

ASUG

April 23rd –

Community Conversations

**Advancing Life Sciences:
SAP Strategy, Business AI, and the Future with
SAP Business Data Cloud**

Let Us Interact: Opening Polls

- Where is your organization currently in its AI journey?
- What is your biggest challenge when it comes to data strategy today?

The ASUG logo is displayed in white text on a dark purple background. The letters 'A', 'S', and 'U' are lowercase, while 'G' is uppercase. The 'A' and 'S' are connected, and the 'U' and 'G' are connected. The 'G' has a small arrow-like shape at its bottom right.

Presenters



Mandar Paralkar
VP
Life Sciences, Global
Industry Advisory,
SAP Industries &
Experiences



Manish Kumar Garg
PMP, PSM Associate Director
IT Applications –
Serialization & Track and
Trace, Hikma
Pharmaceuticals



Monika Birdi
Product Manager
SAP Cell and Gene
Therapy Orchestration



aSUG Life Science Community :

Advancing Life Sciences Innovations:

**SAP Strategy, Business AI, and the
Future with SAP Business Data Cloud**

April 23rd, 2026

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Agenda

- 01** Welcome from ASUG – Need for LS community !

- 02** Life Sciences Strategy – Business AI, Industry Solutions
Mandar Paralkar, VP Life Sciences, SAP

- 03** Life Sciences Customer Story – Hikma Serialization compliance foundation Journey build with unified enterprise architecture and the road ahead.
Manish Kumar Garg, Associate Director, IT applications, Hikma Pharmaceuticals

- 04** SAP Solution – Cell and Gene Therapy Orchestration & Future with Business Data Cloud
Monika Birdi, Product Manager CGTO, SAP





Join the ASUG Life Sciences Community and Upcoming Community Conversation

Advancing Life Sciences Innovation : SAP Strategy, Business AI, and the Future with SAP Business Data Cloud

The life sciences industry is at a pivotal moment—where innovation, data, and AI are reshaping how organizations approach research, development, and patient outcomes. As SAP continues to evolve its life sciences portfolio, new capabilities across Business AI and SAP Business Data Cloud are creating opportunities to accelerate transformation and unlock greater value from data.

ASUG

Speakers:

- Mandar Paralkar | VP Life Sciences, Global Industry Advisory, SAP Industries & Experiences
- Manish Kumar Garg | Associate Director, IT applications, Hikma Pharmaceuticals
- Monika Birdi | Product Manager, SAP Cell and Gene Therapy Orchestration

April 23, 2026 ; 2:00–3:00 PM CT



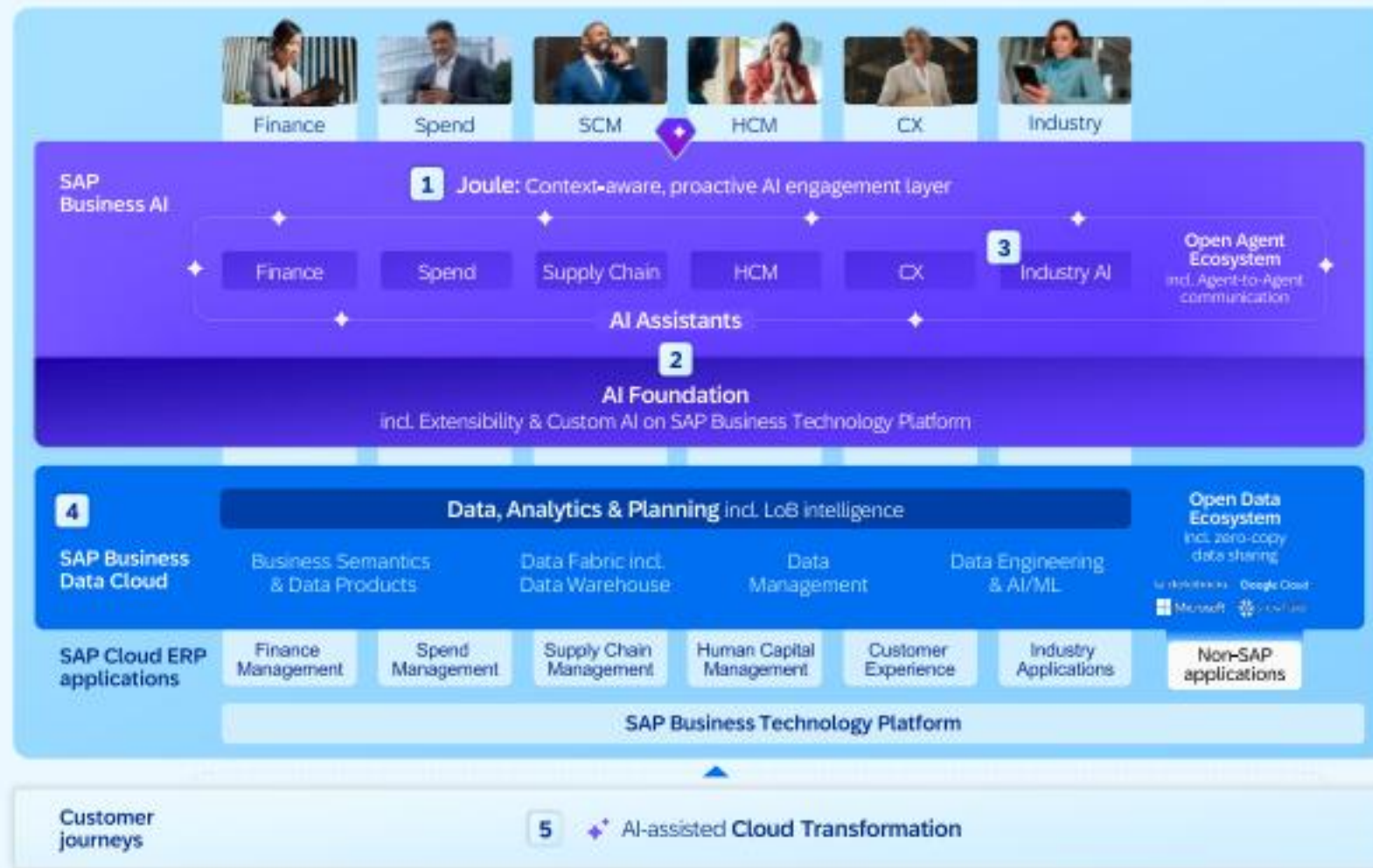
Scan to register



Life Sciences Strategy – Business AI, Industry Solutions

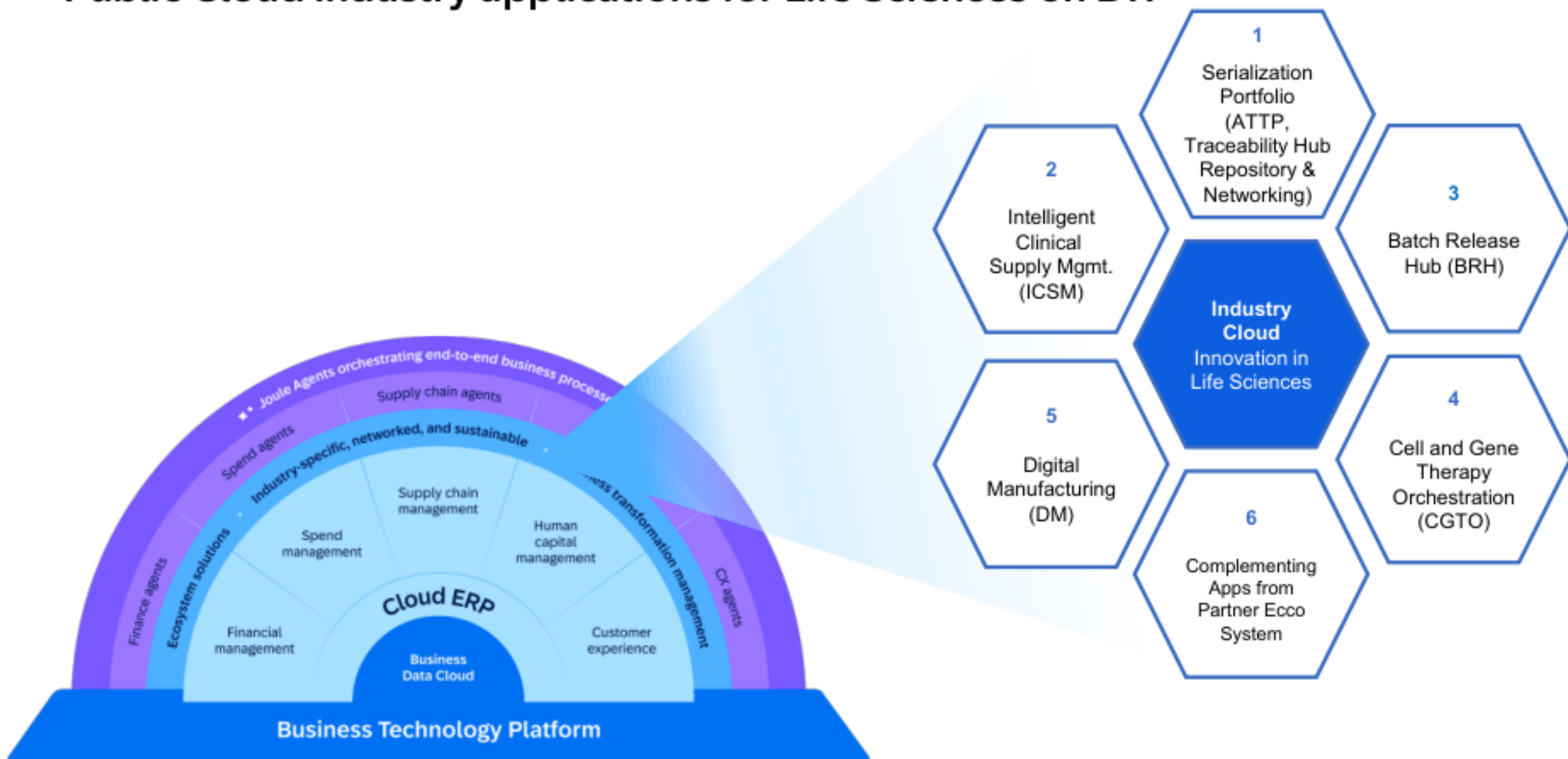
The future of the SAP Business Suite

Cloud solution offerings from SAP









- 1 **Joule** as the new AI user experience—answering everything, everywhere
- 2 Embedded and extensible **AI Assistants** redefining business processes
- 3 **Industry-specific AI applications** based on our deep domain know-how
- 4 **Business Data Cloud** as semantically rich foundation for AI
- 5 Transforming with **AI-powered toolchain** and **modernized Services portfolio**

Public Cloud Industry applications for Life Sciences on BTP

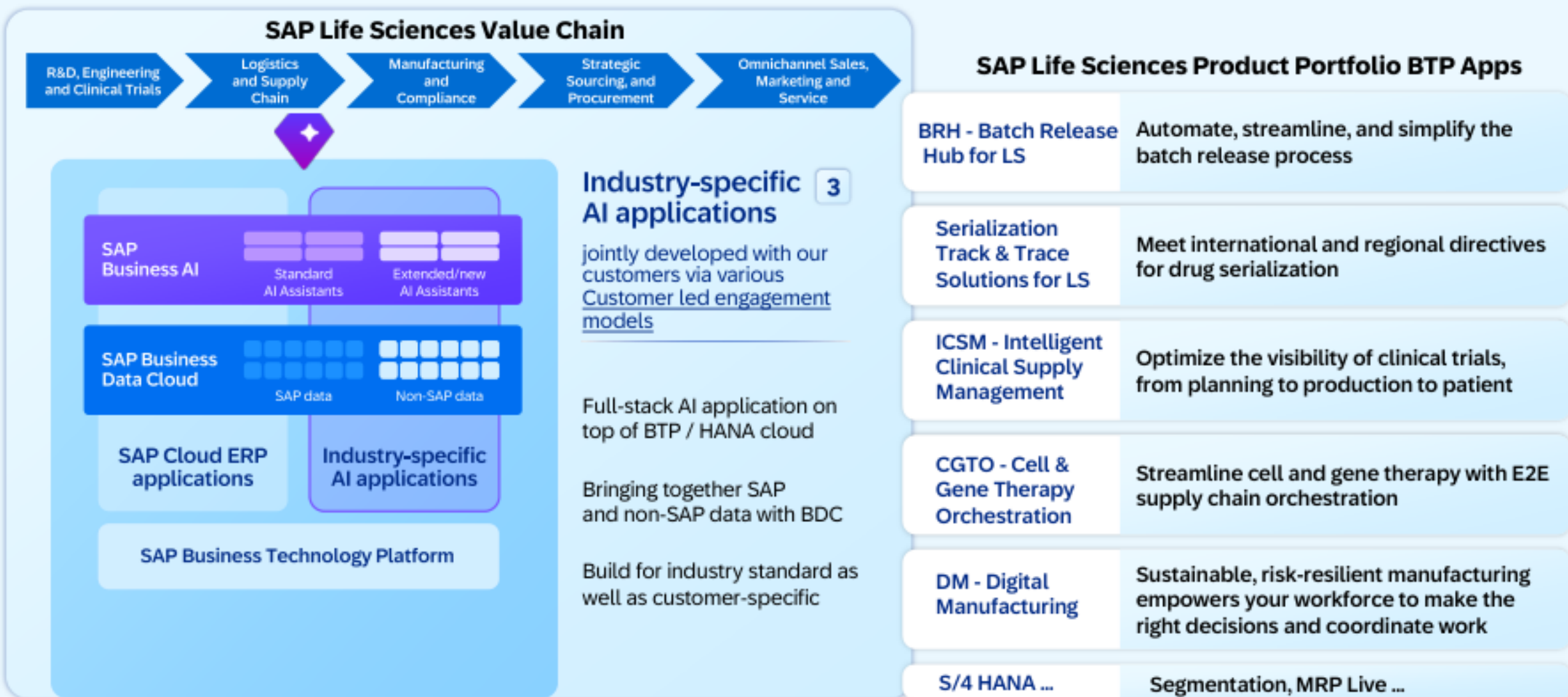


Recent AI capabilities in Life Sciences Industry

	Qualified Person	Integration Responsible	Qualified Person	Scheduler	Trial Manager	Qualified Person
Persona						
AI Use case	AI-assisted custom release checks	AI-assisted error analysis	Joule with SAP Intelligent Clinical Supply Management	AI-assisted exception management	AI-assisted predictive subject dynamics	AI-assisted Batch Release Processing
Description	BRH SAP Business AI to facilitates and accelerates the batch release process while parallel ensuring compliance and quality	ICH SAP Business AI to enhance the industry specific Business Network with AI for automatic error detection and resolution	ICSM Provide quick and seamless access to SAP Help Portal content. Users can query Joule and get helpful answers without leaving the application	CGTO SAP Business AI to identify supply chain exceptions and propose solutions on historical data	ICSM SAP Business AI predicts subject dynamics by leveraging insights from comparable studies on ClinicalTrials.gov.	BRH SAP Joule to interact with SAP Batch Release Hub for Life Sciences to retrieve the most important information about due batch releases including blocking release checks and release history in a convenient manner.
	Generative AI	Generative AI	Joule	AI	AI	Joule
GA Date	Jan 2025	Nov 2025	April 2026	June 2025	Jan 2026	Jan 2026

Meeting your business challenges requires a new era of enterprise management

Industry-specific AI applications based on our deep domain know-how



Re-design how end users work and business processes run with SAP Business AI

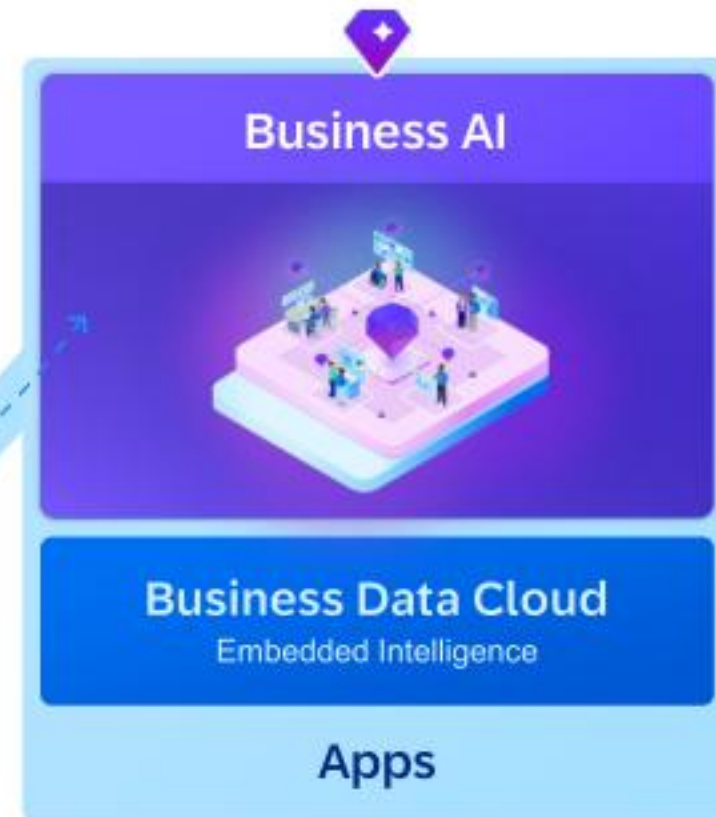
From

Traditional business processes supported by apps









To

Reimagined UX and business processes run by AI assistants



Agents and Assistants on the roadmap

	Qualified Person	IT Quality Lead	Integration Responsible	Qualified Person	Quality/Supplier Manager	Qualified Person
Persona						
AI Agent	Regulatory Compliance Agent	GxP Change Agent	Agentic Reconciliation for Life Sciences	Batch Release Assistant	CMO Performance Agent	SOP Agent
Description	Insight-driven agent supporting streamlined and compliant supply chain decisions based on regulatory filings.	Automate GxP Change Impact Assessments & Validation Workflows	Smart BDC layer to integrate & harmonize SAP, non-SAP systems for visualizing entity relations & AI provided summaries	An ecosystem of agents (SOP Agent, Release Automation Agent, Regulatory Compliance Agent...) connecting all process segments to enable a fully autonomous batch release through a novel UX.	Conversational and agentic AI system that monitors, and forecasts, CMO and supplier performance across quality, delivery, and compliance dimensions. To help customers optimize their sourcing and procurement processes	SOPs are the backbone in regulated industries. The agent automatically translates SOPs into actions and autonomously executes them within the batch release process. Will support other processes in the future as well.

* Planned Release is an estimated date when the solution is available for GA

Batch Release Assistant

Conceptual Fit into SAP's AI Strategy

Persona-Based Approach

Each solution is tailored to specific user personas for maximum relevance and impact.

Dedicated Joule Assistant(s) per Persona

Every persona will have its own Joule assistant(s) to address unique needs and workflows.

Assistant Powered by Specialized Agents

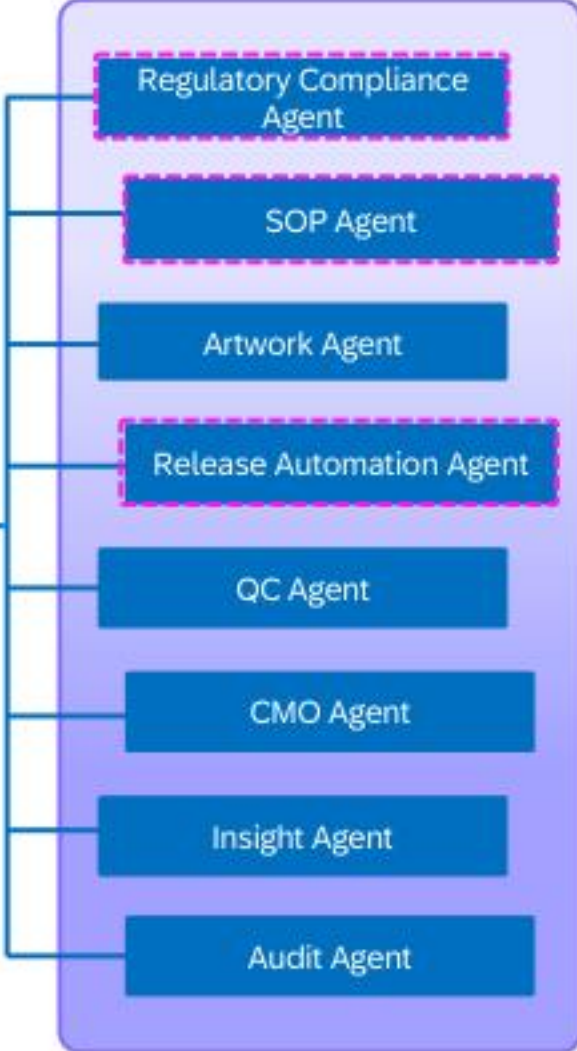
The Joule assistant will leverage multiple specialized agents to deliver comprehensive functionality.

Agent Integration

Agents to be progressively added to all relevant personas over time.



Batch Release Assistant



Two SAP Pharma Serialization Offers to Unlock Continuous Value



Hybrid Cloud Deployment Offer

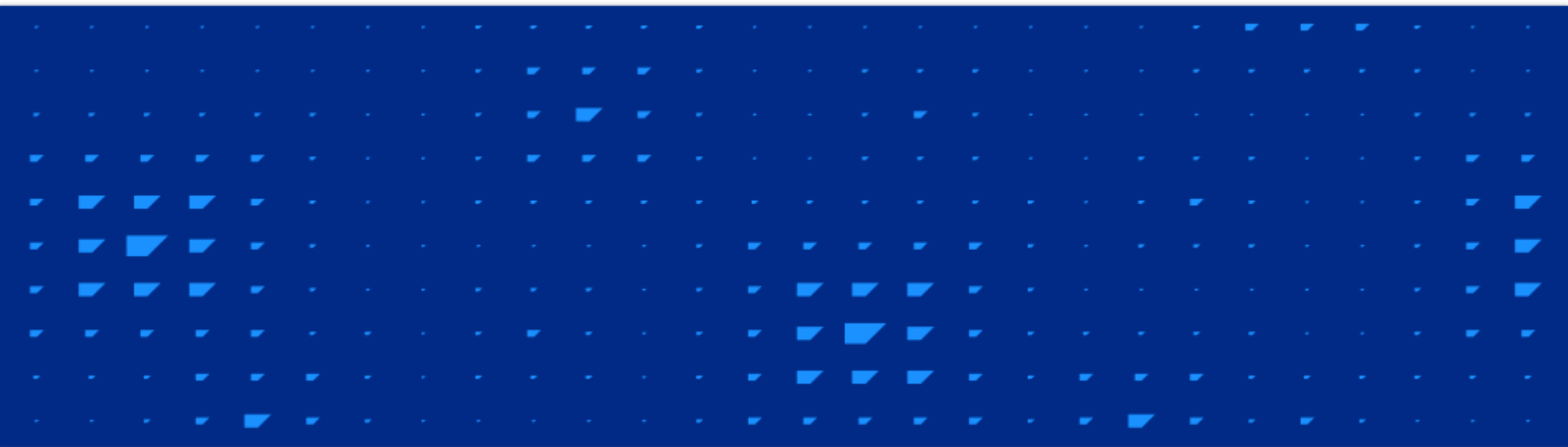
Use SAP ATTP for L4 and SAP Traceability Hub Networking for L5 with Business AI for improved productivity.



Public Cloud Deployment Offer

Use SAP Traceability Hub for L4 and L5 with Business AI for improved productivity.

Life Sciences Customer Story – Serialization Journey at Hikma



Manish Kumar Garg

Associate Director, IT Applications | Hikma Pharmaceuticals

20+ years leading enterprise technology and digital transformation in high-tech and life sciences.

Global lead for Serialization, Track & Trace, and IT applications across Hikma's manufacturing and supply chain.

Expertise in designing resilient ERP & Enterprise platforms for highly regulated, global operations.

Proven track record in Regulatory Compliance, technology transfers, and external manufacturing partnerships.

Active industry leader in SAP Co-Innovation, TraceLink SIG, GS1, HDA, and the Partnership for DSCSA Governance (PDG).

IEEE Senior Member; frequent keynote speaker and panelist on digital supply chain resilience and data integrity.

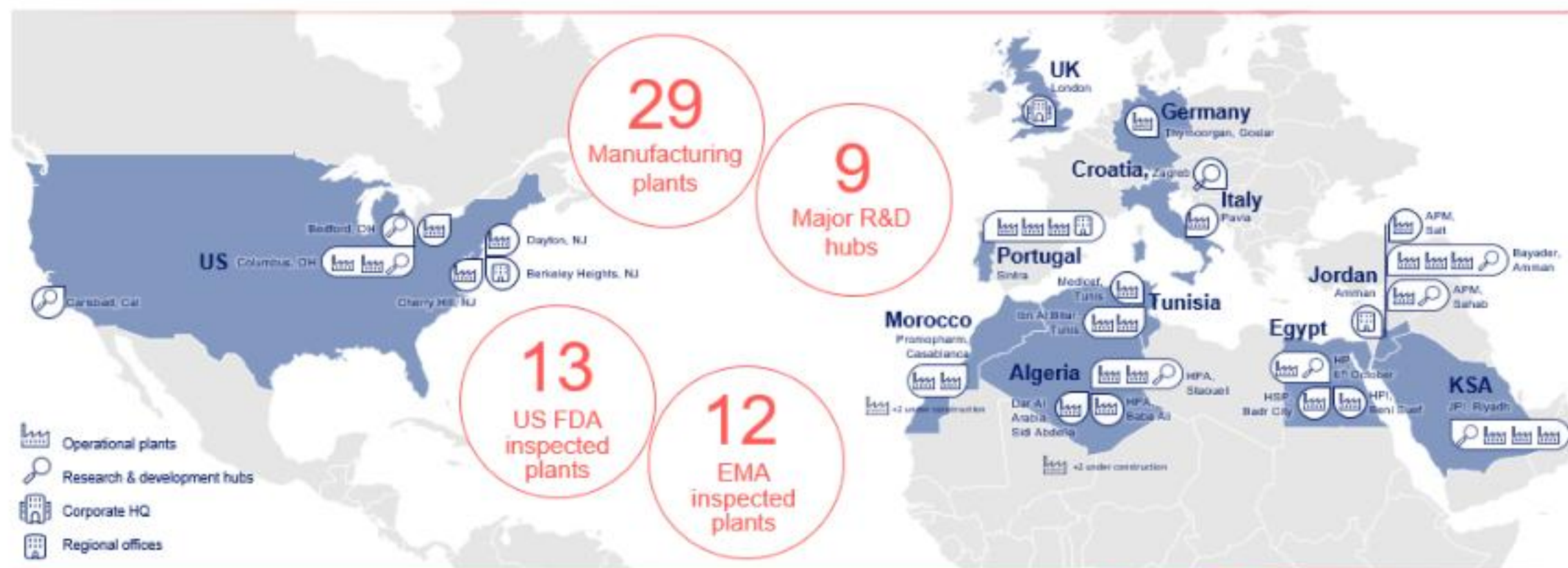
Editorial and advisory board member for major industry publications and pharmaceutical technology forums.



Serialization Compliance
Foundation and Beyond
Date:- April 23, 2026

Our global operational facilities

Manufacturing injectable and non-injectables generics



hikma.

NB: does not include local offices, warehouses, distribution centres, IPRC, AMC
Sept. 2024. Hikma acquired one plant and one R&D centre from Xella

Hikma - Top 2024 Global Business Highlights

Our Purpose

- "Shaping a healthier world that enriches all our communities."

Global Impact, Local Commitment

- **800+** Products manufactured globally
- **Billions of doses** produced annually
- **29 Manufacturing plants** | **9 R&D Centers** | **9,400 Employees** worldwide

Investing in America's Health

- **\$1 Billion** invested in expanding US manufacturing & essential generic medicine development
- **One in every 6 injectable medicines** used in US hospitals comes from Hikma

Scale That Matters

- **12 Billion** drug dosages produced each year
- **Hundreds of millions** of serialized drugs
- 1 in every 6 injectable medicines used in US hospitals comes from Hikma

Driving Innovation

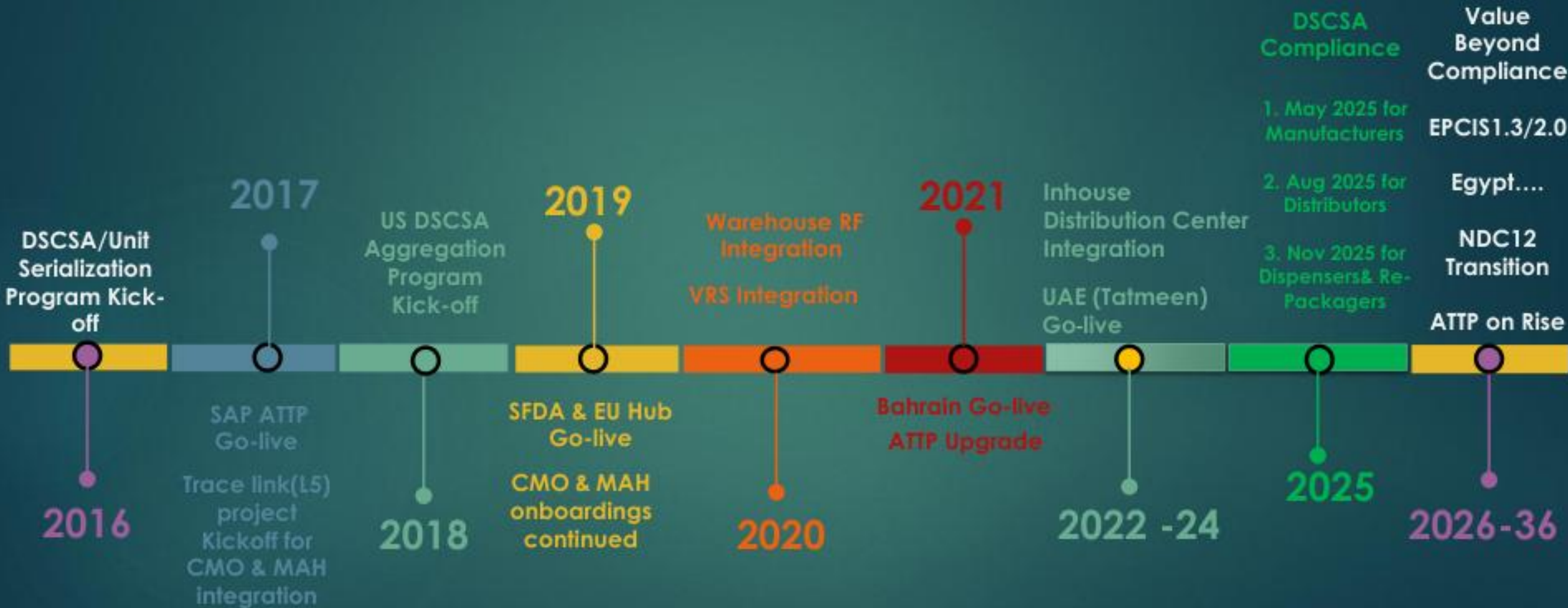
- **Enhanced R&D focus** to support long-term growth
- **R&D spend increasing by 20% in 2025**
- **Since 2010 Hikma has invested more than \$4 billion to buy, build, expand and improve its US manufacturing and business capabilities, with \$1 billion more by 2030.**



hikma.

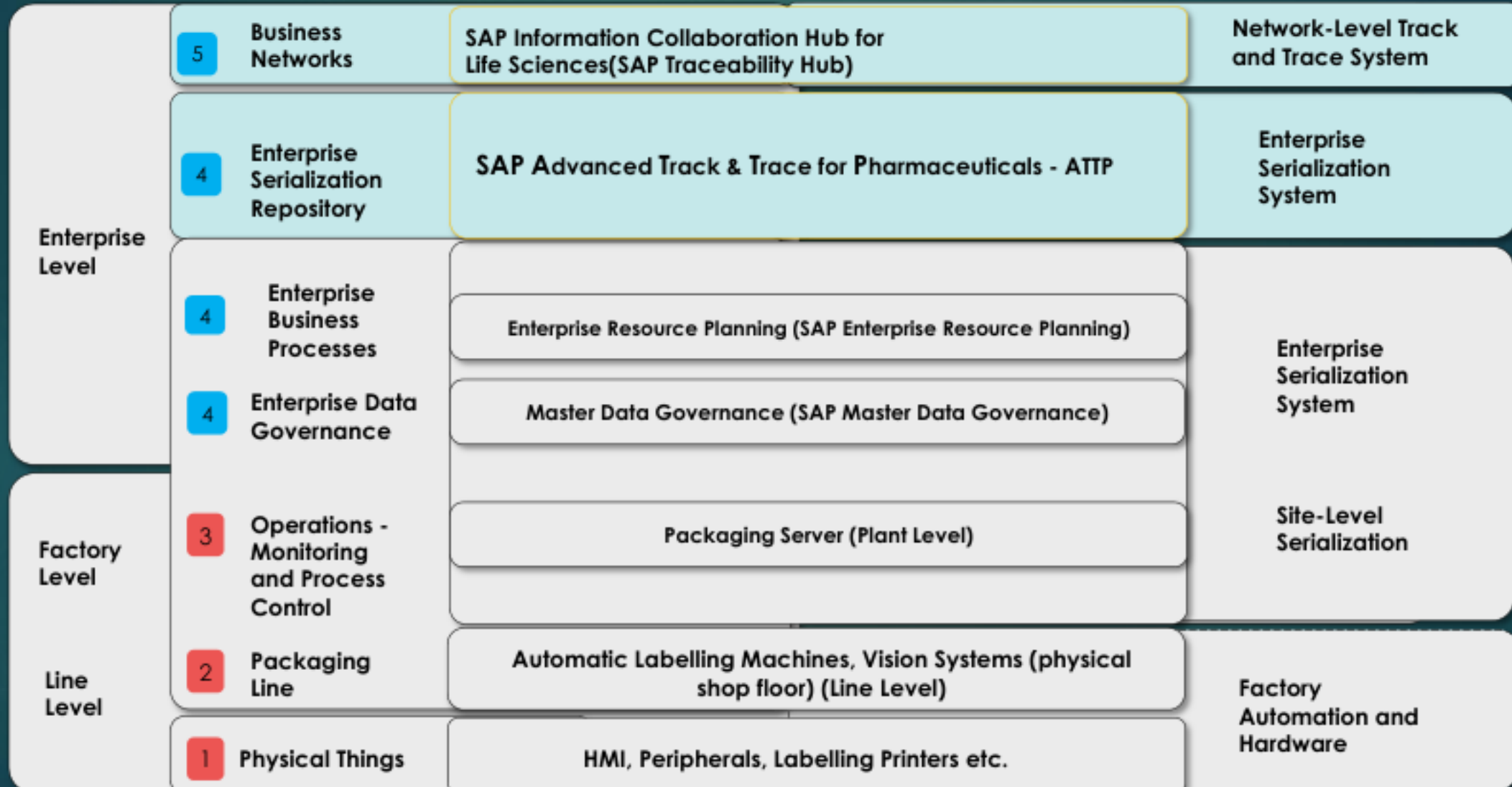
▶ Building the Serialization Compliance: Hikma Global Serialization Program

Roadmap



The Journey: From Compliance to strategic Value

► Building the Serialization Compliance: Unified Enterprise Architecture



Transforming regulatory obligation into Unified Enterprise Capability

► Serialization Compliance Foundation: Value Creation Highlights

Product

Central Repository for Serialized data

Seamless integration with SAP Enterprise Resource Planning

Faster & Simpler onboarding with Partner Self-Onboarding

Out-of-Box Integration with SAP Traceability Hub
(Previously - Information **C**ollaboration **H**ub -ICH)

Advanced Reporting options

Product improvements based on roundtable sessions and user group sessions

On-time deployment

Company

Increased trust in Hikma's Brand

Lowered transaction costs due to simplified processes for onboarding new supply chain partners

React timely to changes in legal regulations and be compliant

Consistent Growth in business with addition of new partners in the supply chain.

Good collaboration and stable teams ensured continuity of partners

Optimization of process-built team's confidence in delivering across the world

► Serialization Compliance Foundation - Accomplishments

Process



Unified Enterprise Architecture: leveraging SAP out-of-the-box functionalities.

Readiness



Achieving early DSCSA readiness by the year 2024.

Strategy



Implementing a one-partner strategy for project and AMS support efficiency.

Deliverables



Maintaining on-track deliverables to meet project timelines.

Business



Quick turnaround for Partner queries/reports.

► **Serialization Compliance Foundation to Supply Chain Resilience**

Next Steps

1

SAP ATTP on Rise- Experience & Visibility

2

Operation Excellence, Prevention

3

New Markets, Merger & Acquisitions,
Growth

4

AI Use Case for Exceptions Prevention,
Handling and end-to-end Traceability

"Serialization Compliance is a foundation, Its not a Finish Line"

SCAN TO CONNECT

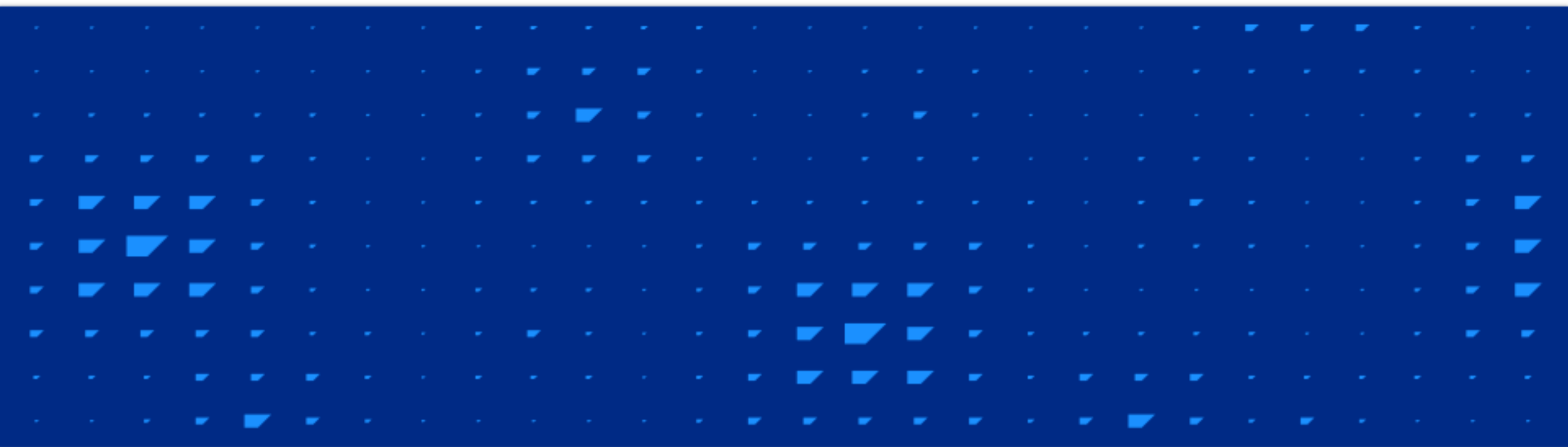


Manish Garg, PMP PSM
Traceability | Exception
Management | US DSCSA | GI...



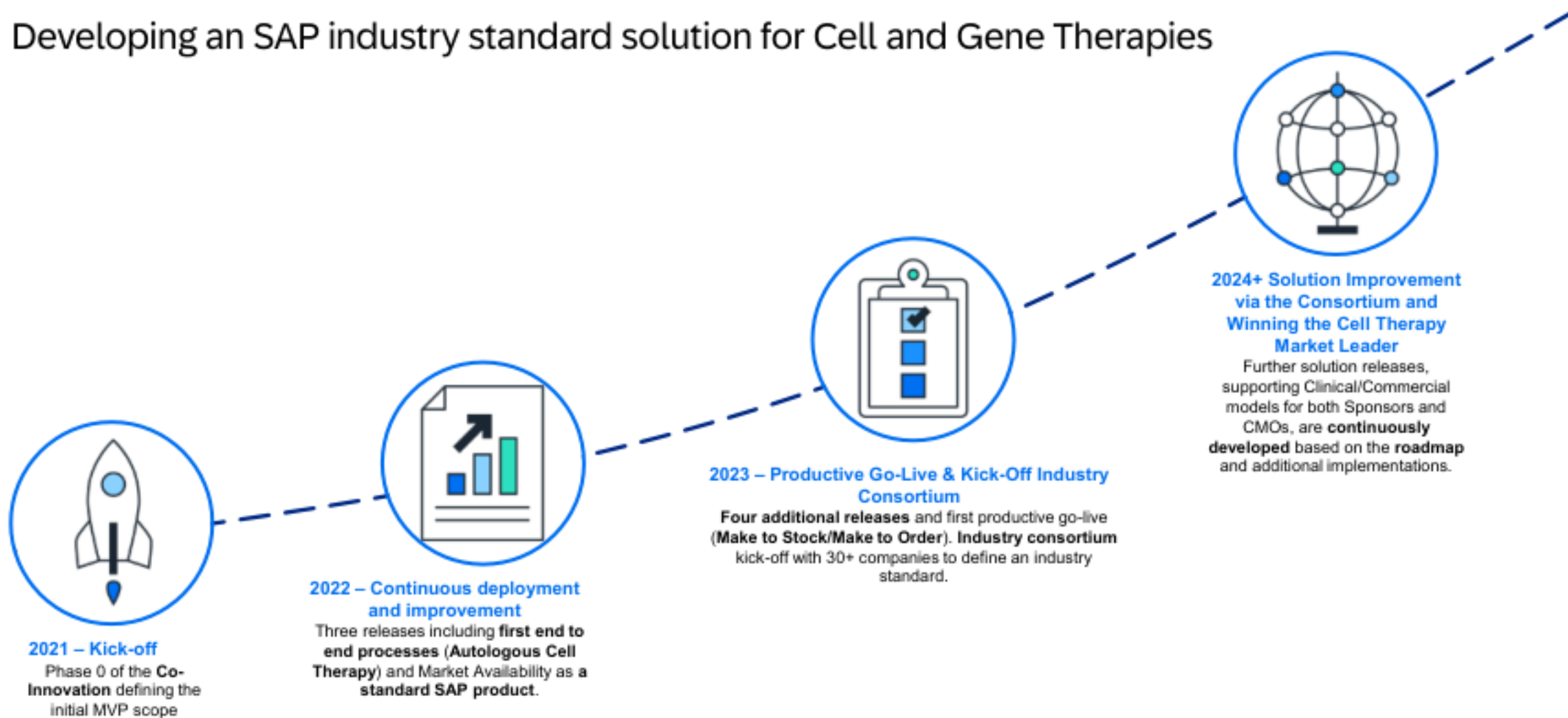
"Data is digital asset and backbone of a trusted, intelligent and resilient pharma supply chain"

SAP Cell and Gene Therapy Orchestration



SAP Cell and Gene Therapy Orchestration: The journey from kick-off to cell therapy market leadership

Developing an SAP industry standard solution for Cell and Gene Therapies



SAP Cell and Gene Therapy Orchestration

Orchestrate advanced personalized therapies with chain of identity and chain of custody tracking, flexible batch handling, ERP integration, quality checks, and real-time control of the therapy supply chain.

What are the key features?

- Manage each step of supply chain orchestration
- Integrate with partners (Sponsor/CMO) and logistics providers
- Enable label management and integration
- AI Enabled Exceptions and Tasks management
- Integrate with SAP S/4HANA out of the box
- Track and report COI/COC across systems
- Built-in Analytics

What are the benefits?

- Streamline patient-specific supply chains
- Improve compliance and traceability
- Accelerate time to market
- Improve operational efficiency with automation
- Increase agility and resilience

The screenshot displays the SAP interface for a Cell and Gene Therapy Orchestration process. At the top, the SAP logo and 'Order' dropdown are visible, along with a search bar and user profile. The main header shows 'COI ID: RGW154A4P' and 'Order Status: Order Created'. Below this, there are tabs for 'General Information', 'Process Flow', 'Order Dates', 'Business Partners', 'Shipments', 'Processing Activities', 'Order Tests', 'Approval Details', and 'PPF Events'. The 'Process Flow' tab is active, showing a table of process steps.

Entity / Process Steps	Status	Previous Process Step	Subsequent Process Step	Actions
> Treatment Order	In Progress			
> Bioprecursor Shipment (BS100)	Completed		Processing Activity (PA300)	View Details
> Bioprecursor Shipment (BS200)	Completed		Processing Activity (PA300)	View Details
> Processing Activity (PA300)	In Progress	Manage Bioprecursor Shipment (BS100) Manage Bioprecursor Shipment (BS200)	Intermediate Product Shipment (MP400)	View Details View Details
> Intermediate Product Shipment (MP400)	Not Started	Processing Activity (PA300)	Finished Product - Transit Log (FP-LS001)	View Details
> Finished Product - Transit Log (FP-LS001)	Not Started	Intermediate Product Shipment (MP400)	Finished Product - Final Log (FP-LS002)	View Details
> Finished Product - Final Log (FP-LS002)	Not Started	Finished Product - Transit Log (FP-LS001)		View Details

SAP Cell and Gene Therapy Orchestration

Orchestrate advanced personalized therapies with chain of identity and chain of custody tracking, flexible batch handling, ERP integration, quality checks, and real-time control of the therapy supply chain.

The screenshot displays the SAP S/4HANA interface for a Cell and Gene Therapy order. The top navigation bar includes the SAP logo, an 'Order' dropdown, a search bar with the text 'Search everything', and user profile icons. Below the navigation, the 'COI ID: RGW154A4P' is prominently displayed, along with 'Edit' and 'Create Task' buttons. Patient information includes 'View' for Patient Information, 'Order Status: Order Created', 'Therapy: Cell Nova (CN021)', and 'Treatment Center: Cape Breton (CB021)'. A horizontal menu below shows tabs for 'General Information', 'Process Flow' (selected), 'Order Dates', 'Business Partners', 'Shipments', 'Processing Activities', 'Order Texts', 'Approval Details', 'PPF Events', and 'More'. The main content area features a table titled 'Items' with a search bar. The table has five columns: 'Entity / Process Steps', 'Status', 'Previous Process Step', 'Subsequent Process Step', and 'Actions'. The data rows show a sequence of steps from 'Treatment Order' to 'Finished Product - Final Leg'.

Entity / Process Steps	Status	Previous Process Step	Subsequent Process Step	Actions
> Treatment Order	In Progress			
> Biospecimen Shipment (BS1001)	Completed		Processing Activity (PA3001)	View Details
> Biospecimen Shipment (BS2001)	Completed		Processing Activity (PA3001)	View Details
> Processing Activity (PA3001)	In Progress	Manage Biospecimen Shipment (BS1001) Manage Biospecimen Shipment (BS2001)	Intermediate Product Shipment (IMP4001)	View Details View Details
> Intermediate Product Shipment (IMP4001)	Not Started	Processing Activity (PA3001)	Finished Product - Transit Leg (FP-IL5001)	View Details
> Finished Product - Transit Leg (FP-IL5001)	Not Started	Intermediate Product Shipment (IMP4001)	Finished Product - Final Leg (FP-IL6001)	View Details
> Finished Product - Final Leg (FP-IL6001)	Not Started	Finished Product - Transit Leg (FP-IL5001)		View Details



End-to-end supply chain orchestration



Partner & logistics integration



Labeling & COI/COC tracking



Exception & task management



SAP S/4HANA native integration



Built-in analytics & reporting

New Potential Target Markets

Allogeneic Therapies

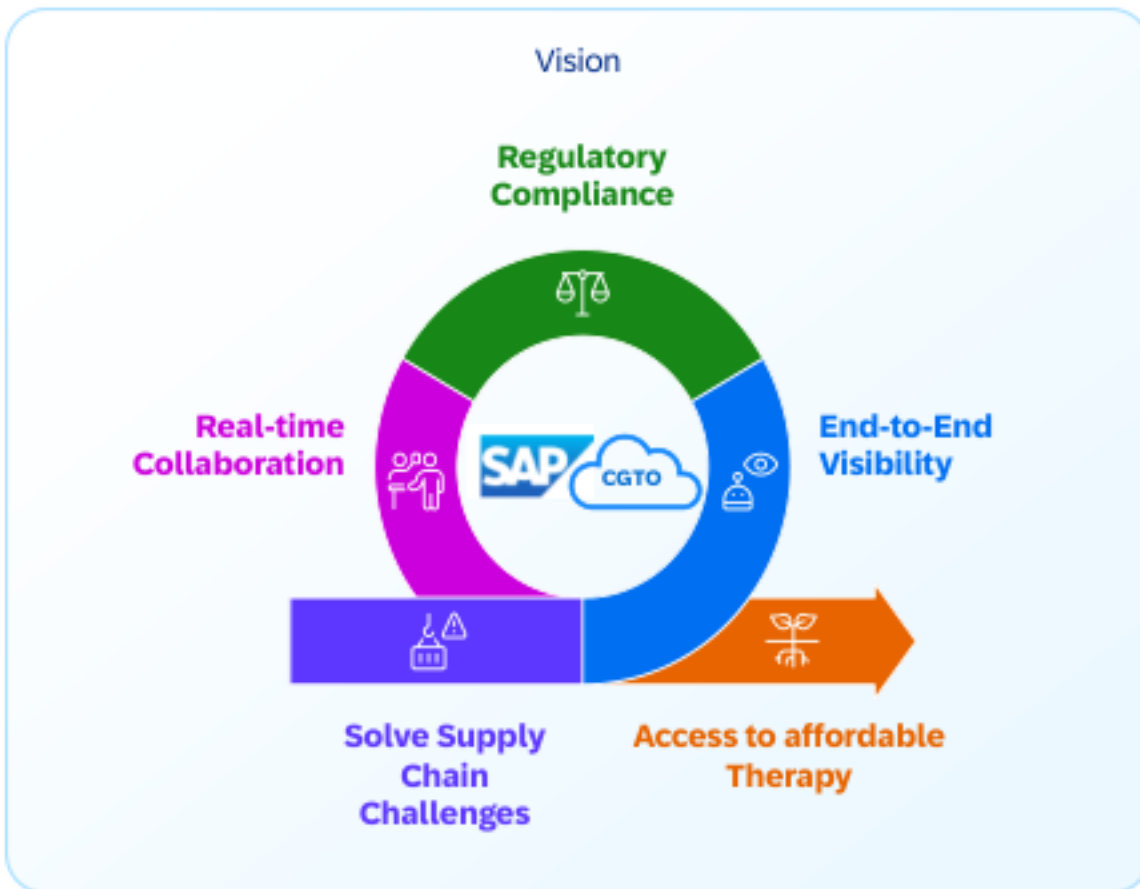
Medical Device Integration

Radio Ligand Therapy

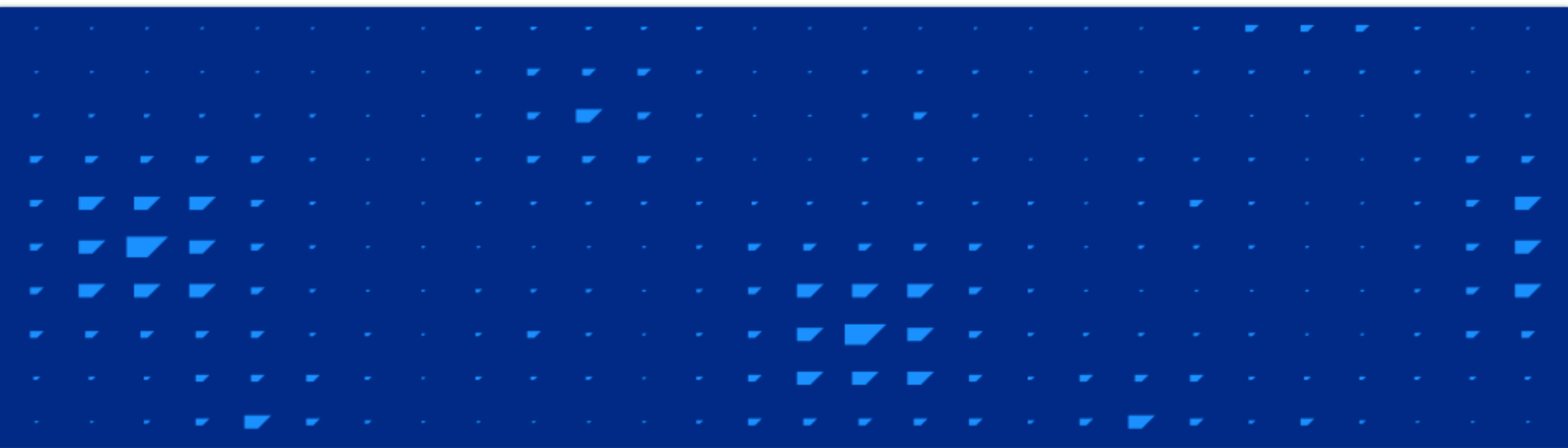
Plasma Derived Biologics

SAP CGTO Vision and Strategy : 2025 - 2027

Provide a cloud-based SaaS solution that streamlines advanced therapy supply chains, reducing costs, optimizing capacity, and managing risks to ensure timely delivery of effective treatments. Our goal is to lead the industry by developing intelligent software that drives innovation, improves patient care, and expands access to affordable therapies.



SAP Business Data Cloud - Life Sciences



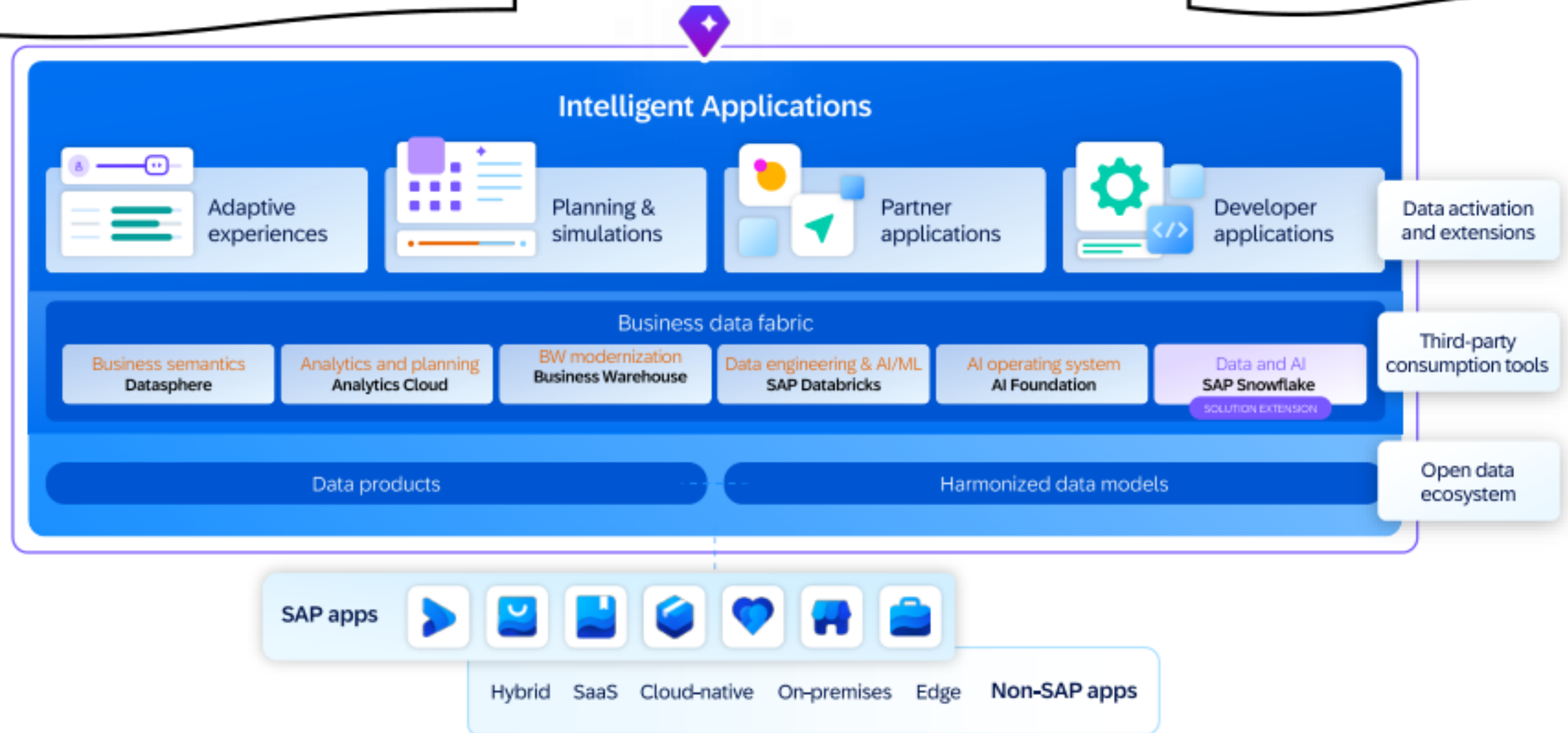
SAP Business Data Cloud's comprehensive strategy for enterprise data

Delivering the best TCO with a clear path forward to a data fabric with multiple compute options

Available Today : Cloud ERP Private Intelligence
& LOB Intelligence
Finance, Supply Chain, People, Spend, Revenue

Tomorrow :
Life Sciences Intelligence Apps

[Intelligent Applications in Business Data Cloud | SAP](#)



The BW Era: Customers Carried the Full Weight

Running the business on SAP was one thing. Getting insight from that data was another story entirely.

01

Design It Yourself

Customers had to identify and create their own datasources from scratch. No blueprint, no guidance — just raw technical effort.

02

Build It Yourself

Every pipeline, transformation and mapping was the customer's responsibility. Months of IT work before a single insight was possible.

03

Own It Forever

Ongoing maintenance, upgrades and fixes fell entirely on the customer — a constant drain on IT with no end in sight.

Result: Long timelines, high cost, and heavy IT dependency — before any business value was realized.

If SAP delivers the products to run your business...

Why shouldn't SAP also deliver the data products to understand it?

This is the core idea behind BDC — SAP takes responsibility for delivering data products, so customers can focus on decisions, not data plumbing.

What BDC Delivers: Ready-to-Consume Data Products

SAP-delivered, business-rich data products — with industry knowledge built in.

01

SAP-Delivered Data Products

Pre-built data products aligned to business processes across Finance, Supply Chain, HR and more. No design required.

02

Business Context Built In

Data arrives with industry-standard semantics and business logic already applied. Analysts get insights, not raw fields.

03

Data Replication at Scale

Near real-time data replication into a central foundation. Always current, always consistent, always governed.

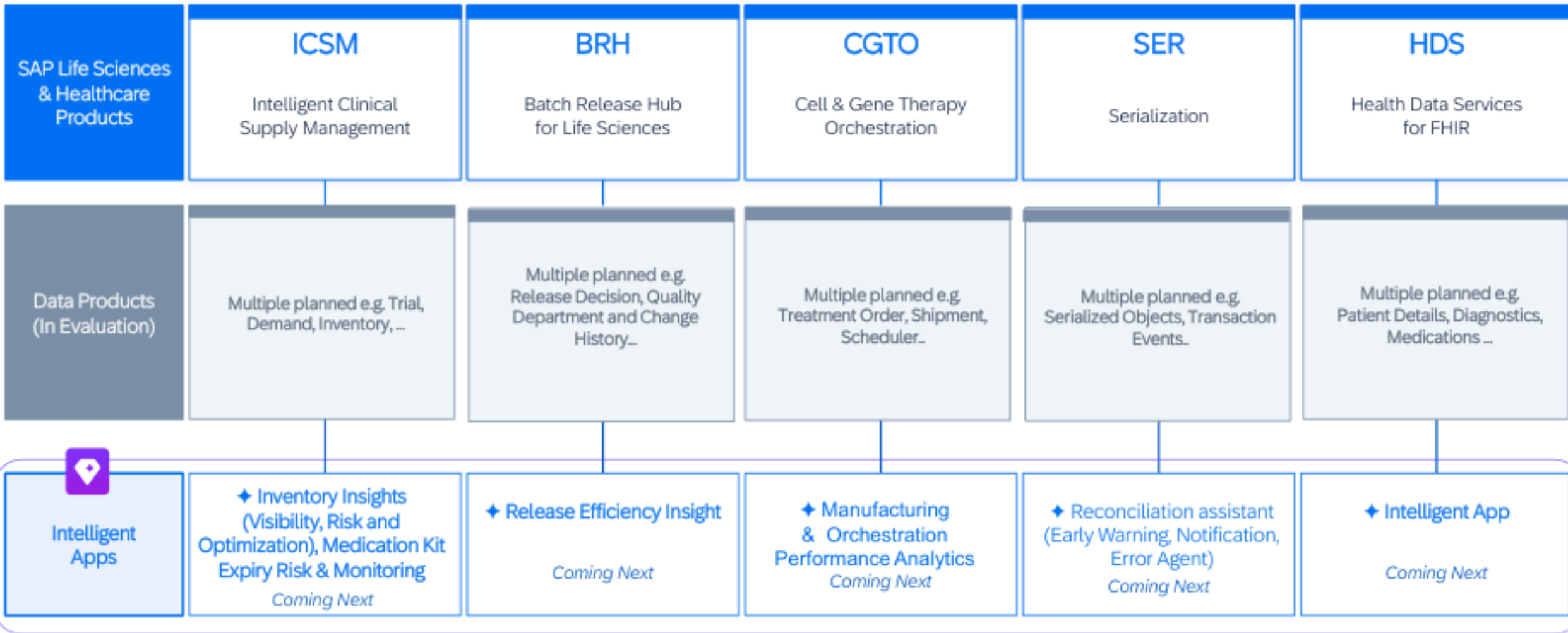
04

Zero Heavy Lifting

No custom extractors. No manual pipelines. No maintenance burden. Customers simply connect and consume.

SAP Life Sciences & Healthcare: Data Products

Life Sciences & Healthcare data products are currently under evaluation and will be delivered in phases - multiple data products per solution, building toward intelligent apps.



Thank You From Your Presenters Today!

Mandar Paralkar

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THE BEST RUN 

Let Us Interact: Closing Poll

- Which area is your top priority over the next 12–18 months?

ASUG

What Are Your Thoughts



The logo for ASUG (Association for Supply User Groups) is displayed in white, bold, sans-serif capital letters on a dark blue rectangular background.

What is Next?

Topics planned for subsequent bi-monthly series calls addressing business areas:

- Synergy bet Commercial & Clinical Supply Chain
- Industry AI theme in Life Sciences
- Batch Release & Quality Management
- Serialization, Track & Trace



Future ASUG Events

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



ASUG Tech Connect
November 2-4
Fort Worth, Texas



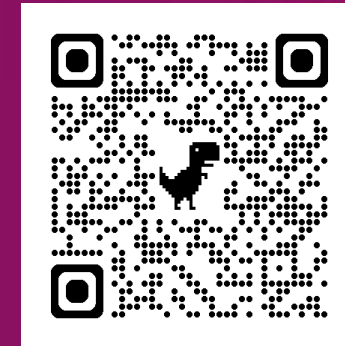
ASUG

Engage with Your Community

Life Sciences Community on
ASUG:



Life Sciences Community on
LinkedIn:



On Behalf of the Life Sciences Community

Thank you!

ASUG