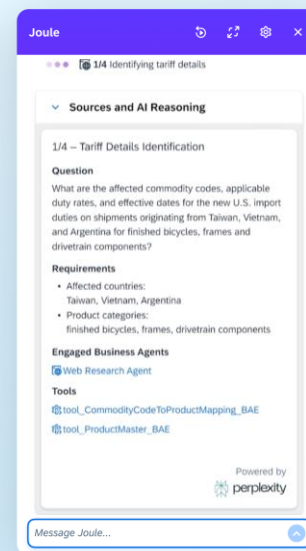
## Just Ask for analytical

requests



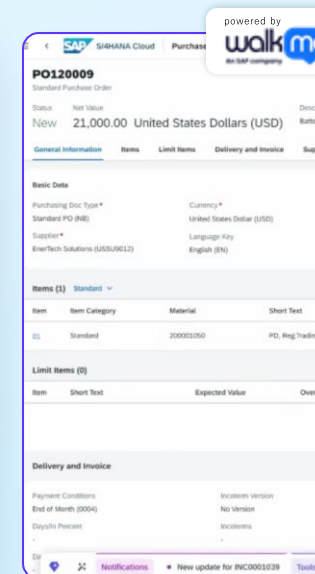
## Answering

everything



## Answering

everywhere



## Joule Studio to create

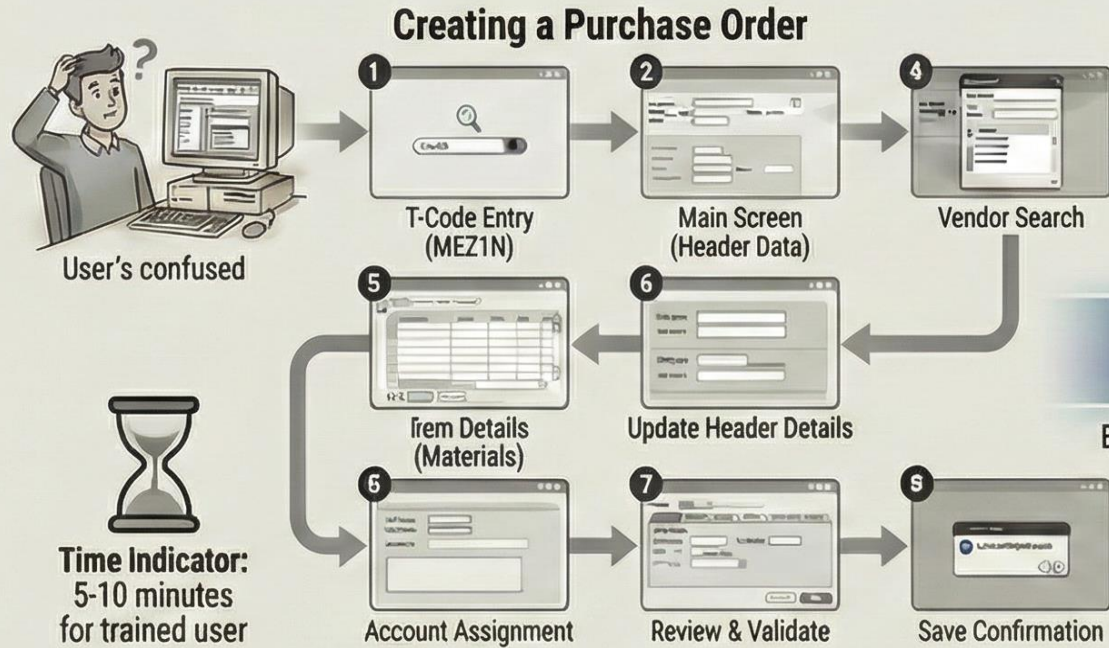
and extend



Build or extend agents natively within the application and business process—enhanced by Signavio's AI-driven process recommendations

# Transforming SAP Transactions: Traditional GUI vs Joule

## Traditional SAP GUI



- ⚠ Multiple navigation steps
- ⚠ High training cost
- ⚠ Requires system knowledge
- ⚠ Prone to date entry errors

## SAP Joule (AI Copilot)

**EMBEDDED AI**  
Embed AI into Every Task



- ✅ One natural language request
- ✅ Instant processing
- ✅ Limited change management
- ✅ Reduced errors

## Enterprise Scale

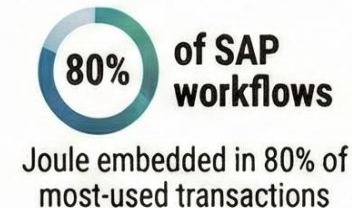
### SPEED COMPARISON



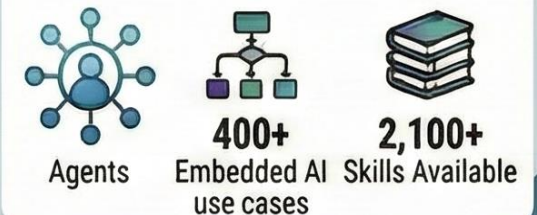
### SKILL REQUIREMENT



### JOULE COVERAGE



### GLOBAL ADOPTION



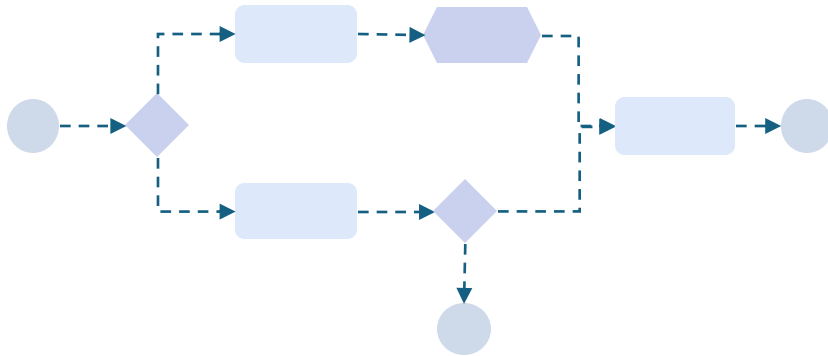
Omnichannel access

The future of enterprise software: From clicking through screens to conversing with your system.  
**SAP Joule - AI that understands your business.**

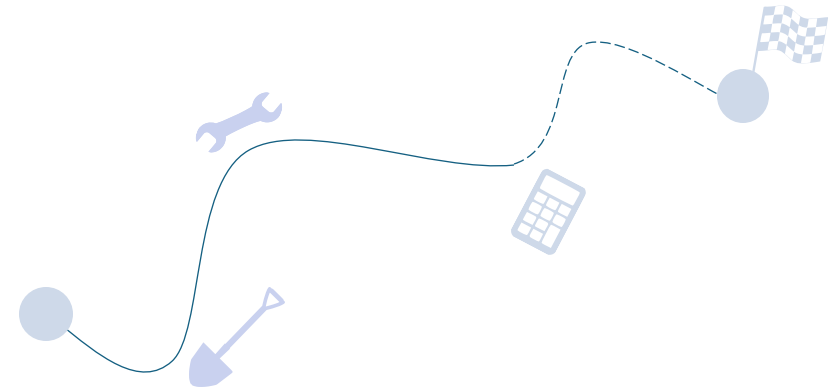
# AI agents are the next era of business automation

Redefining productivity and innovation for **complex workflows and processes**.

from **modelling processes** with rules and conditions **ahead of time** ....



... to providing **tools and a mission** prompt for **dynamic problem solving**



AI agents can **reason** through complex business goals, **plan** a multi-step solutions, and **take action** to autonomously perform workflows that have eluded traditional automation.

# SAP's Vision

Unprecedented Automation & Operational Excellence

SAP's vision is to be the undisputed leader in enterprise Agentic AI, empowering every SAP customer to achieve unprecedented levels of intelligent automation and operational excellence.

## Mission 1

### Empower Businesses with Pre-built Agents

- Suite of pre-built agents covering core business processes (100+ by end of 2026)
- Rapid deployment & management via AI Agent Hub in SAP LeanIX
- Measurable efficiency gains

## Mission 2

### Democratize Agent Development for the Enterprise

- No-code design time tooling with Agent Builder in Joule Studio
- Pro-code agent development with ADKs in AI Foundation
- Enterprise-grade security, scalability, and maintainability

## Mission 3

### Foster a Thriving Agentic Ecosystem

- Partnering strategy (MSFT Copilot) and support for interoperability standards (e.g., MCP, A2A)
- Agent Store for discovery of SAP, custom, 3<sup>rd</sup> party agents
- Easy integration and tool use

Finance

Procurement

Supply Chain

Human Resources

Customer Experience



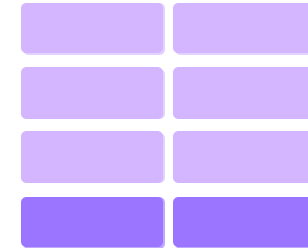
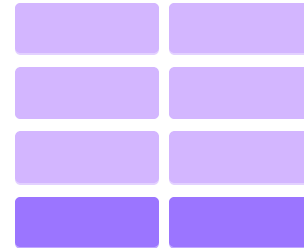
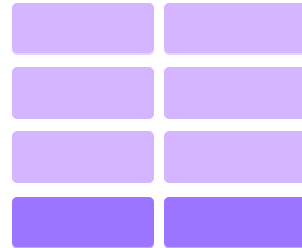
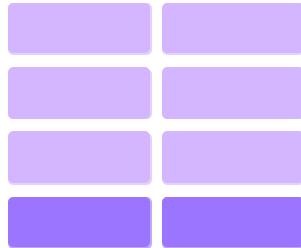
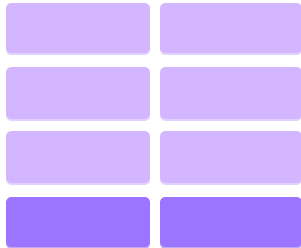
Finance Assistants

Procurement Assistants

Supply Chain Assistants

HR Assistants

CX Assistants



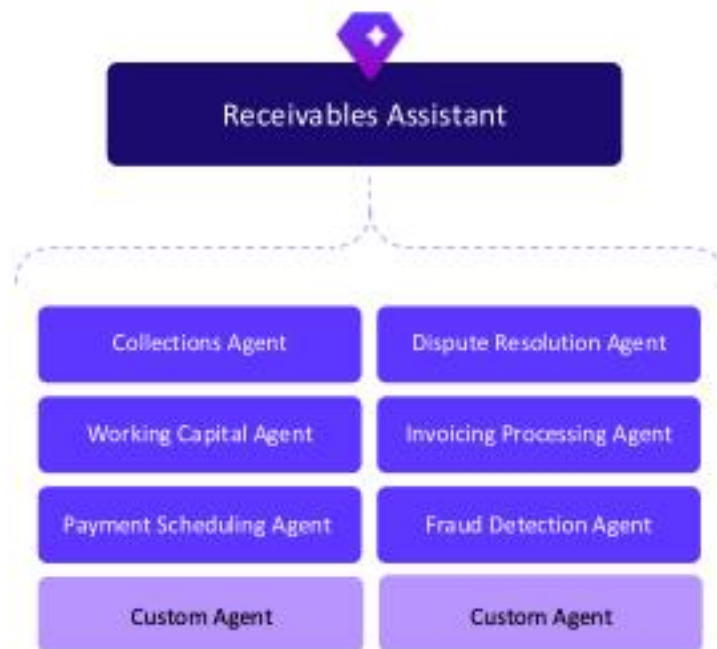
Assistants

SAP Skills & Agents

Custom Skills & Agents



## Accounts Receivables Manager

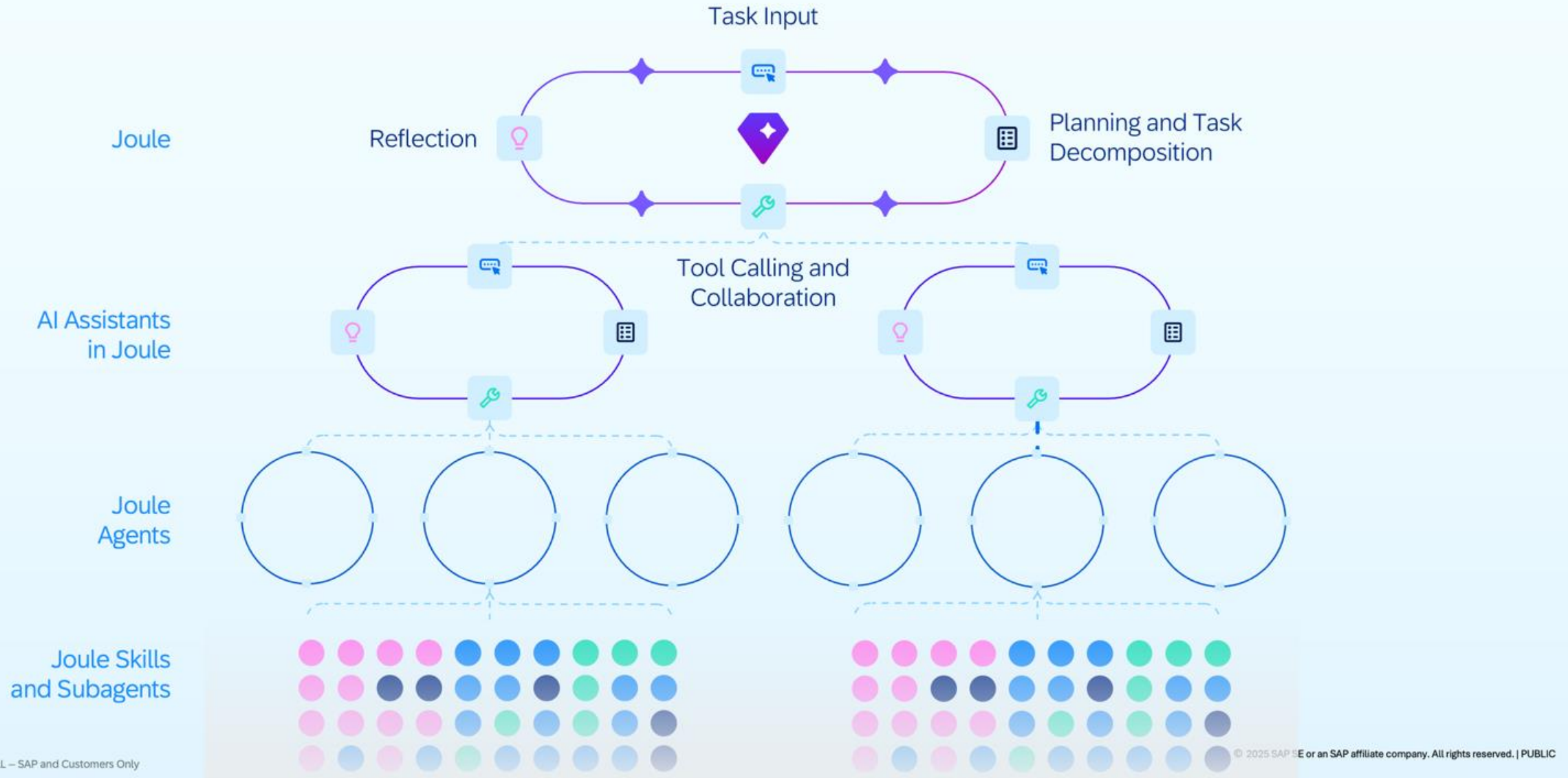


■ AI Assistant

■ Joule Agents

■ Joule Studio

# Agentic Orchestration

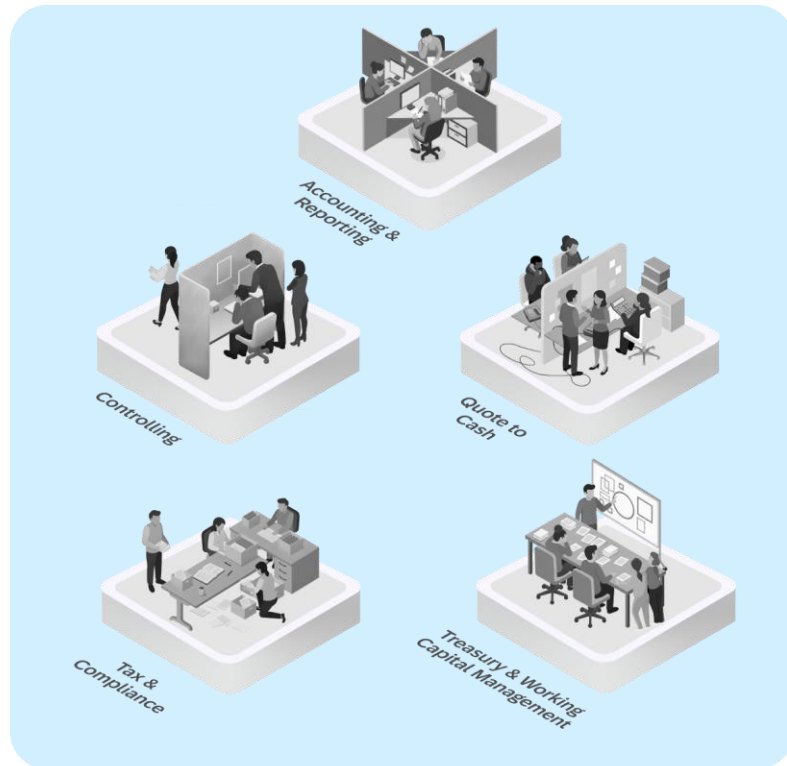


# Embedded and extensible AI Agents redefining business processes

## Example Finance

From

Fragmented process steps, constant integration work, and manual handoffs

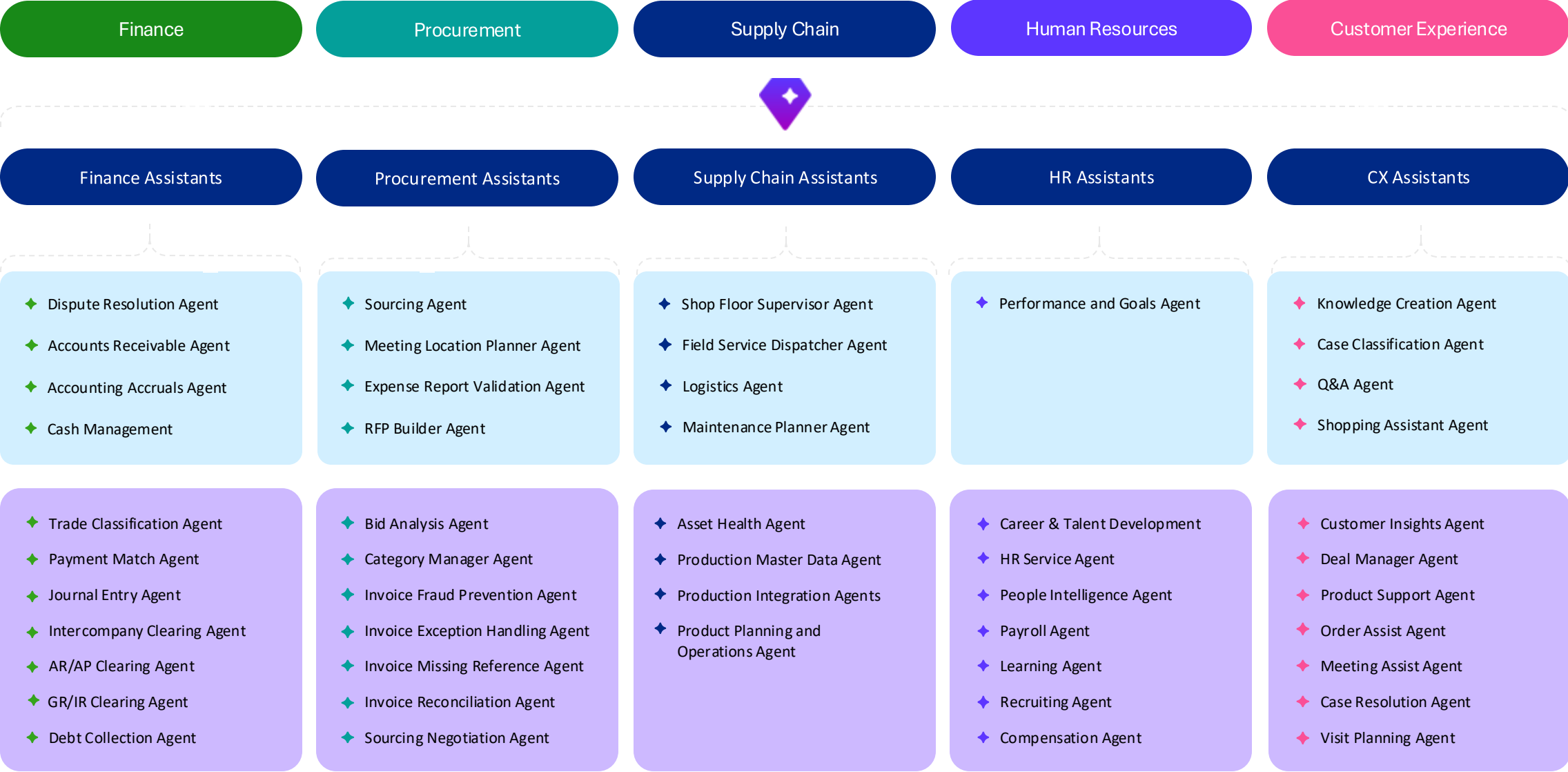


To

Embedded AI Assistants and Agents running end-to-end financial processes



# AI Assistants & Agents in Joule



■ Assistants

■ Selection of Agents coming 2025

■ Selection of Agents coming 2026

# A2A & MCP

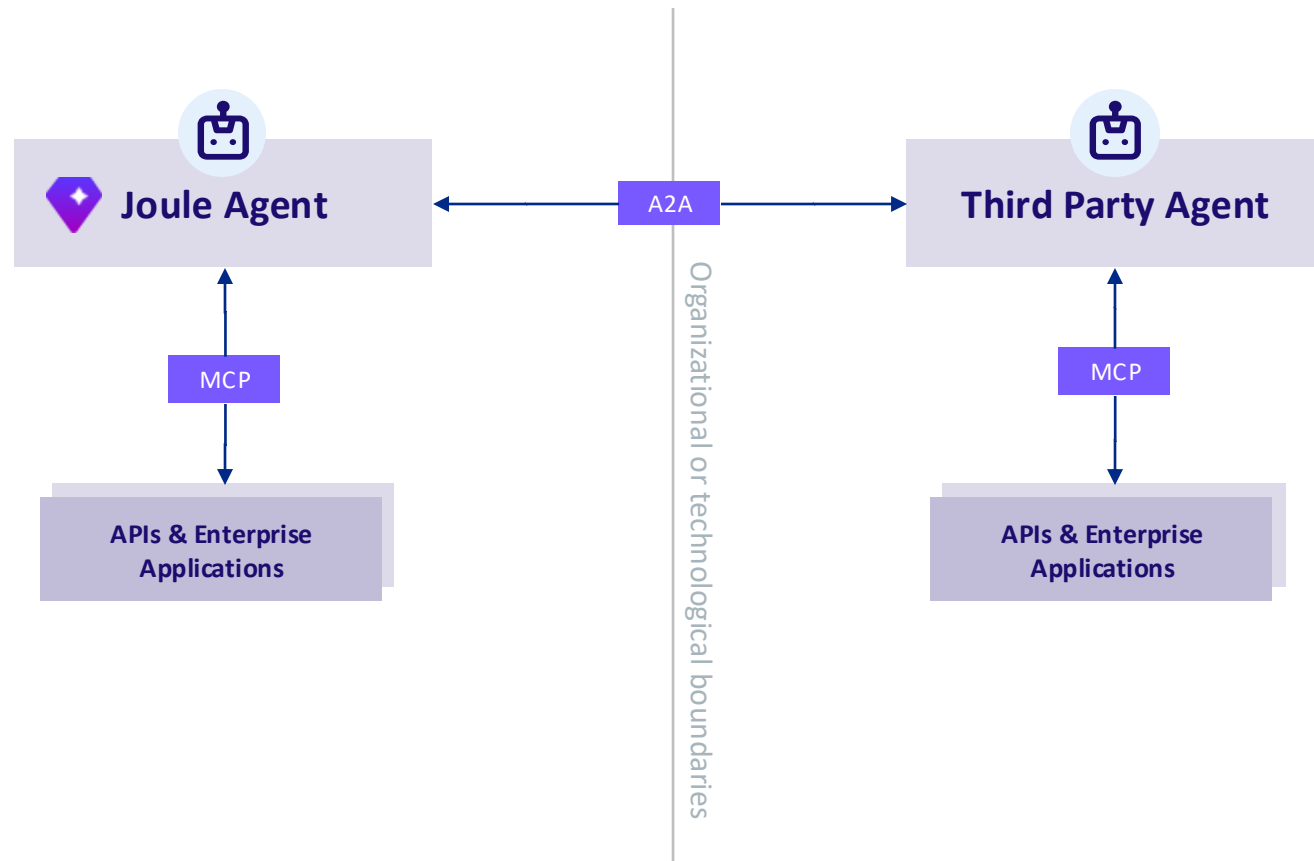
While MCP standardizes the connection between models and external resources, A2A complements it by enabling autonomous, multi-turn collaboration between independent AI agents.

## MCP (Model Context Protocol)

Focuses on reducing complexity by connecting agents to **stateless tools and data** (e.g., calculators or database queries) to perform specific, predefined functions.

## A2A (Agent2Agent Protocol)

Focuses on enabling **autonomous collaboration** within native modalities, allowing agents to reason, plan, and delegate via complex, multi-turn interactions like negotiation or clarification.



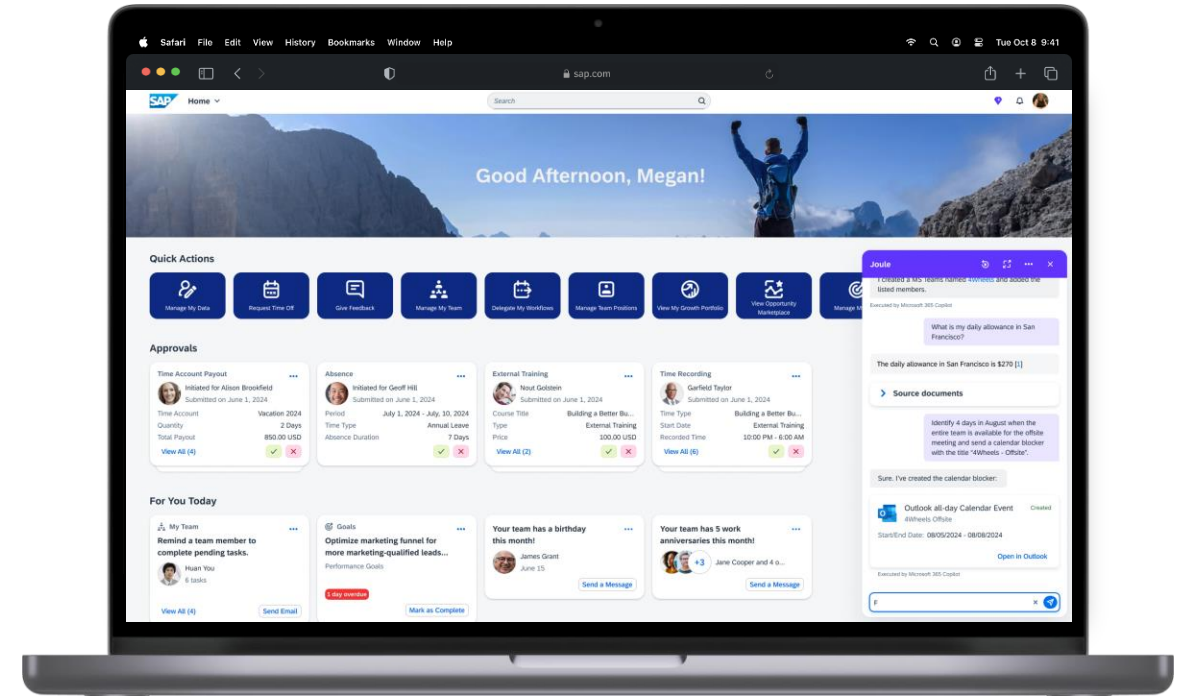


SAP and Microsoft 365 User  
**Megan**

## Joule | Microsoft 365 Copilot

“As an **SAP** and **Microsoft 365** end-user, I need integrated digital assistant capabilities so I may seamlessly leverage both platforms without switching back and forth.

**Integrates Joule with M365 Copilot**, enabling users to access the capabilities of both assistants within their respective ecosystems. Simplifies workflow by allowing users to stay within their preferred application (**Microsoft 365 or SAP**) while still benefiting from the assistant capabilities of the other platform.



### Benefits

#### Productivity

Reduced time spent switching between applications leads to higher productivity.

#### Efficiency

Streamlined processes result in faster decision-making and task completion, improving overall operational efficiency

#### Collaborative Intelligence

Long-term integration allows the two assistants to collaborate, reason, and provide more accurate answers, enriching the user experience.

# The action bar experience

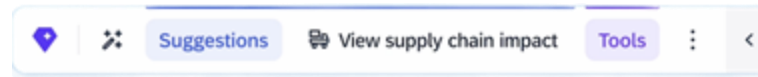
An intelligent overlay that delivers AI wherever work gets done

## Omnipresent

Provides consistent AI assistance across SAP and non-SAP apps

## Context-aware

Connects on-screen content with SAP business data



## Proactive

Steps in with recommended next best actions authored by the organization

## Unified

Makes agentic AI more seamless and simple to use, maximizing productivity

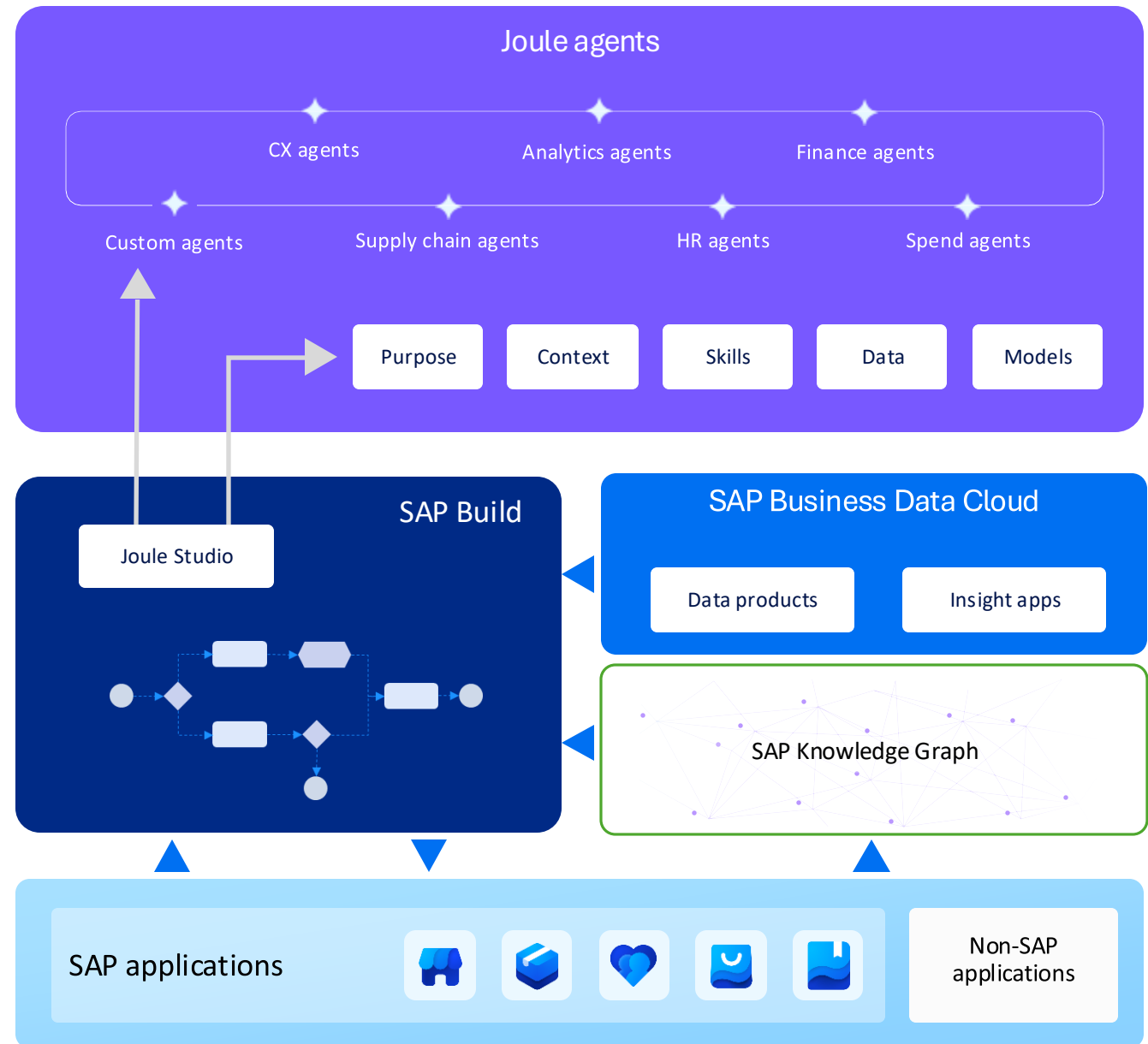
All

Number	Opened	Short description	Caller	Status	Category
INC0001037	Today	Forklift #27 is leaking hydraulic fluid near loading dock. Needs inspection during maintenance cycle.	Bessie Cooper	In Progress	Equipment
INC0001038	Today	Cold storage temperature sensor offline. Monitoring impacted until sensor is restored.	Theresa Webb	New	Maintenance
INC0001039	Today	URGENT: Quality issue detected with material batch #200001050 from PowerCell Solutions. Immediate replacement required to avoid production delays.	Alex Johnson	New	Quality Issue
INC0001040	Yesterday	Shipment tracking system shows duplicate entries. Needs verification to ensure data consistency.	Devon Lane	Resolved	Software
INC0001041	Yesterday	Order #87645 was sent to the wrong distributor. Logistics team notified for correction.	Kristin Watson	Resolved	Fulfillment
INC0001042	Yesterday	Barcode scanner at Station 3 intermittently failing to read tags. Technician scheduled for review.	Brooklyn Simmons	In Progress	Equipment
INC0001043	Yesterday	Inventory mismatch identified on pallet rack D-5. Recount scheduled.	Annette Black	Closed	Inventory
INC0001044	2 days ago	Loading dock 2 door is misaligned and does not close fully. To be addressed in next facility check.	Ralph Edwards	Closed	Maintenance
INC0001045	2 days ago	Packaging damage noted on inbound batch #X98124. Flagged for visual inspection.	Leslie Alexander	New	Quality Issue
INC0001046	2 days ago	Daily shift report is not syncing with the central dashboard. IT team informed.	Courtney Henry	Resolved	Software
INC0001047	2 days ago	Conveyor belt at Line B experiencing intermittent halts. Engineering notified.	Guy Hawkins	In Progress	Equipment
INC0001048	2 days ago	Incorrect label printing reported at Packaging Station 4. Supplies reloaded, awaiting test run.	Jacob Jones	New	Quality Control
INC0001048	3 days ago	Unauthorized access attempt recorded near loading dock. Security alerted.	Ronald Richards	Closed	Security
INC0001049	3 days ago	Water leak found near electrical outlet behind cold storage unit. Safety check initiated.	Jane Cooper	In Progress	Maintenance
INC0001050	3 days ago	Cartons in staging area not matching manifest. Discrepancy logged for audit.	Albert Flores	Resolved	Inventory

# Joule Studio in SAP Build

Build Joule agents and Skills for specific business needs with drag and drop simplicity.

These capabilities extend Joule copilot and enhance efficiency.



## Agentic Logistics Operations

Create shipments in GTT from Joule



### Creation

Created On: October 31, 2025  
By: You

### Update

Last Updated On: October 31, 2025  
By: You

Collaborators:



**Artifacts (3)** Triggers (3) Dependencies (2)

Artifacts

**Create**

Name	Description	Type	Last Edited On	Last Edited By	Created On	
Create Shipment	A skill to create shipment or update shipment with ONLY...	Joule Skill	A minute ago	MK	October 31, 2025	...
Get Delayed Shipments	A skill to get all delayed shipments from the GTT...	Joule Skill	A minute ago	MK	October 31, 2025	...
Track Shipment	A skill to track shipments in the GTT System	Joule Skill	A minute ago	MK	October 31, 2025	...

## Takeaways

- **SAP is invested in every customers' future**
- **AI is the new UI! A new experience to accelerate business processes**
- **Agentic is here!**



Thank You



ASUG

*Community Discussion:*

**What are your thoughts?**

ASUG

*What's Next?*

**Opportunities to Connect**

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# Engage with **Your Community**

AI Community on ASUG:




AI Community on LinkedIn:



# Pre-Conference Seminars at SAP Sapphire & ASUG Annual Conference





ASUG 

**SAP Sapphire**  
& ASUG Annual Conference  
ORLANDO

**Join me in Orlando**

Pre-Conference: **May 11, 2026**

 **May 11–13, 2026**  **Orlando, FL**

Learn More and Register



 **AI That Delivers**

Explore **SAP Business AI** strategy, security, and real-world use cases — plus hands-on AI road mapping.

**Secure a Seat Now** 

SAP Sapphire  
& ASUG Annual Conference  
ORLANDO

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Pre-Conference:  **May 11, 2026**  **Orlando, FL**



# Upcoming ASUG Events:

**SAP for Utilities  
presented by ASUG**  
October 7-9  
*San Antonio, Texas*



**ASUG Tech Connect  
2026**  
November 2-4  
*Fort Worth, Texas*



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*Thank you!*