

**ASUG**

# **Community Conversations**

**Proactive Risk Management in SAP:  
Harnessing AI and Automation for  
Business Continuity**

# ASUG

## *Today's Agenda*

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

# Proactive Risk Management in SAP: Harnessing AI and Automation for Business Continuity

Expert Speaker:



**Becky Doyle**  
Global Vice President  
Technical Support at SAP

Becky Doyle is **Global Vice President, Technical Support at SAP**, with over 20 years of experience driving customer-centric innovation across the organization. Over the past decade, she has held executive and Global Vice President roles, leading global teams and shaping strategies that strengthen customer trust and deliver seamless customer experiences. Becky's journey at SAP spans from her early days **at SAP Ariba to leading the Customer Interaction Center and Technical Support SuccessFactors HCM** organizations. In 2026, she was recognized as a **Stevie Award winner for Customer Empathy Advocate of the Year** at the Stevie Awards for Sales and Customer Service, reflecting her commitment to championing empathy, innovation, and transformative leadership in customer support.

ASUG

*Proactive Risk Management in SAP:  
Harnessing AI and Automation for  
Business Continuity*

**Insights from SAP**



# **Proactive Risk Management in SAP: Harnessing AI and Automation for Business Continuity**

**Becky Doyle**

Global Vice President

Technical Support at SAP



## Agenda

- 01** SAP's Support Strategy: A Quick Recap

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- 02** Where We're Headed  
Dive into Invisible Support: Vision, mission and way forward

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- 03** Preventive Customer Risk Mitigation  
Harnessing AI and Automation for Business Continuity

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- 04** AI in Action: Scope and Scenarios in Practice

## Safe Harbor Statement

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This document is intended to outline future product direction and is not a commitment by SAP to deliver any given code or functionality. Any statements contained in this document that are not historical facts are forward-looking statements. SAP undertakes no obligation to publicly update or revise any forward-looking statements. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. The timing or release of any product described in this document remains at the sole discretion of SAP. This document is for Informational purposes and may not be incorporated into a contract. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

# Uncertainty

New  
trade realities

New  
regulations

New  
technologies



Bring out  
your best.

“We can’t take away uncertainty,  
but we can help businesses  
become more resilient.”

# The Challenge

## The Challenge

**\$26.7M**

Avg Spent on AI\*



**Only 16%**

Avg ROI\*



Promise

Value Gap



Reality

# Barriers to Success

# Barriers to Success

## Disjointed data

75% of leaders cite incomplete/inconsistent data as main challenge\*

## Siloed solutions

55% lack confidence in ability to responsibly share and integrate data between business functions\*

## Complexity

70% of organizations report people and processes as their biggest challenge, including organization complexity and talent skills gaps\*\*

**Overcome the barriers**

# Overcome the barriers

## Complete enterprise context

Context-rich data that's connected and useful across the entire enterprise

## Unified experience

Secure AI that is embedded in your business-critical systems and built to work seamlessly across 3<sup>rd</sup> party solutions.

## End-to-end efficiency

Role-aware AI that handles complex work, so your teams stay focused, productive, and in control

# Unlocking Support Value

# Unlocking Support Value

Past

2026+



Limited System Insights



Back-and-forth Resolution



Fragmented Entry Points

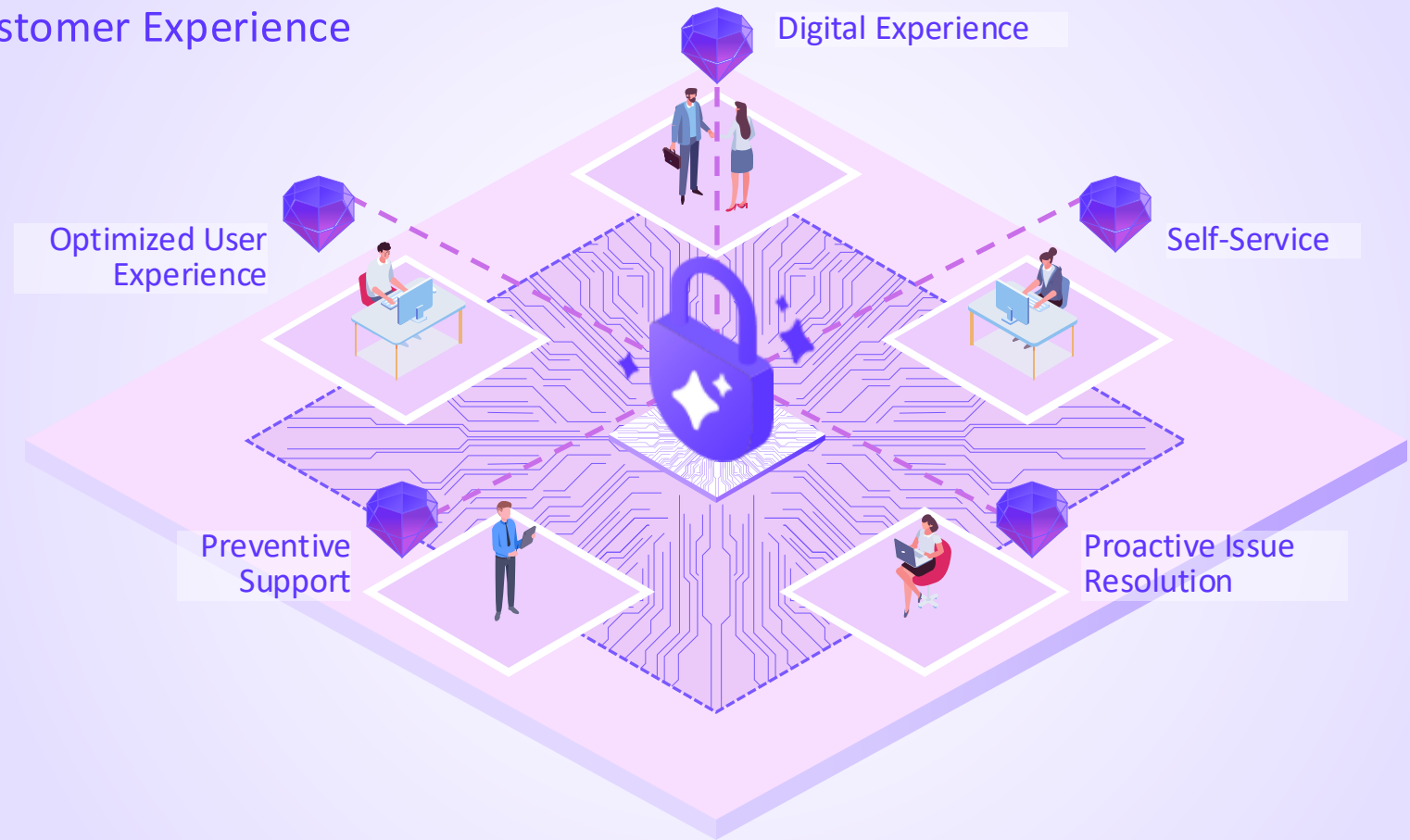


Reactive Issue Management



Complex, Manual Processes

## AI-Native, Unified Customer Experience



# Value to our customer

## Always-On, AI-Native Support

Combine human and AI expertise to prevent issues from surfacing in the first place. When needed, we respond with context-aware actions to enable faster resolution.

## Effortless Business Continuity

Help you get lasting value from your SAP investments by keeping your systems healthy and performance on track without operational friction.

## One Unified Experience

Bring consistency to how you engage with SAP through an intelligent interface that keeps interactions connected, personalized, and free from fragmentation.

# Where We're Headed

Dive into Invisible Support: Vision, mission and way forward



# Future of Support at a Glance

## Where We're Headed

### Invisible Support



SAP detects risks early & prevents potential issues

### Empowered Support



SAP's AI-driven Support provides tailored recommendations to improve your support experience

### Accelerated Support



SAP recognizes your environment, history, & similar customer cases to automatically connect you with the best expert & resolution.

# Invisible Support

**Vision** Proactively shaping the future of support with intelligent prevention and strategic cross engagement

**Mission** Lead the way to intelligent prevention—embedding AI, data, and cross-functional collaboration to engage timely in the customer journey and drive measurable value while evolving the skills of our organization and the way we work.

## Preventive & Invisible



Preventive Risk



## Proactive



Internal Request  
Proactive Monitoring

## Reactive



“Very High” Case  
Call, Mail, Chat



Reactive Alert



Intelligent Processing (AI + Human Experts)



SAP Support



Technical Support



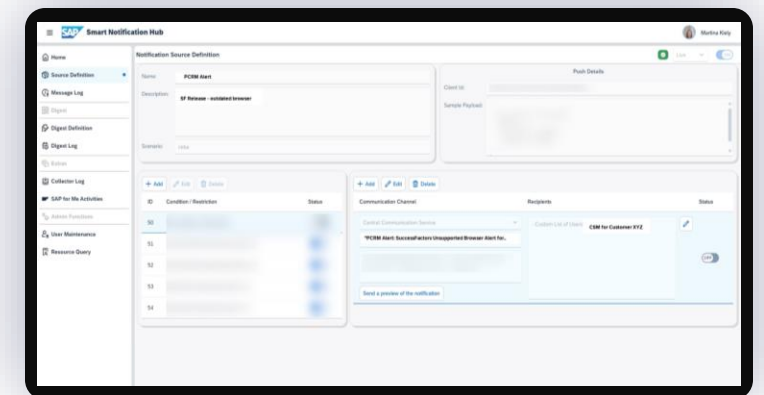
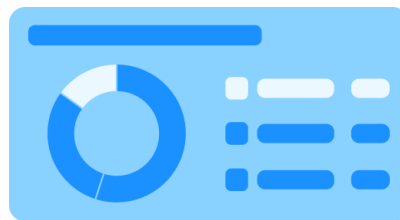
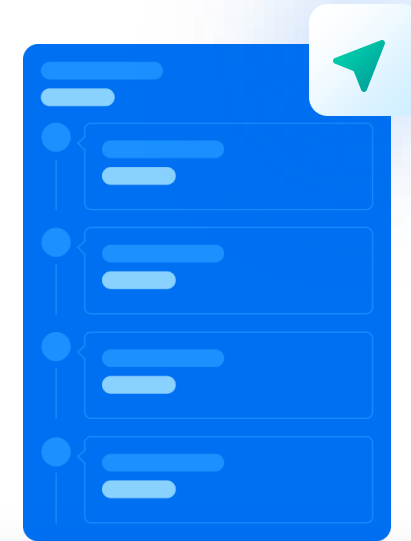
Development



SAP Mission Control Center



Preventive and intelligent support is becoming a core capability across all SAP solutions.



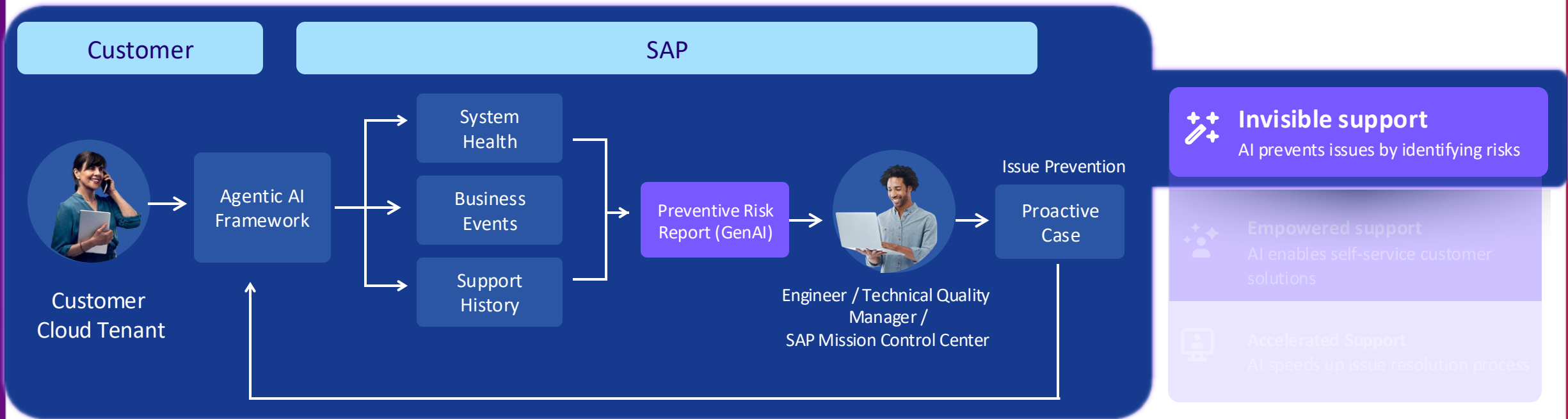
# Preventive Customer Risk Mitigation

Harnessing AI and Automation for Business Continuity



# Key AI Scenarios in customer support

## Invisible support



**Cyber Week**

Holistic health checks for **143 customers** using 200+ production environments

**12.2 billion GMV** at 100% uptime in SAP Commerce Cloud



### Invisible support

AI prevents issues by identifying risks



### Empowered support

AI enables self-service customer solutions



### Accelerated Support

AI speeds up issue resolution process

# AI in Action: Scope and Scenarios in Practice





# The scope of alerts



Release Update

## Release Cycle

Preventive Support | Successfactors Release Cycle

**What's the today**

- Early risk detection being implemented
- Seamless support - Faster resolution being offered
- Automation for stability

**What's next**

- Continuous improvement of release processes
- Greater self-empowerment
- Building preventive measures to lower a broader range of potential risks and their volatility
- Automating alerting mechanisms within the ecosystem

**What this means for you**

- Release operations
- Improved customer experience
- Swift representation of incidents

## Business Disruption

Preventive Support | Business Disruption

**What's the today**

- Proactively identify and mitigate risks to prevent business disruption
- Address performance, usability, and other potential issues (Bugs, etc.)
- Maximize operational stability and service availability
- Self-remediate preventive measures

**What's next**

- Changing team processes
- Enhance the product
- Improve on other responses

**What this means for you**

- Stable operations
- Reduced outages and errors
- Improved support impact



Go Live

## Go-Live Safeguarding

Preventive Support | Go-Live Safeguarding

**What's the today**

- Develop an risk detection through automated alerts, which automatically trigger remediation or mitigation actions - self-healing capabilities
- Advanced analytics which allow to customer experience, including self-remediation actions to provide better change impact

**What's next**

- Validate and expand this approach to all critical areas
- Greater insights
- Customer self-protection

**What this means for you**

- Information use confidence
- Proactive risk mitigation
- Risk-based focused approach



Critical Business Event

## Critical Business Event

Preventive Support | Critical Business Event

**What's the today**

- Integrate the support ecosystem (Cloud, SaaS) being used across
- AI analysis capable with real-time status, security, configuration & operational aspects and enable proactive responses before customer become aware of an issue
- Continuous system settings and readiness ahead of high-impact periods to enable proactive prevention of large-scale customer critical disruption

**What's next**

- Continuous representation of event analytics
- Advanced insights
- Expanded coverage across areas

**What this means for you**

- Clear risk view through proactive events
- Reduced customer escalations
- Address business-grade severity



Business Continuity

## IAM Sentinel

Preventive Support | Identity & Access Mgmt Sentinel

**What's the today**

- Proactive management (IAM, SaaS) and active management by detecting and acting on risky user behavior, security and access anomalies
- Automated monitoring and a proactive analysis allowing self-response to prevent and mitigate risks
- In the event of an issue, engineers open a customer case and follow incident response & action on mitigation and collaboration with CSC and security operations

**What's next**

- Continuous IAM capabilities
- AI-driven anomaly detection
- Integration with broader security frameworks

**What this means for you**

- Proactive threat resolution and data
- Reduced threat actor risk
- Lower risk of outages

## C4C\* Performance Sentinel

Preventive Support | C4C\* Performance Sentinel

**What's the today**

- Continuous monitoring of SAP S/4HANA & Service Cloud 111 (including a customer support and cloud services)
- AI enabled, Big, second, global, Big, real-time analytics, proactive client side, cloud and on-premise data to help the visibility on performance
- Proactive performance monitoring with targeted interventions

**What's next**

- Enhanced self-healing capabilities
- Broader coverage across entities
- Integration with broader security frameworks
- Continuous optimization

**What this means for you**

- Proactive issue resolution
- Automated change through automation, reducing manual intervention time
- Improved incident stability

## Collab integration Monitoring

Preventive Support | Collab integration Monitoring

**What's the today**

- Proactive detection monitoring which detect failures, detect breaches and integration issues
- Automated incident notification when needed
- Alert resolution workflow containing collaboration with dependent to speed up detection & recovery

**What's next**

- Enhanced self-healing capabilities
- Expanded across critical SAP S/4HANA
- Greater automation & integration
- Intelligent incident prevention

**What this means for you**

- Early visibility into integration risks
- Reduced downtime
- Stable SAP adoption

# Preventive Support | SuccessFactors Release Cycle



## What's live today



- Early risk detection during release cycles.
- Smarter support – Faster resolutions during critical periods.
- Automation for stability



## What's next

- Continuous improvement of release processes
- Smarter AI-driven insights
- Scaling preventive measures to cover a broader range of potential risks and SAP solutions.
- Automating alerting mechanisms within this framework.

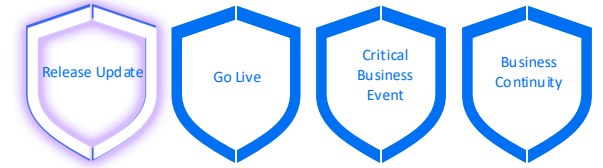
## What this means for you



**Release execution**

**Improved customer experience**

**Swift implementation of solutions**



## Success Story

### The Challenge

Outdated browser versions created risk of disruptions during releases

### Our Approach

Proactively identified at-risk customers and enabled early action through PCRM

### Impact

0 issues reported in 2H 2025

### Scaling the Impact

Expanding monitoring across customers and additional solution areas



Release execution

Improved customer experience

Swift implementation of solutions



# Preventive Support | Business Disruption



## What's live today



- Proactively identify and mitigate risks to ensure uninterrupted payroll execution.
- Address performance, scalability, and payroll slip generation issues ***before*** impact.
- Maintain operational stability and reinforce employee trust.
- Automated prevention measures.



## What's next

- Covering more processes
- Enhanced predictive analytics
- Scalable solution expansion

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## What this means for you



Reliable operations

Reduced escalations and errors

Improved support impact

# Preventive Support | Go-Live Safeguarding



## What's live today



- Always-on risk detection through AI-powered alerts which automatically trigger case creation or mitigation actions —often before customers notice.
- Advanced analytics detect risks in customer systems early, enabling swift preventive actions to proactively mitigate impact.



## What's next

- Validate and expand this approach to all solution areas.
- Smarter AI insights.
- Customer-first prioritization.



## What this means for you



Enhanced Go-Live confidence

Proactive risk mitigation

Outcome-focused approach

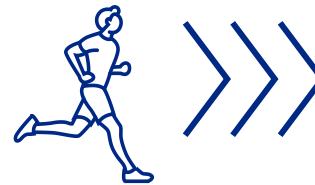
# Preventive Support | Critical Business Event



## What's live today



- Leverages AI to support Commerce Cloud customers during peak events.
- AI analytics identify early warning signs across capacity, configuration & operational signals and enable preventive measures before customers become aware of an issue.
- Optimizes system settings and readiness ahead of high-volume periods to enable reliable processing of large data volumes without disruption.



## What's next

- Continuous improvement of event protection.
- Advanced AI insights.
- Expansion to other solution areas.

## What this means for you



Steer risk-free through peak events

Reduced customer escalations

Achieve business goals smarter

# Preventive Support | Identity & Access Mgmt Sentinel



## What's live today



- Proactively safeguard CDC identity and access management by detecting and acting on threats such as Credential Stuffing and Account Takeover.
- Automated monitoring and a streamlined workflow allowing SAP Support to intervene and mitigate risk.
- If the event of an attack, engineers open a customer case and follow standard playbooks & advise on mitigations and collaborate with CDC and security operations.



## What's next

- Advanced IAM capabilities
- AI-driven anomaly prediction
- Integration with broader security frameworks

## What this means for you



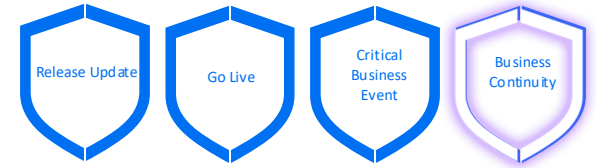
Protection of brand reputation and data

Reduced infrastructure costs

Lower risk of escalations

# Preventive Support | C4C\* Performance Sentinel

\*cloud for customer



## What's live today



- Continuous monitoring of SAP Sales & Service Cloud V1 telemetry, customization footprint and tenant resource usage.
- AI models flag unusual patterns (long-running extensions, excessive client-side load) and provide alerting to SAP for validation and mitigation.
- Proactive performance monitoring with targeted intervention.



## What's next

- Enhanced predictive capabilities
- Broader coverage across solutions
- Continuous optimization

## What this means for you



Fewer severe escalations

Accelerated triage through automation, reducing manual log collection time.

Improved tenant stability

# Preventive Support | Collab integration Monitoring



## What's live today



- Proactive BTP/CPI monitoring which detect failures, blocked messages and integration issues.
- Automated support notification when needed.
- Auto-resolution workflows combining automation with diagnostics to speed up detection & recovery.



## What's next

- Expansion across additional BTP applications
- Deeper automation & diagnostics
- Intelligent incident prevention

## What this means for you



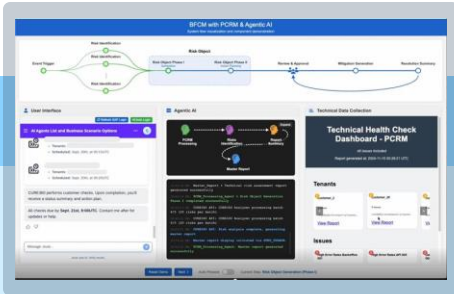
Early visibility into integration risks

Reduced downtime

Scalable BTP adoption

# Preventive Support

[Learn more](#)



See how AI-driven support minimizes business disruption.



How Customers Win with SAP's Proactive, Autonomous, and Seamless Support

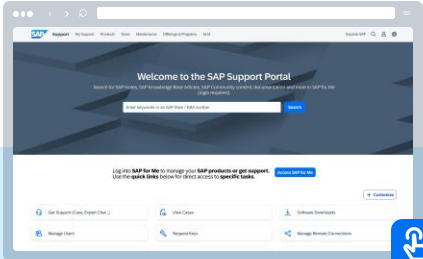


Proactive Customer Care: SAP's Blueprint for E-Commerce Success



Key Insights from the Best Cyber Week Yet

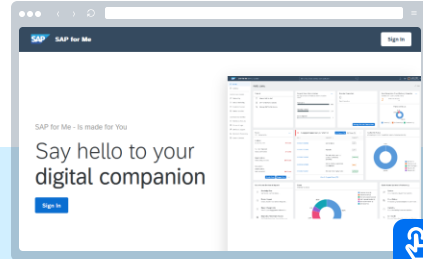
# Where to Get Support and Learn More



## SAP Support Portal

### Public access to support information

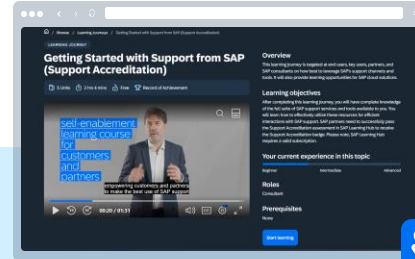
Access to support channels in SAP for Me, self-services, tools, and support applications. Details about support offerings, product maintenance, onboarding, and support-related news.



## SAP for Me

### Single-entry point to SAP's support

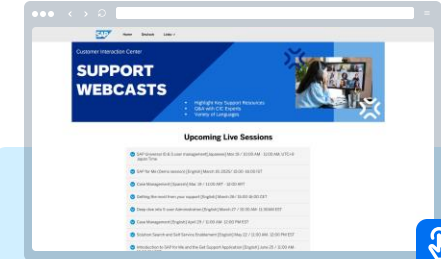
The customer portal makes managing support-related tasks simpler by using a set of digital self-service features to easily request support and resolve issues, with an end-to-end view of the personalized product portfolio.



## Support Accreditation

### Getting started with support from SAP

This learning journey is targeted at end users, key users, partners, and SAP consultants on how best to leverage SAP's support channels and tools. It will also provide learning opportunities for SAP cloud solutions.



## Webcasts

### Upcoming and on-demand webcasts and conferences

Find all upcoming and on-demand webcasts and conferences by categories. The live webcasts further help maximize your value of SAP services.



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*Community Discussion:*

**What are your thoughts?**

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*What's Next?*

**Opportunities to Connect**

# ASUG

## Engage Your Community

IT Ops Community on  
ASUG:



IT Ops Community on  
LinkedIn:





# Upcoming 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!*