



Using AI & Data-Driven Insights for Seamless Support

Building the Blueprint to operationalize AI in your own
organization

Mohammed Ajouz

Senior Vice President, Global Head of Technical Support

SAP



Agenda

01 SAP's Strategy

02 About Support
Dive into Invisible Support, Empowered Support, and Accelerated Support

03 The Future of Support

04 The Support Accreditation

Safe Harbor Statement

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Mohammed Ajouz

Senior Vice President, Global Head of Technical Support

Mohammed joined SAP in summer 2017 as Global Head of Technical Support, bringing over 30 years of experience leading enterprise support teams at companies like Oracle and Skillsoft. He currently drives SAP's Support transformation, delivering award-winning customer experiences while aligning with SAP's strategic goals. Mohammed also mentors the Technical Support leadership team, embodying SAP's leadership principles to foster high performance.

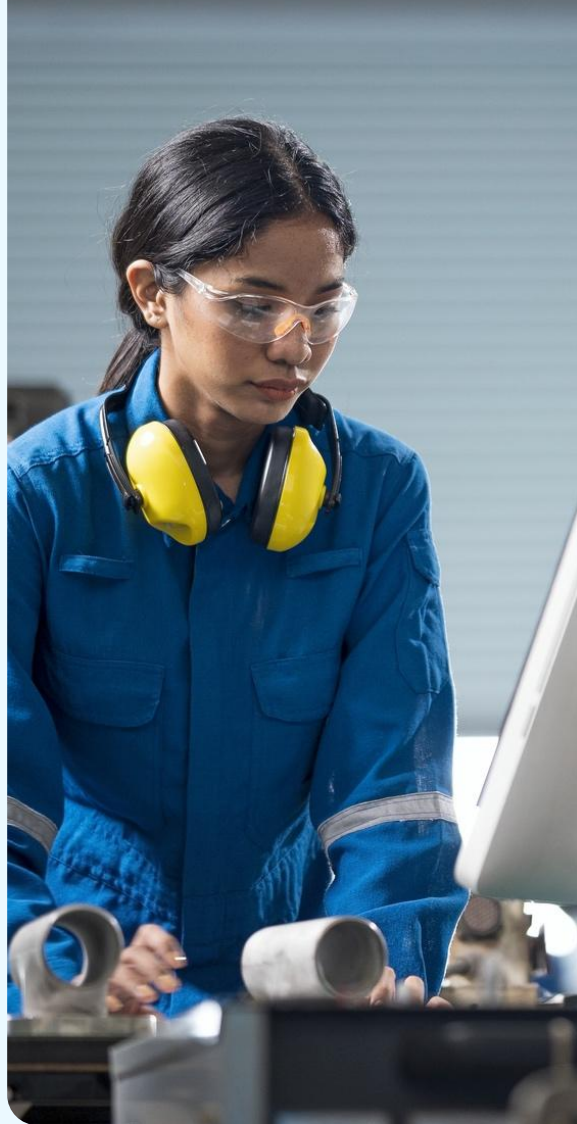
Our purpose

Help the world
run better
and improve
people's lives



Our Vision

**We bring out
the best in
every
business**



Transform your business
at scale with AI

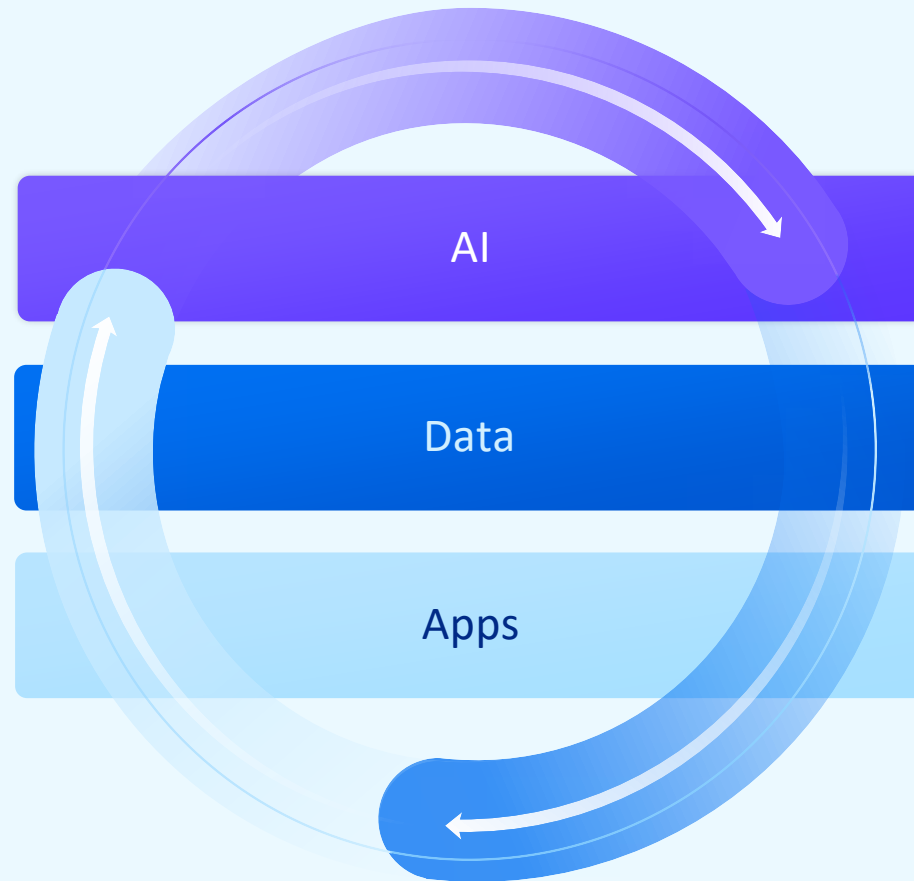


Achieve more
across the value chain



Innovate sustainably
and with confidence

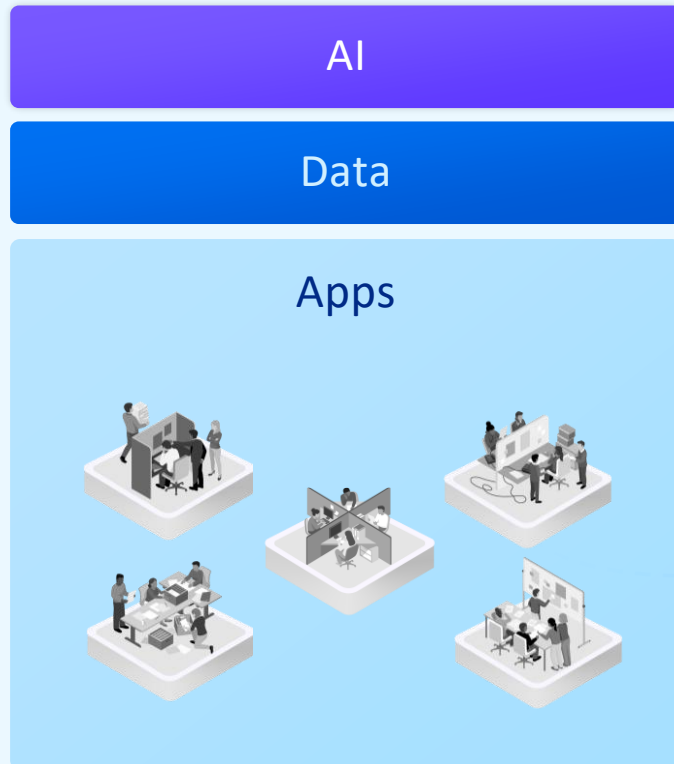
Our strategy remains to bring together apps, data, and AI into a virtuous flywheel



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

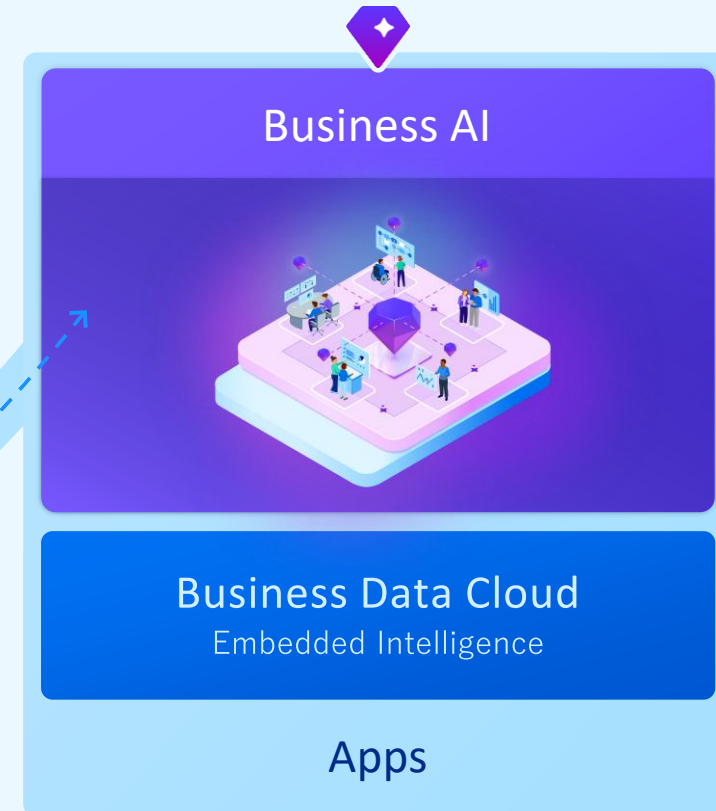
From

Traditional business processes supported by apps



To

Reimagined UX and business processes run by AI assistants



Unlocking Support Value



“

2/3 of customers who switch brands do so because of poor service. Customer experience including **support experience** is expected to overtake price and product as the *key differentiator*.

”

Source: Deloitte Insights – Radically transforming your Support Models

Unlocking Support Value

From

To



Limited System Insights



Back-and-forth Resolution



Fragmented Entry Points

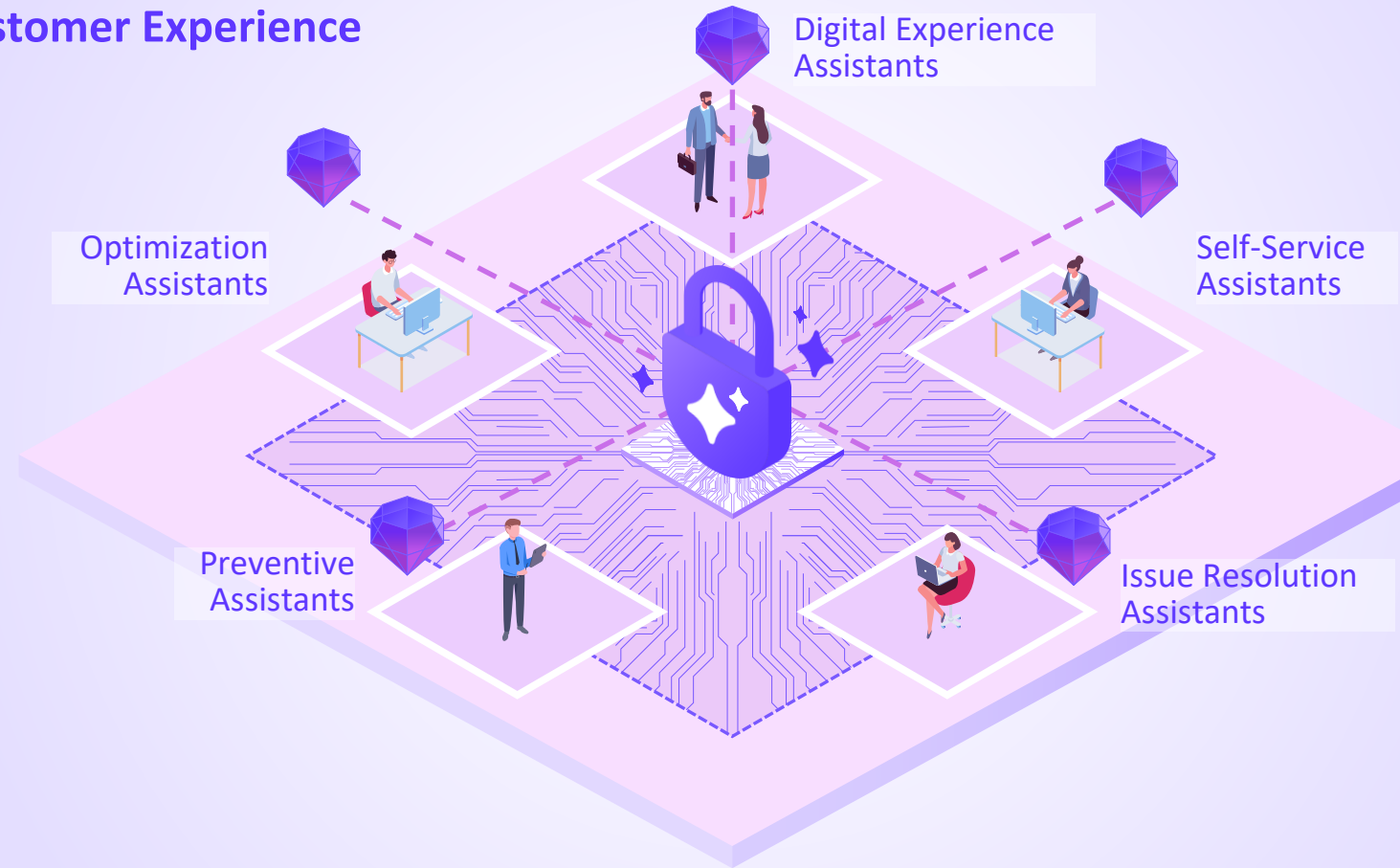


Reactive Issue Management



Complex, Manual Processes

AI-Enabled, Unified Customer Experience





“

“We will learn from the past to **predict the future** and transform the support experience into one where support prevents an issue from becoming a business-impacting event.”

”

Value to you as 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.

About Support

Our Vision

The foundation for
Customer Trust

Our Mission

Create exceptional
customer experiences,
build lasting trust and
drive business success



How We're Shifting the Value

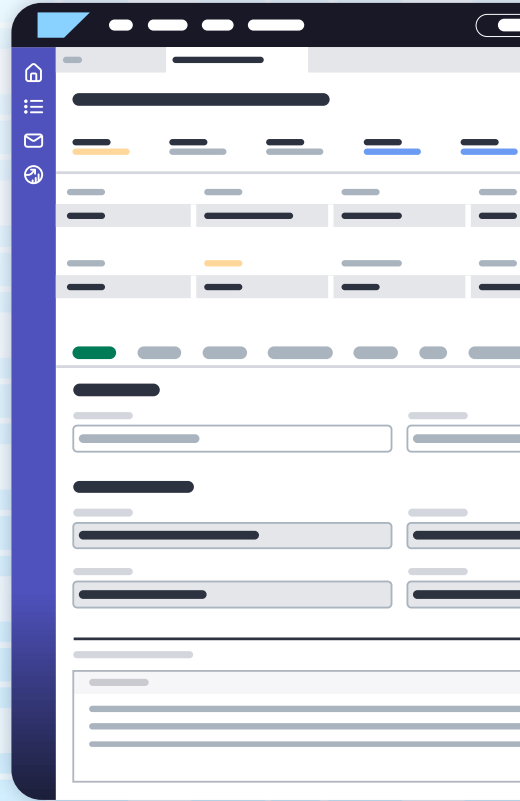
From

Owning the **Case Resolution**

Focuses on what is reported in the moment by customers.

The goal is to resolve the issue, close the case, and move on to the next.

This approach is necessary, but it treats each case in isolation and limits how the broader customer experience takes shape over time.



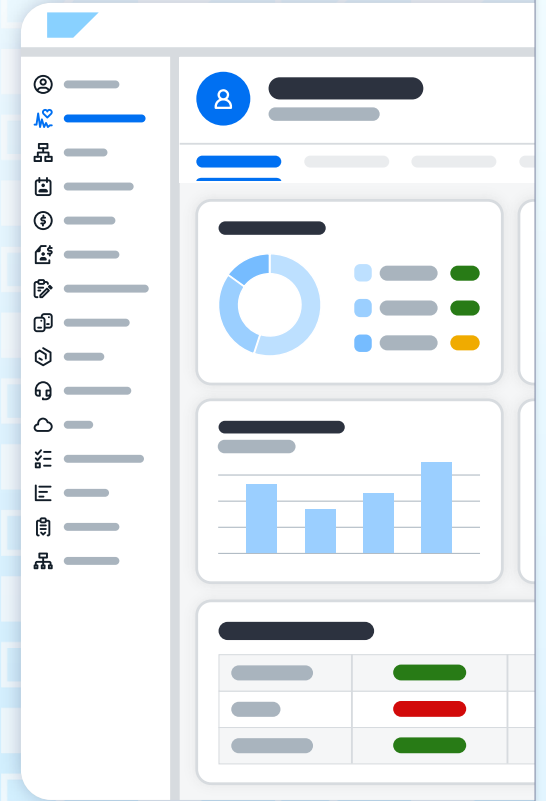
To

Owning the **Customer Experience**

Focuses on an end-to-end view of how SAP shows up in customers' daily work.

The goal is to understand their environment, priorities, and patterns of use over time.

Reframe every interaction from "We resolved your issue" to "We advanced your goal," signaling a shift from fixing problems to restoring and increasing value.



Future of Support at a Glance

Where We're Headed

Invisible Support



SAP **detects risks early & prevents** potential issues

Empowered Support



AI-driven SAP 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.**

2025 Black Friday / Cyber Monday Preventive Customer Care



Customers

167

Industries

27

Uptime

100%

Recommendations

518

Escalations

Zero

Time & Effort Saved

1050
Hours

Tenants Monitored

213

Proactive Issues Detected

674

Proactive Cases

451

Commercial Performance 2025



+40%

GMV YoY Growth

\$17.8B in Cyber Week sales.



+20%

Transaction Volume Increase

Processed more orders than in 2024.



+18%

Average Order Value YoY Growth

Indicates strong customer demand.



+251%

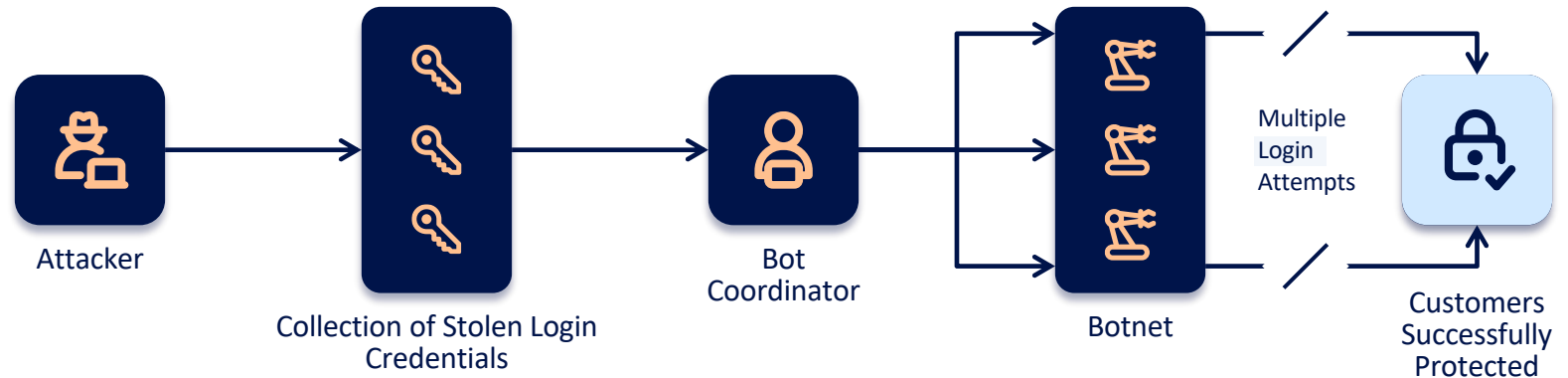
Peak Capacity YoY Growth

Processed \$2.3B GMV and 11,000 orders per minute.

Delivering Proactive Support

Behind the Scenes

Example: How Credential Stuffing Works



Account Takeover Attacks use stolen or common passwords to brute-force logins, generating millions of failed attempts..

SAP Customer Data Cloud detects these spikes in real-time and provides proactive monitoring and tailored recommendations to keep systems secure.



Monitoring

Support proactively monitors customer systems for spikes in failed login attempts.

An incident is **automatically** created for each alert to enable prompt engineer investigation and analysis logging.



Intelligent Automation



Case

An engineer analyzes the incident. If deemed a legitimate attack, the engineer provides tailored recommendations specific to the attack attempt and the customers configuration to help protect end user data from exposure.



Support Engineer

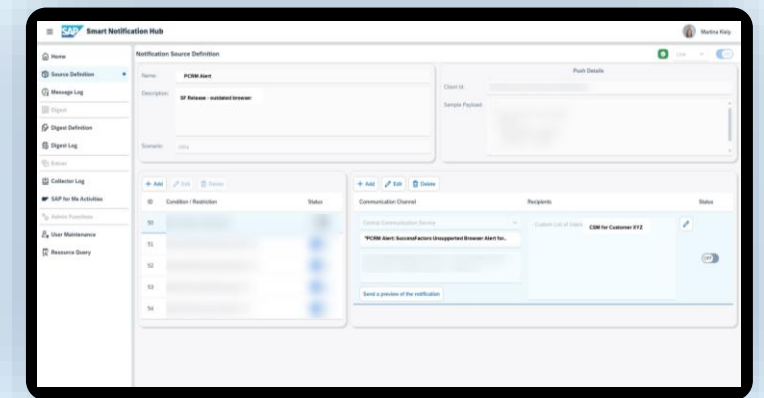
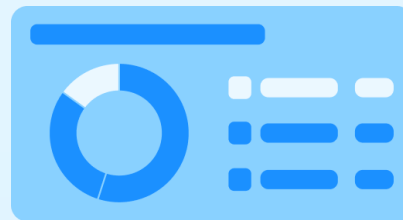
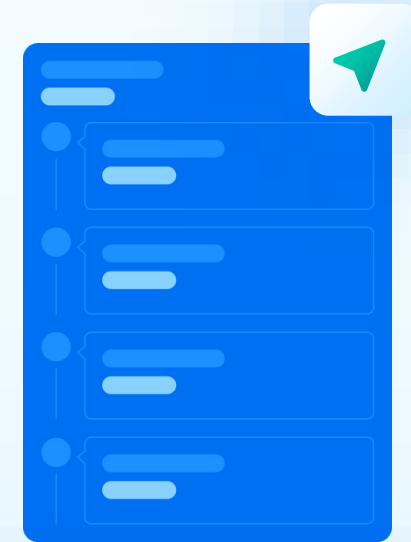
Proactive Monitoring with SAP Business Network for Supply Chain



Proactive Monitoring in Supply Chain Operations

Outcome: Increased case deflection, faster turnaround time with the development teams, improved platform stability, and stronger customer trust.

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



Empowered Support

Our intelligent front door



Challenge

Fragmented delivery structures and journey designs experience leads to dissatisfaction and inefficiencies.



Solution

A unified, intelligent front door that identifies intent and delivers personalized resolutions

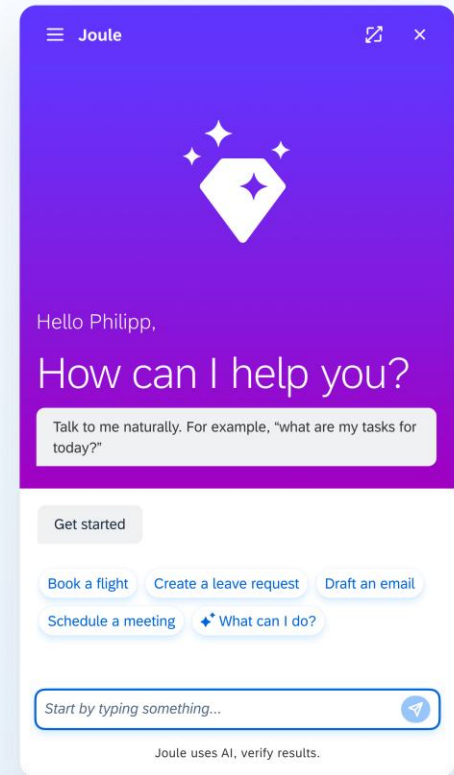


Benefit

Higher satisfaction, stronger AI leadership, increased self-service efficiency.



Vision



Entry point for

Everyone

with voice to text

SAP's vision for an intelligent front door

The screenshot displays the SAP for Me user interface. At the top left, the SAP logo and 'SAP for Me' text are visible. The top right corner shows user profile, notification, and help icons. A left-hand navigation menu includes Home, Calendar, Reporting, Dashboards, Finance & Legal, Portfolio & Products, Service & Support, System & Provisioning, Users & Contacts, Get Assistance, Legal, and Status. The main content area features a purple header with a personalized greeting 'Good Day, Billie' and a message from the SAP Assistant. Below this is a 'Task Center' with filters for 'To Do (8)' and 'To Monitor (13)'. It contains an 'Expert Call' section with two upcoming meetings: 'SaE for Dev - HCM Personnel Administration Meeting' at 10:30-11:00 and another at 14:30-15:00. The 'Case Management' section lists several cases with their severity levels and actions: 'Global Ultimate Selection / Not all companies are selected' (Very High, SAP Proposed Solution), 'Login API Returns 500 Error Under High Load' (High, SAP Proposed Solution), 'EWM does not work correctly' (Medium, SAP Proposed Solution), 'St22 - Syntax error in program SAPLSC' (High, Customer Action), 'Can't upload attachments when creating the case' (Medium, Customer Action), and 'Memory Leak in Background Worker Process' (Medium, Customer Action). A 'Quick Access' sidebar on the right provides links to Knowledge Base, Cloud System Availability, Services Overview, Get Support, and Contact the Customer Interaction Center (CIC).

Vision Demo:

I'm having an issue

SAP's vision for an intelligent front door

The screenshot displays the SAP for Me user interface. At the top left is the SAP logo and 'SAP for Me' text. The top right shows user profile icons and a notification badge with '72'. A left sidebar contains navigation options: Home, Calendar, Reporting, Dashboards, Finance & Legal, Portfolio & Products, Service & Support, System & Provisioning, Users & Contacts, Get Assistance, Legal, and Status. The main content area features a chat window with a purple header 'Good Day, Billie' and a message input field. Below the chat is a 'Task Center' with 'To Do (8)' and 'To Monitor (13)' tabs. The 'Expert Call' section lists two meetings: 'SaE for Dev - HCM Personnel Administration Meeting' (10:30 - 11:00) and another at 14:30 - 15:00. The 'Case Management' section shows six cases with details like severity, solution type, and dates, each with a 'Check' or 'Reply' button. On the right, a 'Quick Access' panel includes 'Pinned', 'Recent', and 'Favorites' tabs, and sections for 'Applications' (Knowledge Base, Cloud System Availability, Services Overview) and 'Quick Actions' (Get Support, Product, Website, Other Support Related, Contact the Customer Interaction Center (CIC)).

Vision Demo:

Close my case

Empowered Support

SAP's vision for an intelligent front door

The screenshot displays the SAP for Me user interface. At the top left is the SAP logo and 'SAP for Me' text. The top right shows a user profile and notification icons. A central chat window features a purple header with 'Good Day, Billie' and a message input field. Below this is a 'Task Center' with tabs for 'To Do (8)' and 'To Monitor (13)'. The 'Expert Call' section lists two meetings: 'SaE for Dev - HCM Personnel Administration Meeting' (10:30 - 11:00) and another at 14:30 - 15:00. The 'Case Management' section contains six case cards with titles like 'Global Ultimate Selection / Not all companies are selected' and 'Login API Returns 500 Error Under High Load', each with a 'Check' or 'Reply' button. A 'Quick Access' sidebar on the right includes 'Pinned', 'Recent', and 'Favorites' tabs, and lists 'Applications' such as 'Knowledge Base', 'Cloud System Availability', and 'Services Overview'. 'Quick Actions' include 'Get Support' and 'Contact the Customer Interaction Center (CIC)'. A bottom navigation bar includes 'Get Assistance', 'Legal', and 'Status'.

Vision Demo:

Provide a work summary

Empowered Support

Generative AI Search

The screenshot displays the SAP for Me user interface. At the top left, the SAP logo and 'SAP for Me' text are visible. A search bar is located at the top center with the placeholder text 'Search'. On the top right, there are icons for notifications (with a red '6'), help, and user profile. The left sidebar contains a navigation menu with items: Home (selected), Calendar, Reporting, Dashboards, Finance & Legal, Portfolio & Products, Services & Support, Systems & Provisioning, Users & Contacts, Get Assistance, Legal, System News, and Status. The main content area features a 'Welcome' message with a blurred name and a 'Customize Home Page' link. Below this is a large banner with the text 'Welcome to SAP for Me' and a message: 'Remember that you can always edit your interests to personalize your homepage. Try it out, and as always we welcome your feedback.' There are 'Edit My Interests' and 'Close' buttons. At the bottom, there is a 'Search Support Knowledge' section with a search bar containing the placeholder text 'How can we help you?'.

Live Preventive Recommendations

The screenshot displays the SAP for Me interface for 'Live Preventive Recommendations'. The top navigation bar includes the SAP logo, 'SAP for Me', a search bar, and user profile icons. The left sidebar contains navigation options: Home, Calendar, Reporting, Dashboards, Finance & Legal, Portfolio & Products, Services & Support, Systems & Provisioning, Users & Contacts, Get Assistance, Legal, Status, and Mobile App.

The main content area is titled 'Services & Support / Live Preventative Recommendations / Live Preventative Recommendations'. It features several filter dropdowns: Customer, Systems, Software Products (with a 'Select' button), Components (with a 'Select' button), and Types (with a 'Select' button). Below the filters is a 'Recommended Solutions (18)' section with a search bar and a table of recommendations.

Number	Title	Type	Category	Software Product	Component	Alert Date	
ADJ- (1)							
3596125	FAQ for SAP Security Note 3594142 - [CVE-2025-31324] Missing Authorization Check in SAP NetWeaver Visual Composer "developmentserver" Component	Critical	Program error	SAP NetWeaver	EP-VC-INF	29.04.2025, 11:00:47	👍 🗨️ >
E3A-my300151.s4hana.ondemand.com (17)							
3577027	The feature to add an SAP Cloud Identity Service Administrator in SAP for Me is currently unavailable	Hot	Known Error	SAP S/4HANA Cloud Public Edition	BC-IAM-IDS	24.04.2025, 01:13:34	👍 🗨️ >
3599469	Error FINS_COSTCTR_BDFCT:01 2 happens in app Manage Product Costing Errors	Hot	Problem	SAP S/4HANA Cloud Public Edition	CO-OM-2CL	25.04.2025, 07:03:50	👍 🗨️ >
3122430	Scope item activation request for SAP Central Business Configuration provisioned S/4HANA Cloud Public Edition	Preventative	Problem	SAP Central Business Configuration... <small>More</small>	X4-CBC-ANS	29.04.2025, 13:40:35	👍 🗨️ >
2515151	SAP S/4HANA Migration Cockpit: Migration objects or fields which you want to migrate cannot be found	Preventative	Product Enhancement	SAP S/4HANA Cloud Public Edition... <small>More</small>	CA-GTF-MIG	29.04.2025, 13:40:35	👍 🗨️ >
3404245	How to find the relevant scope items for Business Catalog? - SAP S/4HANA Cloud	Preventative	Problem	SAP S/4HANA Cloud Public Edition	BC-SRV-APS-IAM	29.04.2025, 13:40:35	👍 🗨️ >

[Learn More](#)

Automatic Translation

For SAP Notes & SAP Knowledge Base Articles

The screenshot displays the SAP for Me interface for SAP Note 3067001. The note title is "3067001 - Japan - HEISEI 28 (FY 2016) Tax Reform - Introduction of Invoice Method (TEKIKAKU SEIKYUSHO TOU HOZON HOUSHIKI), effective on October 1st, 2023". The "Available Languages" tab is selected, showing a list of 10 machine-translated languages: Japanese, Portuguese, Spanish, Chinese, Italian, Korean, Russian, German, French, and English. A blue callout box highlights that the content is available in 10 languages. The interface also includes a search bar, navigation icons, and a footer with links to Help, Contact Us, Status, Terms of Use, Copyright and Trademarks, Cookie Statement, Cookie Preferences, Legal Disclosure, and Privacy.

Available Languages

- 日本語 (Machine Translation)
- Português (Machine Translation)
- Español (Machine Translation)
- 中文 (Machine Translation)
- Français (Machine Translation)
- Italiano (Machine Translation)
- Русский (Machine Translation)
- 한국어 (Machine Translation)
- Deutsch (Machine Translation)

Available in 10 Languages

German

Portuguese

Russian

Korean

Italian

Japanese

English

Spanish

Chinese

French

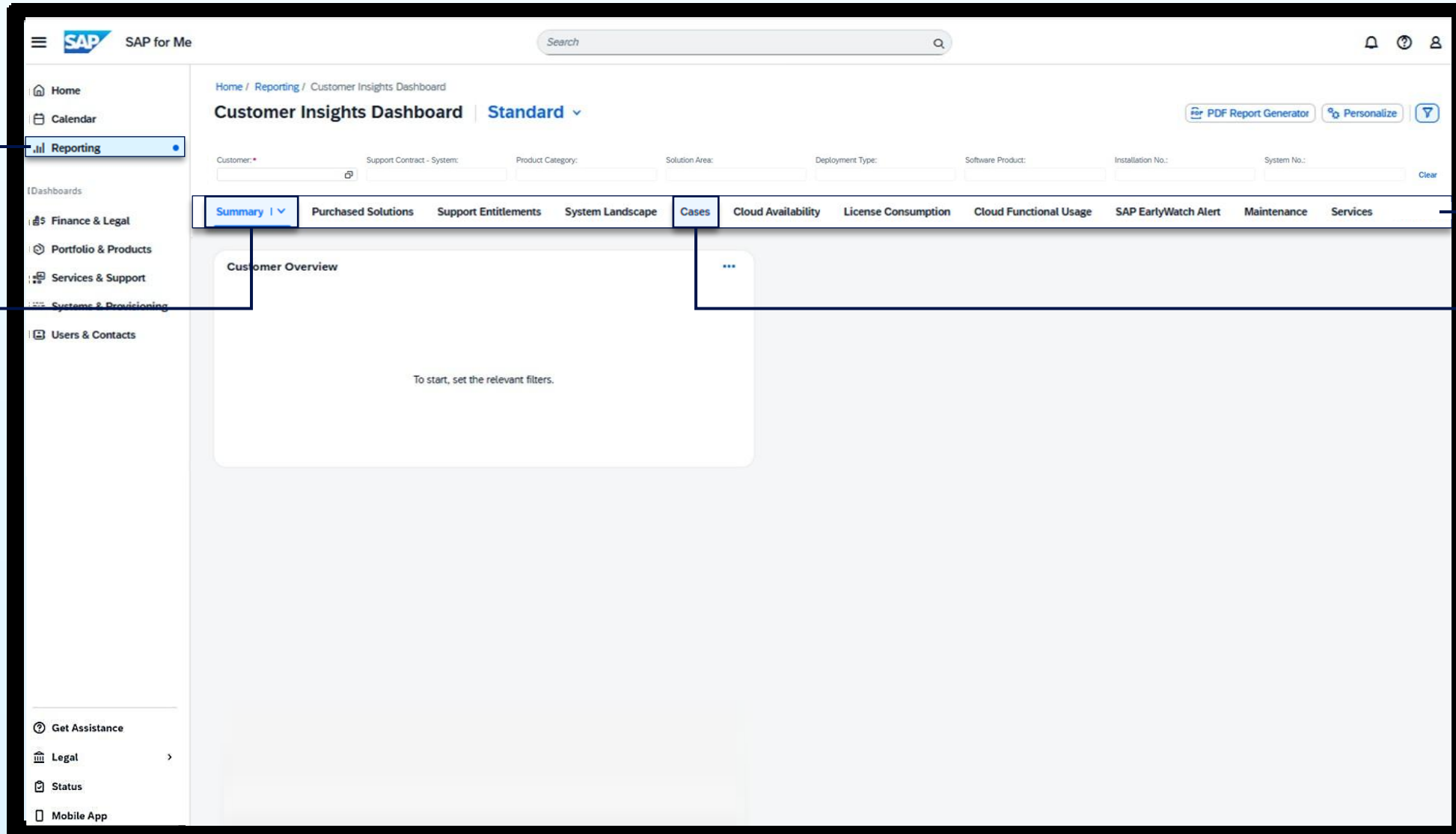
Customer Insights Dashboard

Reporting Chapter

Summary Tab

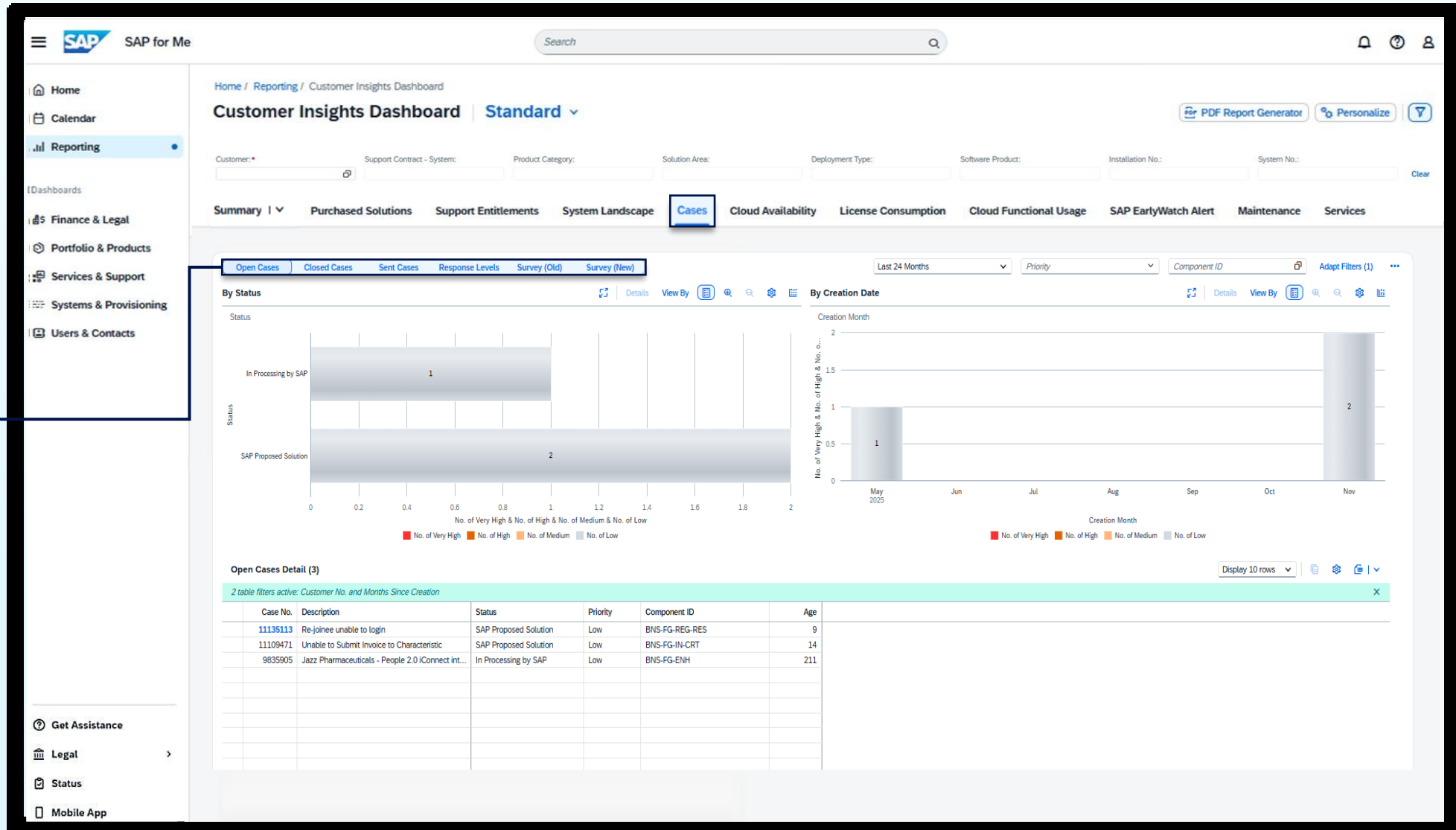
Main Sections

Cases



Customer Insights Dashboard

View Key Support Datapoints



Customer Insights Dashboard

The dashboard provides a comprehensive overview of customer support cases. It includes a navigation menu on the left, a search bar at the top, and a 'Personalize' button highlighted with a callout. The main content area features several interactive charts and a detailed table of closed cases.

Navigation and Search:

- Home / Reporting / Customer Insights Dashboard
- Customer Insights Dashboard | Standard
- PDF Report Generator | Personalize

Filters and Tabs:

- Customer, Support Contract - System, Product Category, Solution Area, Deployment Type, Software Product, Installation No., System No.
- Summary | Purchased Solutions | Support Entitlements | System Landscape | **Cases** | Cloud Availability | License Consumption | Cloud Functional Usage | SAP EarlyWatch Alert | Maintenance | Services
- Open Cases | Closed Cases | Sent Cases | Response Levels | Survey (Old) | Survey (New)
- Last 6 Months | Priority | Component ID | Error Category | Adapt Filters (2)

Charts:

- By Avg Processing Time:** A combined bar and line chart showing 'Days at SAP' (green bars), 'Days at Customer' (light green bars), and 'No. of Closed Cases' (blue line) from June to November 2025. Data points for 'Days at SAP' are: Jun (9.64), Jul (13.67), Aug (12.94), Sep (4.2), Oct (8.17), Nov (2.52).
- By Solution Area:** A horizontal bar chart showing the number of closed cases by solution area. 'Procurement' has 31 closed cases.
- By Error Category / Closing Month:** A stacked bar chart showing the number of closed cases by error category across months from June to November 2025.
- By Error Subcategory:** A donut chart showing the distribution of closed cases across various error subcategories.

Closed Cases Detail (31)

Case No.	Description	Component ID	Confirmation Type	Days at SAP	Days at Customer	Error Category	Error Subcategory
9758761	SPFY - Canada Overtime Rules	BNS-FG-RS-BR	Automatic	4.94	74.55	Service Request	Other service request
9840081	Error When Enabling an Integration Subscription	BNS-FG-INT	Automatic	33.72	17.31	Customer / Partner Issue	Coding issue
9867542	SPFY - 61152 - Canada Overtime Rules -- P2	BNS-FG-RS-BR	Manual	56.33	10.85	Customer / Partner Issue	Consulting / implementation request
9916564	Spotify - Cost Center Upload Integration Error	BNS-FG-INT	Automatic	9.16	10.86	Customer / Partner Issue	Configuration
9919752	submit case	BNS-FG-LOG-USN	Automatic	4.27	10.62	Customer / Partner Issue	Improper user handling
9937853	SPFY - Test Environment Notification	BNS-FG-INT	Automatic	1	16.92	Customer / Partner Issue	Configuration
10072309	Spotify Prod - Setup Public Key for Workday In...	BNS-FG-INT-SUB	Automatic	12.85	20.68	Customer / Partner Issue	Configuration
10104732	SPFY - Setup Public Key for Workday Integration	BNS-FG-INT	Automatic	4.32	34.21	Customer / Partner Issue	Configuration
10108872	Assistance with Username	BNS-FG-SUP-SM	Automatic	0.03	10.7	Customer / Partner Issue	Improper user handling
				6.4	17.54		

Personalize

Read the Data and Optimize a Repeated Usage of CID

Empowered Support

Customer Insights Dashboard

The screenshot shows the SAP Customer Insights Dashboard. At the top, there is a search bar and navigation icons. The left sidebar contains a menu with 'Reporting' selected. The main content area features a breadcrumb trail 'Home / Reporting / Customer Insights Dashboard' and a title 'Customer Insights Dashboard | Standard'. Below the title is a filter bar with fields for Customer, Support Contract - System, Product Category, Solution Area, Deployment Type, Software Product, Installation No., and System No. A 'PDF Report Generator' button is highlighted with a blue box and a line pointing to the text 'Summarize'. Below the filter bar is a navigation menu with 'Cases' selected. The dashboard displays three report cards: 'Case Overview Report', 'Support Insights Report', and 'Adoption Report', each with a brief description and a 'Download' link.

Summarize

Get an
Executive
Summary in
One Click

Accelerated Support

Accelerated Support

Agentic Case Resolution

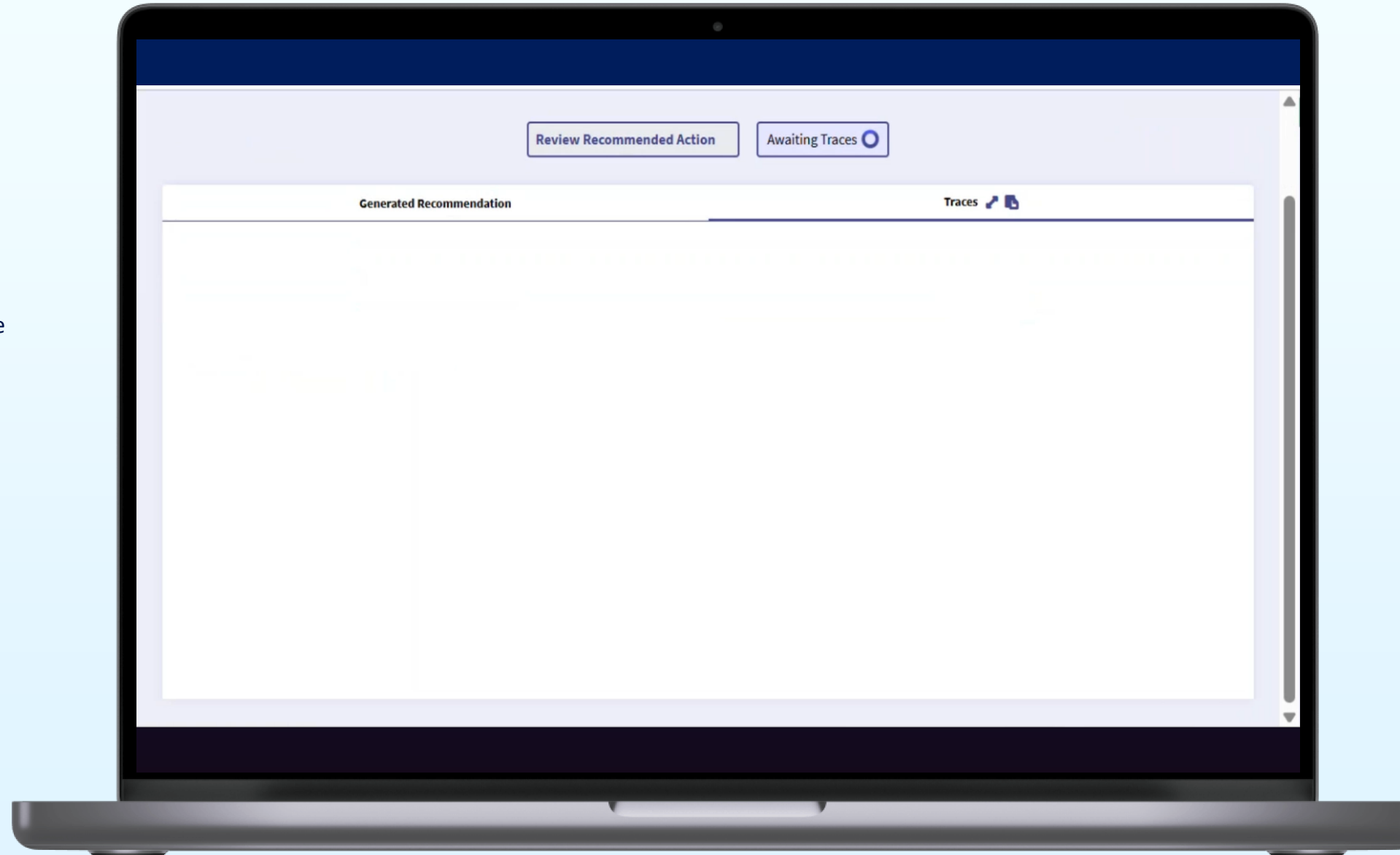
What is Agentic Case Resolution?

Agentic case resolution reimagines case management to automate and optimize resolution. It automatically delivers the next best action for our customers to take and guides engineers through the suggested next best actions.

As a result: faster resolutions, greater consistency, and reduced engineer effort.

What happens in the initial analysis?

AI task agents consider the description, the component, and the product, to evaluate the case. Then, the AI orchestrator triggers all task agents and collects individual results to be ranked.

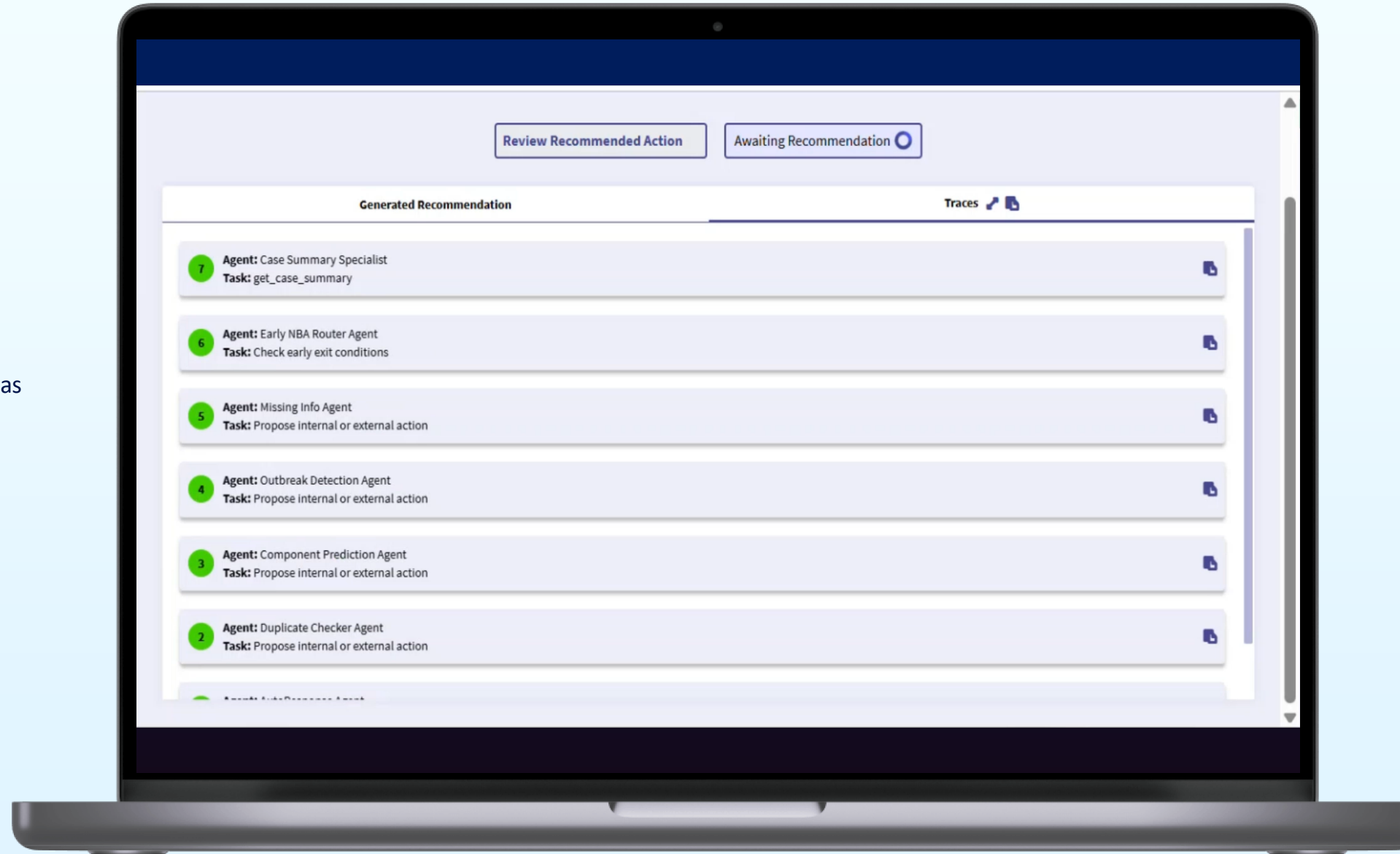


Agentic Case Resolution

Understanding the Problem

AI task agents immediately begin analysis by:

- Leveraging **existing knowledge** such as SAP Knowledge Base Articles, SAP Notes, SAP Community.
- Reviewing **similar cases** and **past incidents** reported.
- Detecting **missing information** and recommending actions.
- Identifying **potential outages**.
- Evaluating the **component** to ensure correct assignment.
- Reviewing the case to **identify duplicates**.

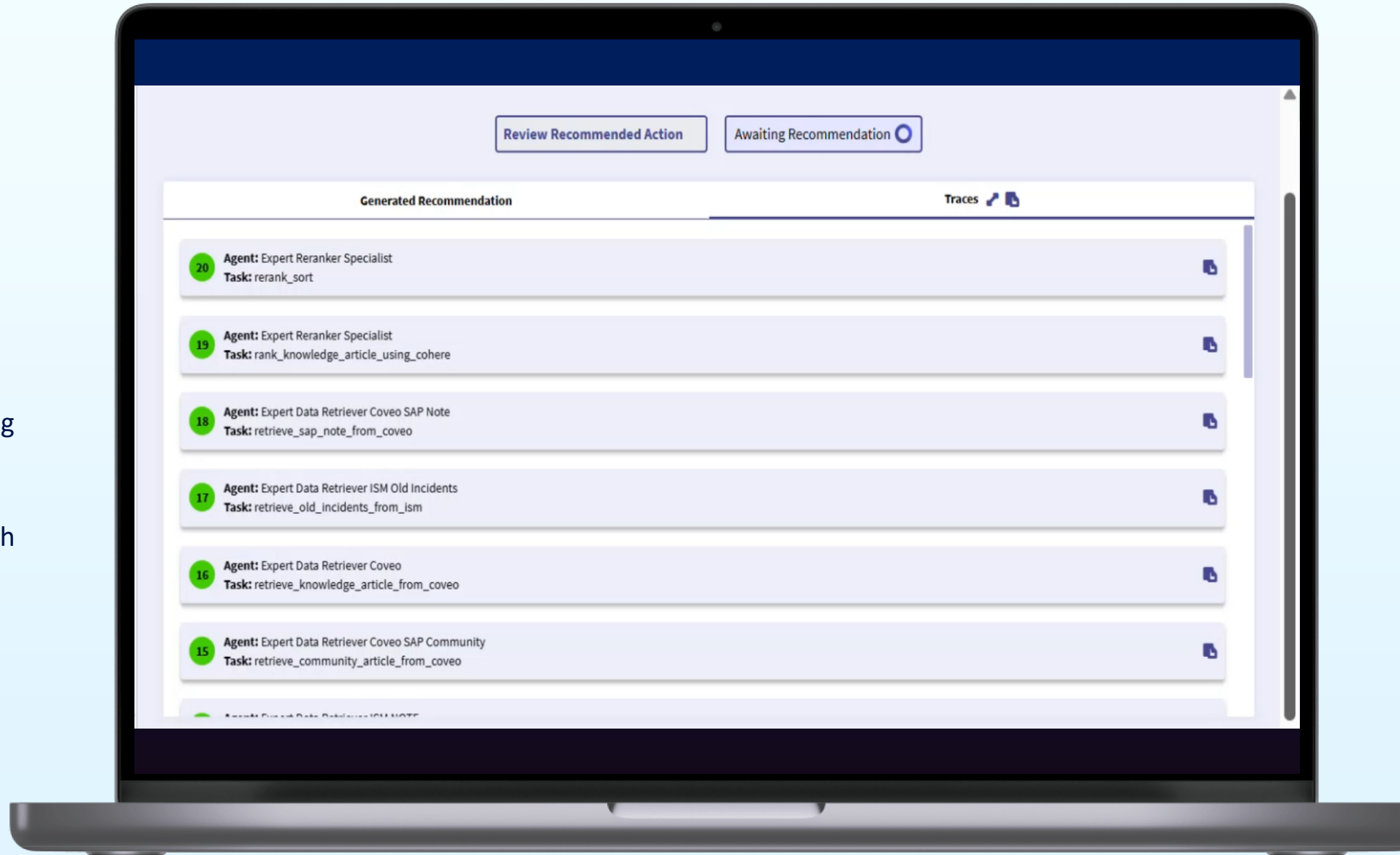


Agentic Case Resolution

Ranking Recommendations

The solution compiler then ranks individual results before compiling an overall final output of an auto response.

This is presented to engineers with full trace visibility, allowing them to clearly see how conclusions were reached and how the data was captured.

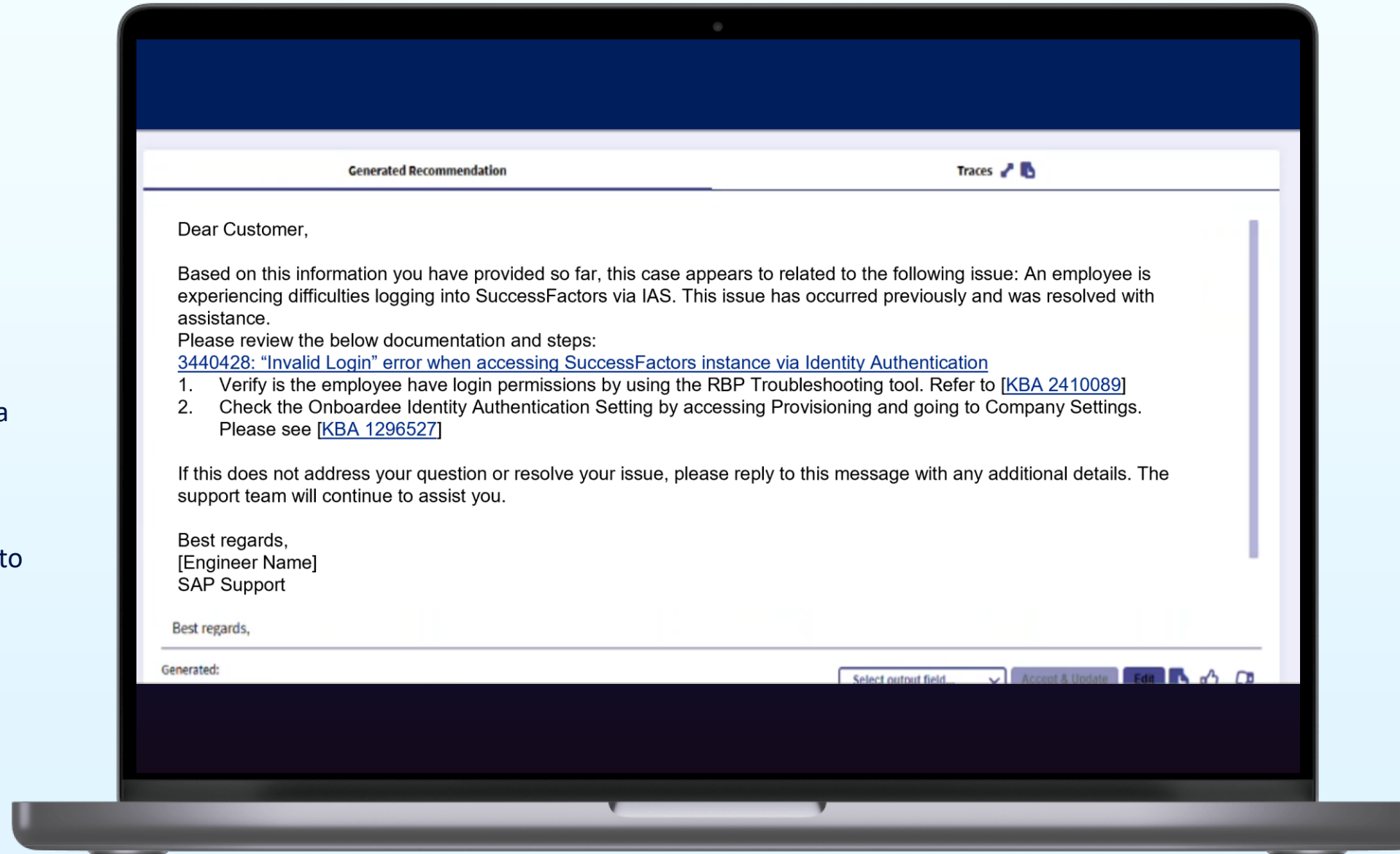


Agentic Case Resolution

Turning Insight Into Action

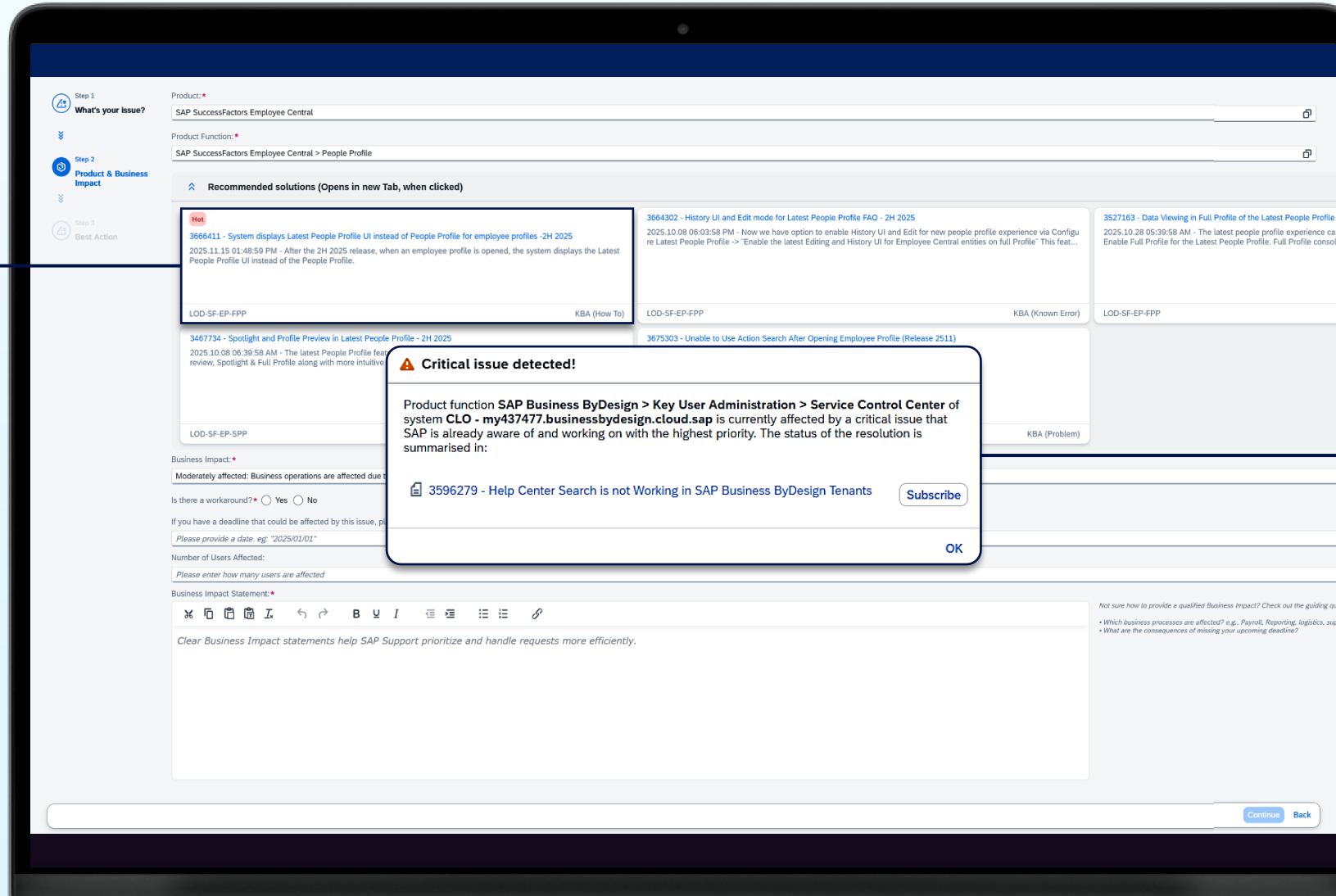
All insights are consolidated into a clear, actionable **next best action** for the engineer.

Engineers can review, refine, and send the recommended solution to the customer, resulting in effortless, transparent, and transformative support.



AI-Powered Get Support App

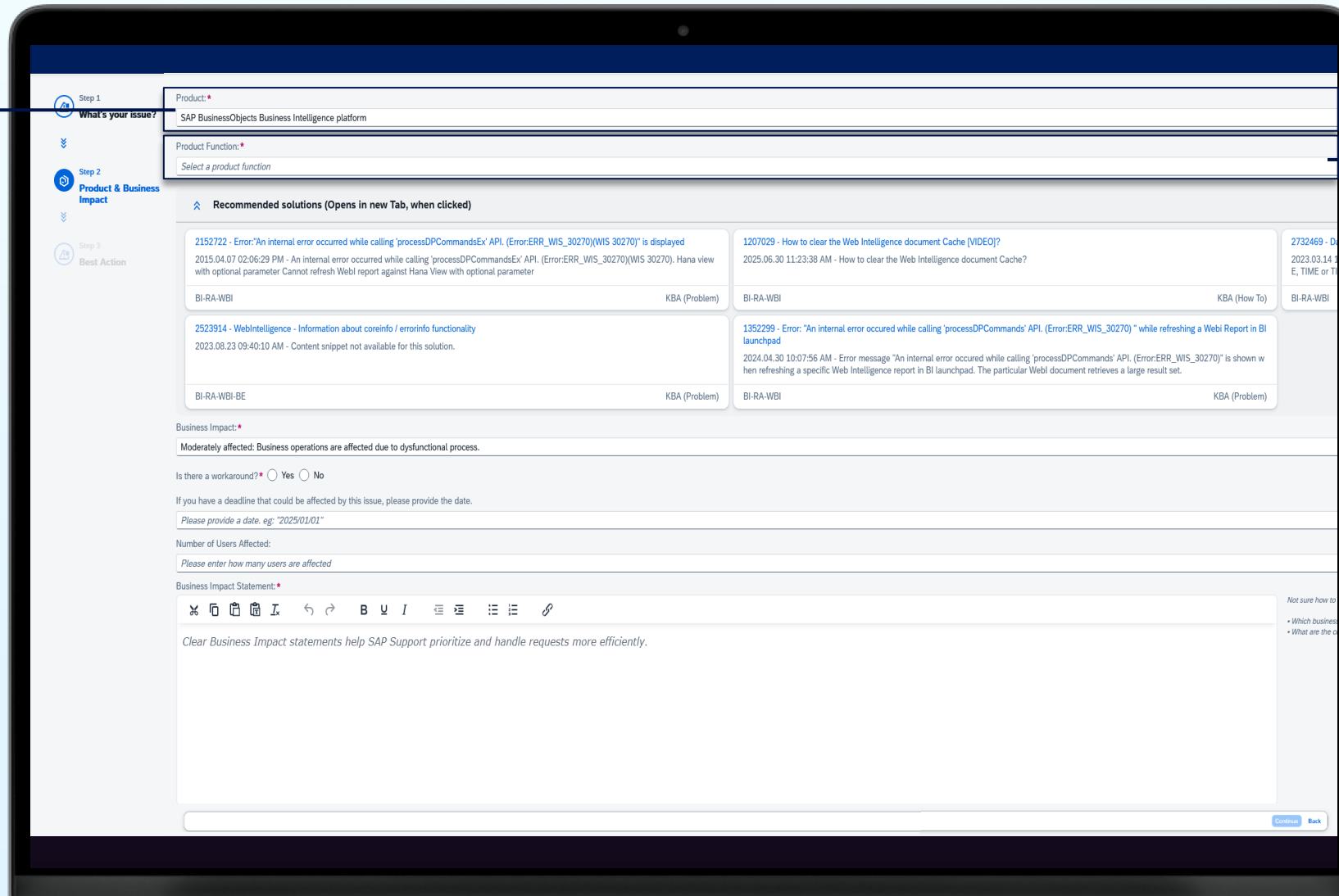
'Hot'
Content



Critical
Issue PopUp

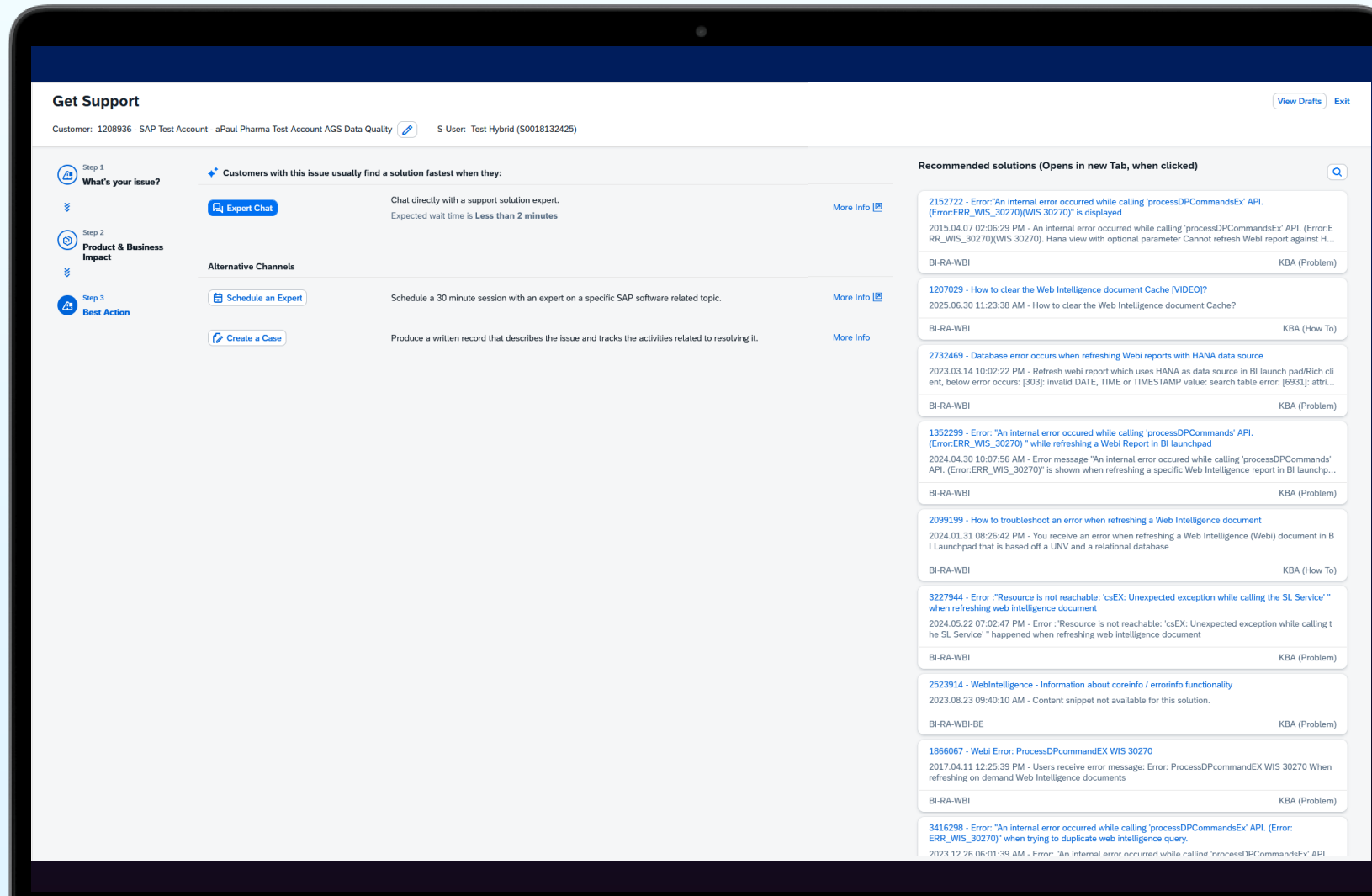
AI-Powered Get Support App

Product Predictor



Product Function Predictor

AI-Powered Get Support App



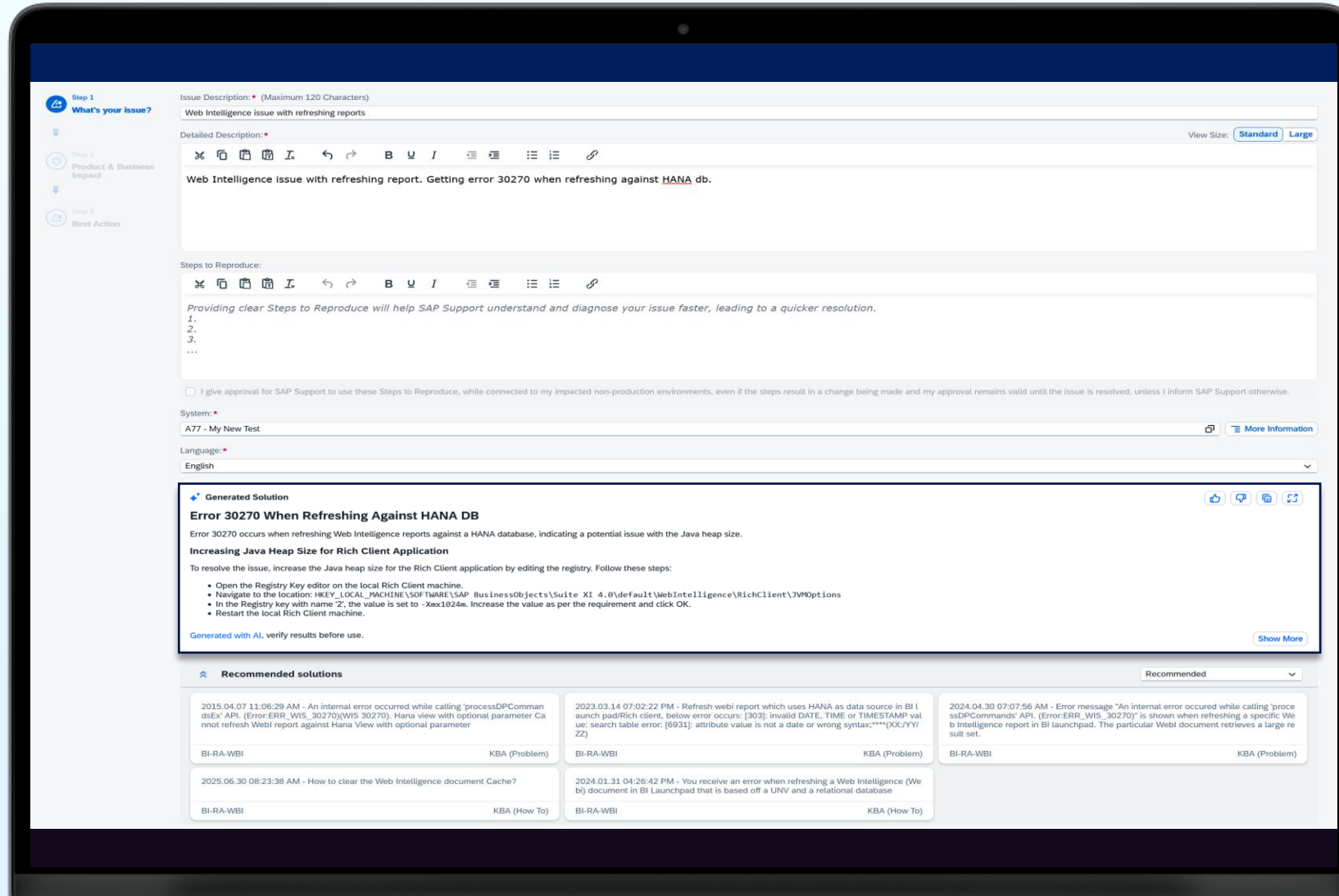
Channel
Recommender

(*) This is the
current state of
planning and may be
changed by SAP at
any timey time

Accelerated Support

AI-Powered Get Support App

Generative AI



GenAI solutions specific to Issue and Environment

The Future of Support

Augmented Support Human in the Loop

Unrivaled AI scales the process while **we stay in the loop** – using *Unparalleled Applications* and *Unmatched Data* to combine our expertise with AI insights and guide every step with **trust**.

⚠ Issue Detection

We establish detection logic and review signals to ensure AI flags relevant issues early for proactive action.

📝 Proactive Guidance

We shape how AI guides, ensuring recommendations reduce effort and fit resolution paths.

📁 Case Creation

We define intake logic and verify AI inputs to ensure each case is context-rich and set up for efficient resolution.

🔧 Issue Resolution

We lead resolution – applying our expertise and judgment to AI inputs for quality outcomes.

🔗 Model Optimization

We facilitate improvements by collecting user feedback, identifying gaps, and refining models with every issue.



How AI Unlocks Our Capacity to Create Lasting Value Further



This isn't just a shift in tasks. It's a shift in where we create lasting value

Awards & Accolades since 2018



<p>2018</p> <p>ASP</p> <p>ASP Award</p> <p>SAP for Me - Top Ten Best Support Websites</p>	<p>2018</p>  <p>siteIQ Benchmark</p> <p>SAP Support Portal</p>	<p>2018</p>  <p>TSIA Award</p> <p>Schedule an Expert</p>	<p>2019</p>  <p>Silver Stevie Award</p> <p>Innovation in Customer Service</p>	<p>2019</p>  <p>Hasso Plattner Founders' Award</p> <p>Best Use of Technology in Customer Service</p>	<p>2021</p>  <p>Silver Stevie Award</p> <p>Concur Case Dispatching Engine</p>	<p>2022</p>  <p>Hasso Plattner Founders' Award</p> <p>Support Assistant</p>	<p>2023</p>  <p>Support Experience Award</p> <p>Transformational Leader, Mohammed Ajouz</p>
<p>2024</p>  <p>Silver Stevie Award</p> <p>Achievement in Customer Service Automation</p>	<p>2024</p>  <p>Silver Stevie Award</p> <p>Customer Service Leader of the Year, Mohammed Ajouz</p>	<p>2024</p> <p>ASP</p> <p>ASP Award</p> <p>SAP for Me - Best Support Website</p>	<p>2025</p>  <p>Gold Stevie Award</p> <p>Woman of the Year in Customer Service, Lynda O'Brien</p>	<p>2025</p>  <p>Silver Stevie Award</p> <p>Customer Service Transformation</p>	<p>2025</p>  <p>Bronze Stevie Award</p> <p>Best Use of Technology in Customer Service</p>	<p>2025</p>  <p>Support Experience AI Awards</p> <p>Best Use of Predictive AI</p>	<p>2026</p>  <p>Silver Stevie Award</p> <p>Best Predictive Customer Service Using AI</p>

Support Accreditation

Support Accreditation is a free self-enablement course that empowers customers and partners to make the best out of SAP's support offerings and tools.

Overview

- Covers topic areas relevant for customers and partners
- Showcases all available support services and tools provided by SAP
- Consists of six units:
 1. Self-service support
 2. Live support channels
 3. AI-guided support
 4. SAP Cloud ALM
 5. Scenario-specific support
 6. Enhancing support capabilities with SAP Partners
- Get further insights:
 - [SAP News Center article](#)
 - [Info Sheet](#)

Benefits

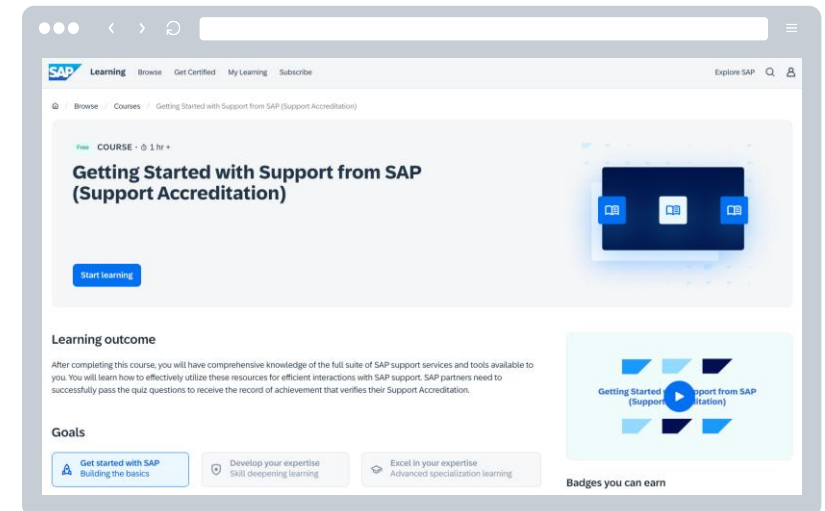
- **Informative**
Gain empowerment and awareness to all the available support resources
- **Efficient**
Easy-to-consume self-enablement course
- **Flexible**
Units can be taken at your own pace and time
- **Rewarding**
Obtain a record of achievement on successful completion of an assessment

Access

- Available to all SAP users at no additional cost
- Access through learning.sap.com: Click [here](#)
- Access through QR code



Preview





Bring out your best.

ASUG

Thank you!