



SAP Sapphire
& ASUG Annual Conference
ORLANDO
May 16 – 17, 2023

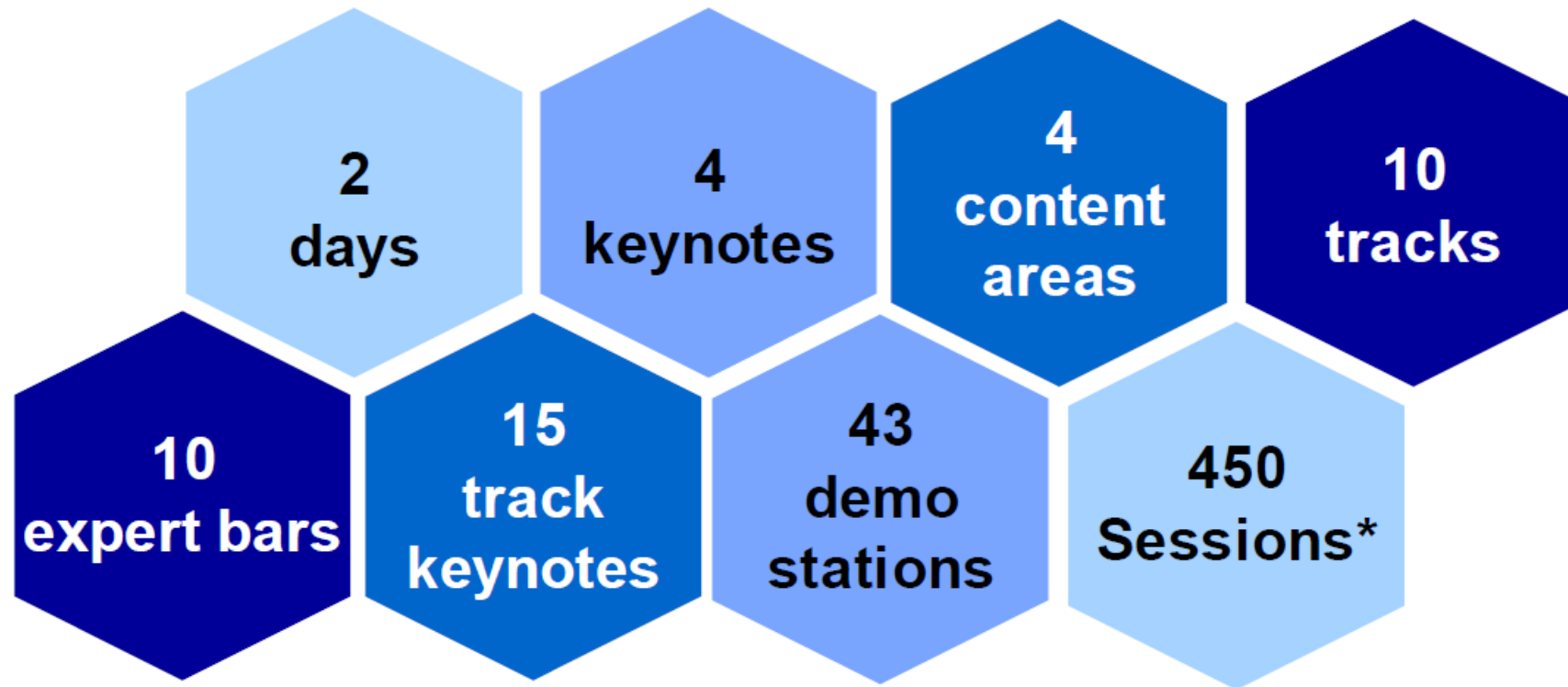
ASUG

SAP Sapphire 2023 | SAP Events

[My Dashboard - SAP Sapphire 2023](#)

Min 14:30 AI with Successfactors

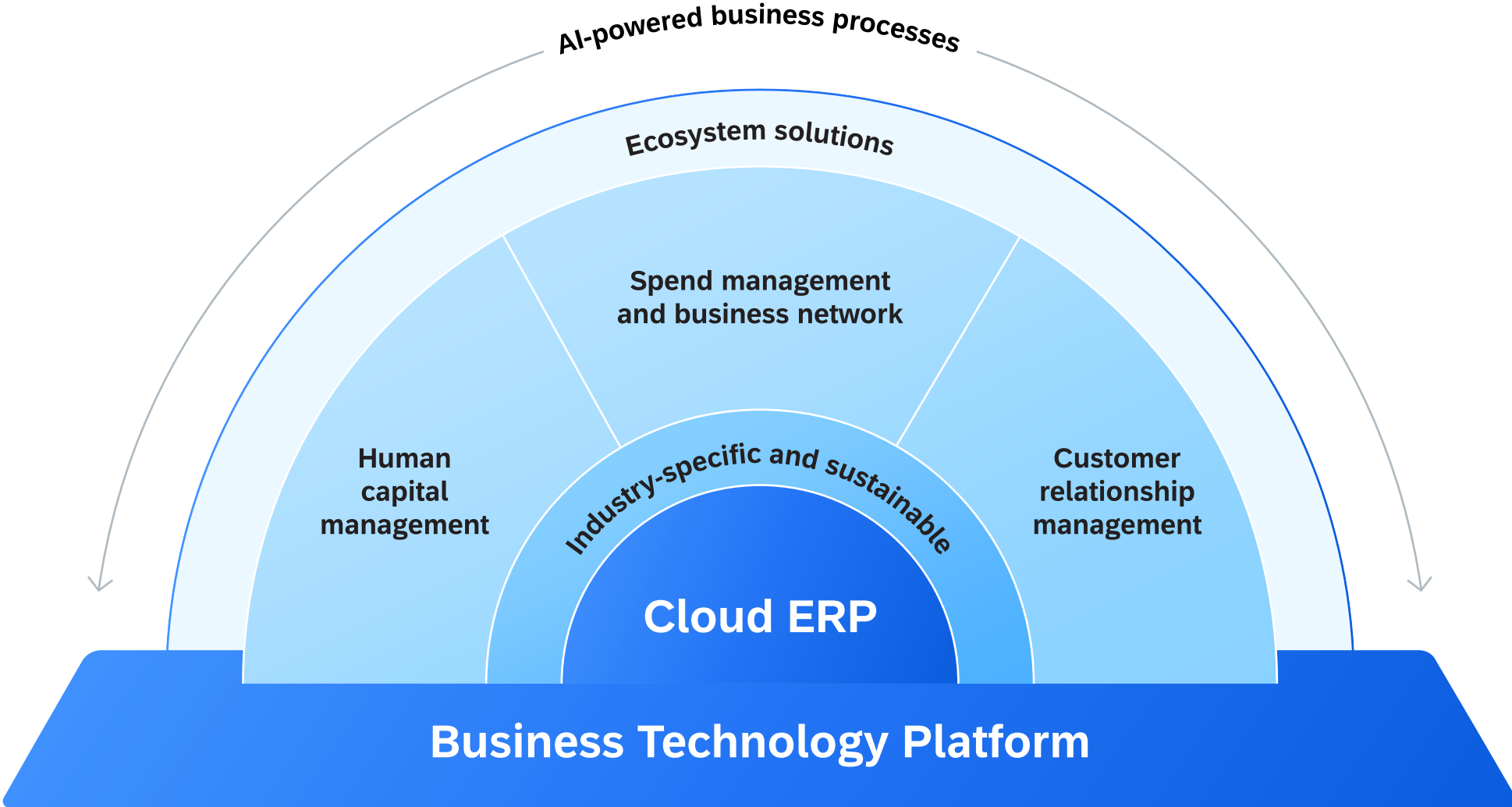
SAP Sapphire | Orlando By the Numbers



**280 hours of learning focused on
attendee needs and featuring many customer stories**



Overview SAP Solution Portfolio





Future-proofing with SAP Business Technology Platform

SAP and **Google Cloud** expand partnership to build the future of open data

Partnership Towards AI for Enterprise

SAP Integration Suite reimagined

Unlock value with new **integrations across SAP applications**

New enterprise automation capabilities in **SAP Build**

Innovations in SAP Analytics Cloud enable enhanced **data-driven decision-making**



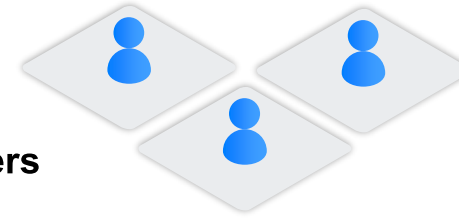
Better Together

SAP and Google Cloud expand partnership to build the future of open data and AI for Enterprises



New Thinking: A business data fabric that unleash your data landscape

Data
consumers



Data access

Data discovery

Orchestration

Processing and persistency

Data ingestion

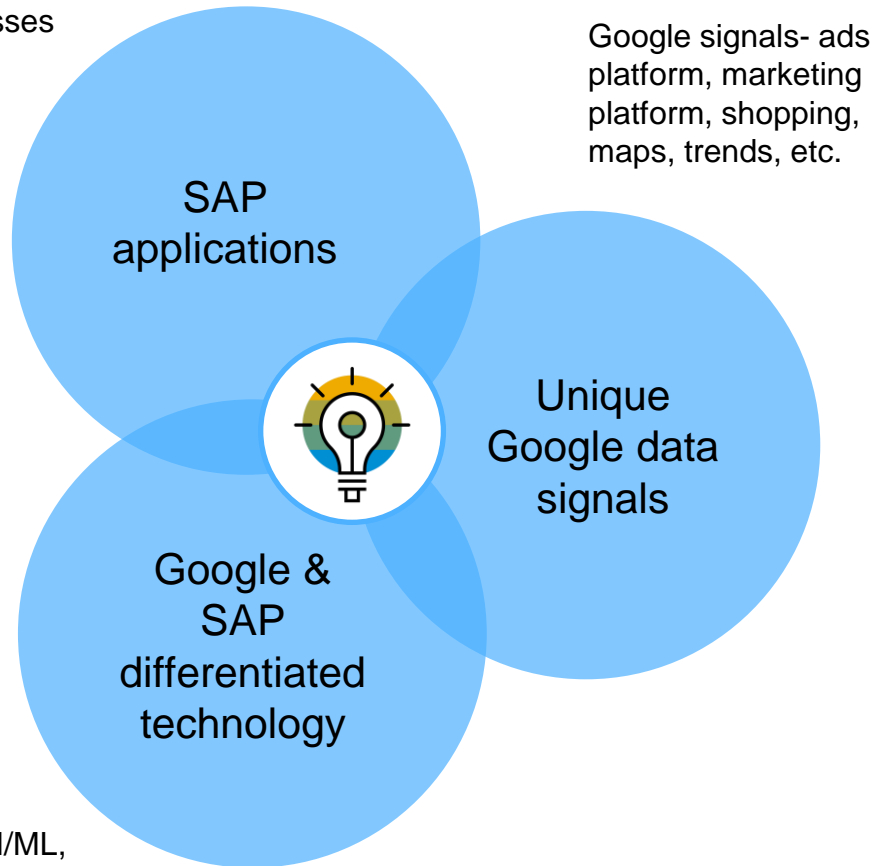
Governance | Data Quality | Privacy | Security

Data
sources



SAP & Google ... Next Level Innovations to Transform Your Business

SAP apps and business processes



Google signals- ads platform, marketing platform, shopping, maps, trends, etc.

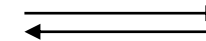
BigQuery, AI/ML, SAP BTP, HANA

Market Offering

- **Extend SAP data models to Big Query**
- **Bring Big Query insights directly into SAP processes**
- **New analytics and AI insights from unified data**



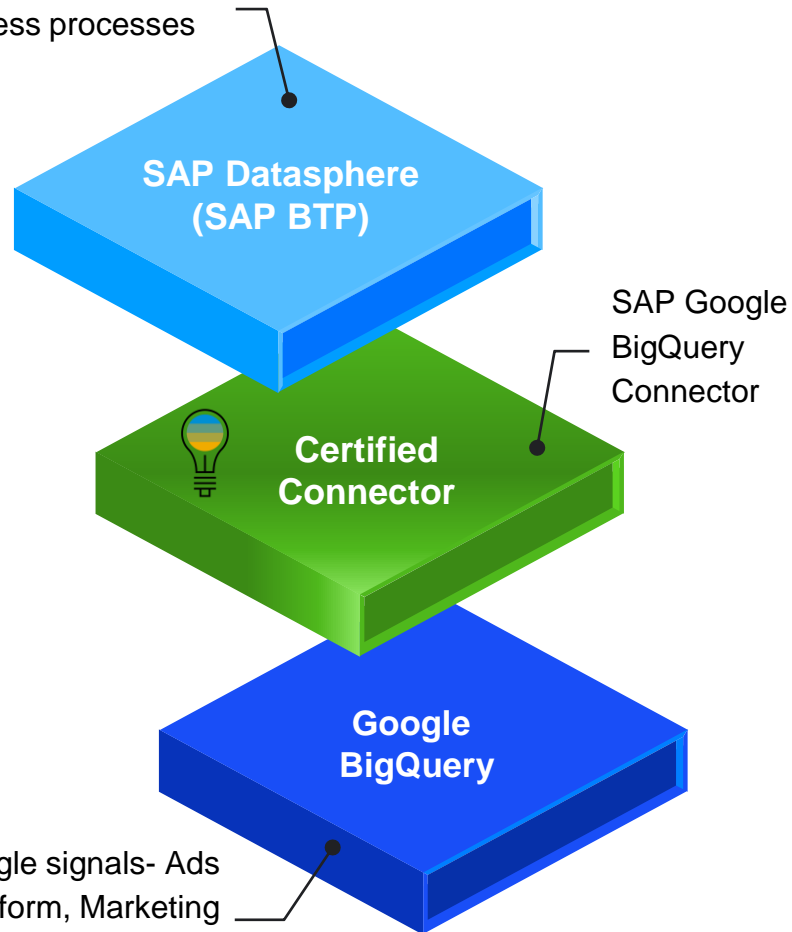
Consumer/IOT data
– Google Big Query –



Business data
– SAP Datasphere –

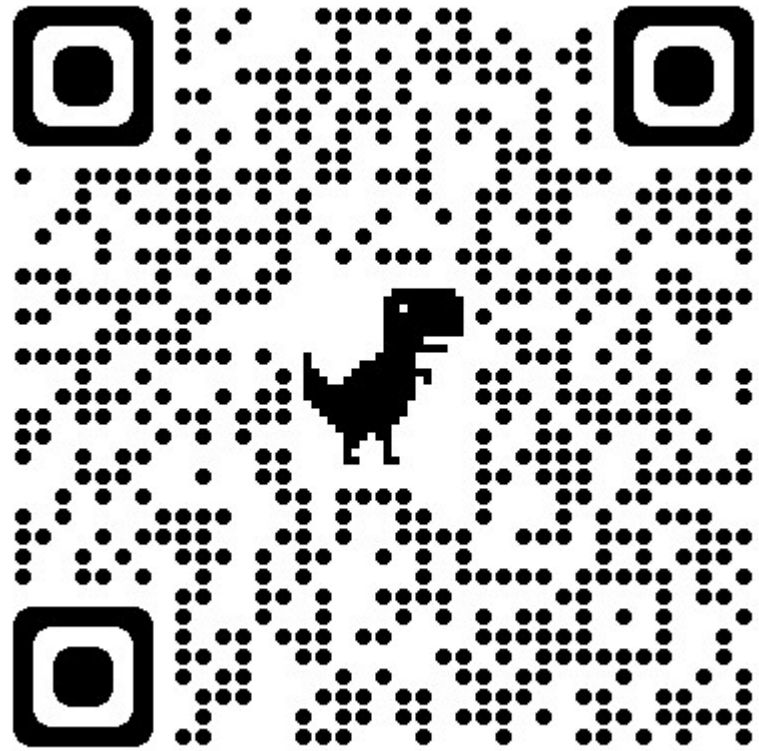
Better together: Unleash the Data Promise

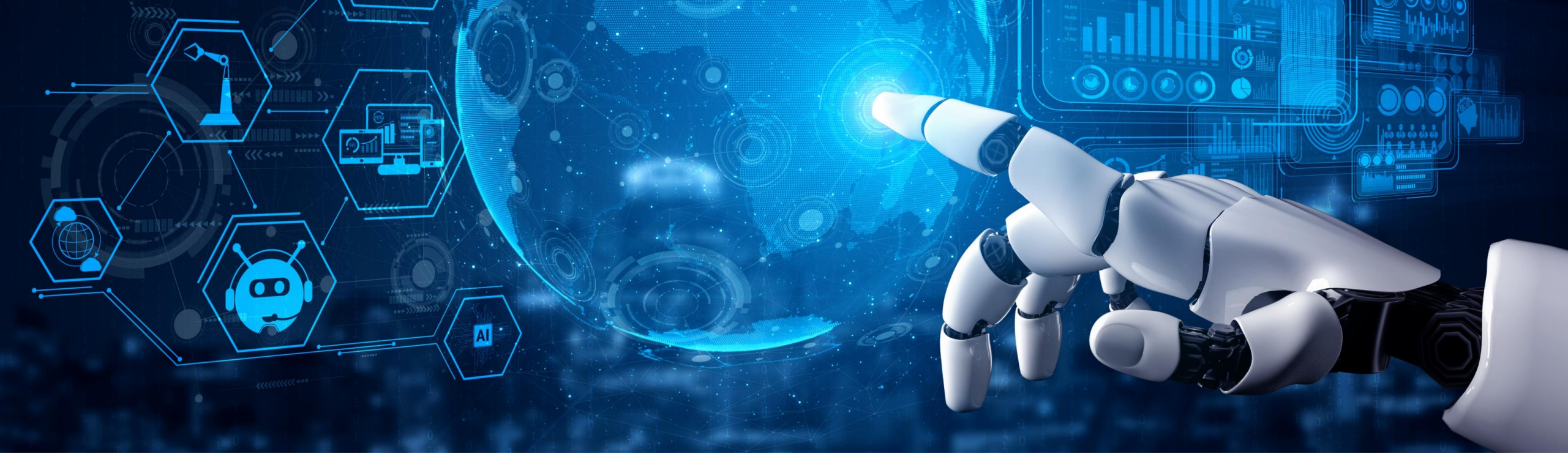
Interlock with SAP Apps
and business processes



- **Access business-critical data in real-time without data duplication:** For example, unify data from SAP S/4HANA, with data on Google data cloud.
- **Simplify data landscapes:** SAP and Google Cloud powerful co-engineered data replication and federation technologies allows enterprises to easily integrate SAP data with BigQuery environments
- **Leverage Google Cloud's advanced artificial intelligence (AI) and machine learning (ML) models:** Utilizing data from SAP and non-SAP systems.
- **Perform advanced analysis:** Utilize SAP Analytics Cloud to plan across both SAP and Google Cloud data to create better plan per the completeness of data
- **Utilize joint solutions for sustainability:** Organizations can tackle broader ESG challenges by combining data sets and using SAP and Google solutions to choose the best green path forward.

Experience Datasphere





SAP AI

Built for business.

INTERNAL

We are at the 4th Industrial Revolution

and Artificial Intelligence is at the center of it.

1st
1743



STEAM POWER
MECHANICAL PRODUCTION

2nd
1870



MASS PRODUCTION
ELECTRIC ENERGY

3rd
1969



ELECTRONICS
IT

4th
2016-



NETWORKED ECONOMY
ARTIFICIAL INTELLIGENCE
BIG DATA, AUTOMATION

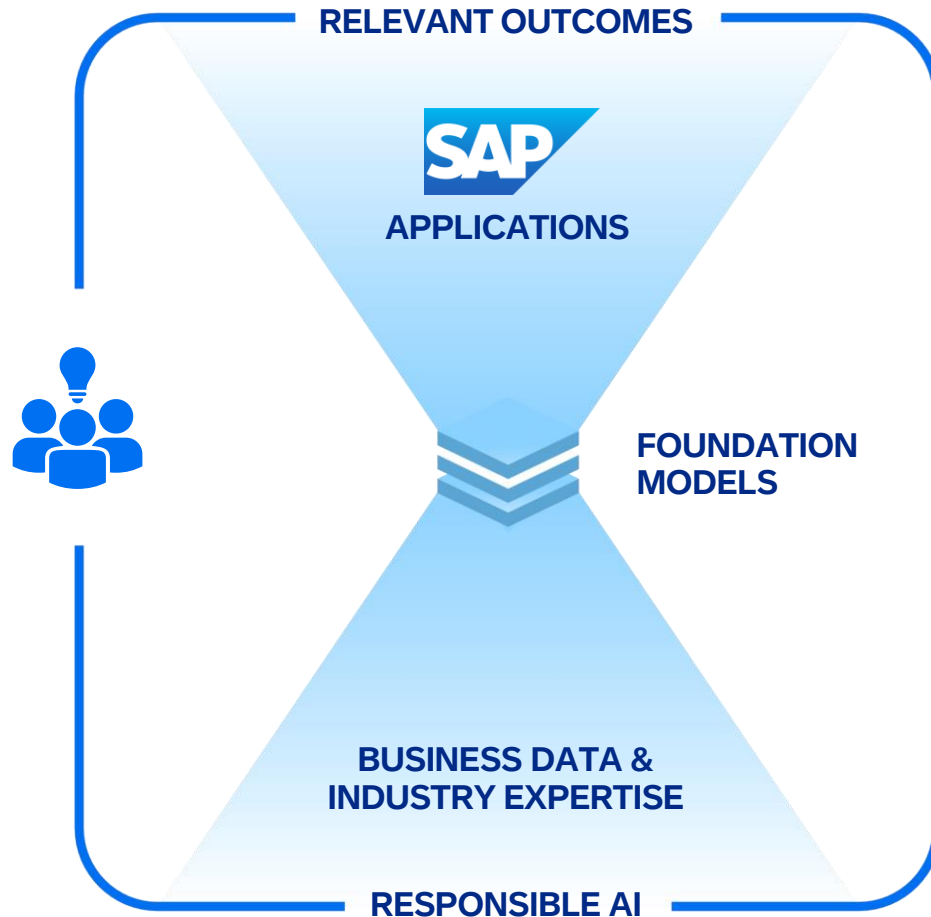
**With every evolution step there's
Destruction and Creation
& this time the change will be fast**

The impact of AI will be comparable to that of electricity



will be everywhere and in every product ¹

SAP's approach for generative AI

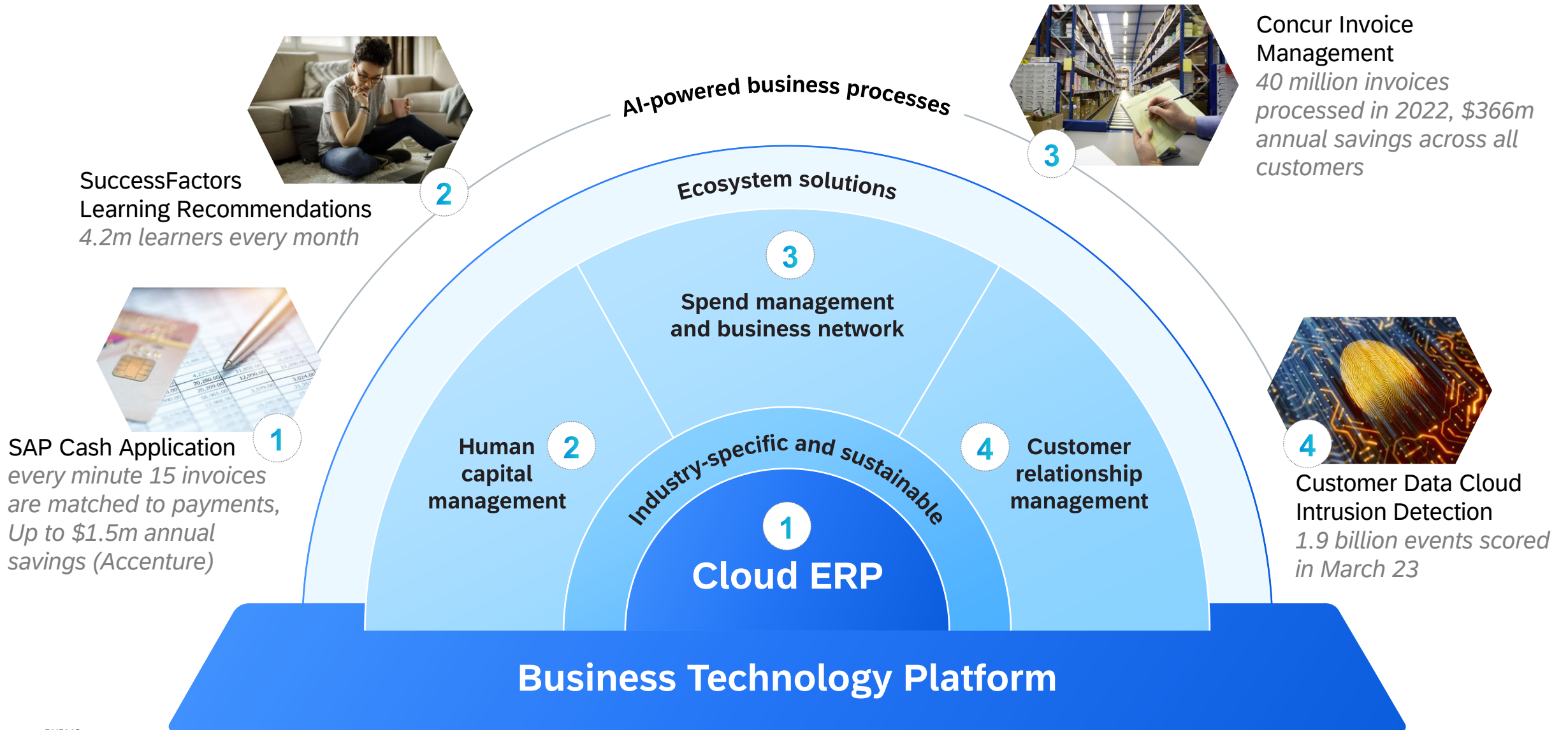


SAP combines the power of **generative AI with the context of business data and business processes** and applies fine-tuning and prompt engineering at scale. This allows SAP to turn otherwise generic results into ones that are tailored to your business. These results are built into the SAP applications that business users use every day.

SAP **keeps humans in the loop responsibly** to review and approve generated information.

SAP's use of **generative AI follows the same principles of business AI** and the same rigorous development and responsible AI review processes.

Business Value for AI-powered SAP portfolio



SAP AI. Built for business.

Built in

AI built in the systems that power your most critical business processes



Relevant

AI that is trained on industry insights, business process expertise, and tailored to your data – in the applications you rely on daily



Responsible

AI built on leading ethics and data privacy standards



Strategic partnerships for AI



SAP is partnering with IBM to infuse the latter's [Watson artificial intelligence](#) (AI) engine across its entire solutions portfolio, including SAP S/4 HANA, S/4 HANA Cloud, SAP Business One, and SAP Business ByDesign to exploit the [natural language processing](#) (NLP) abilities of Watson AI along with predictive insights.

May 2nd , 2023 ([CIO Magazine](#))



The offering enables customers to build an end-to-end data cloud that brings data from across the enterprise landscape using the SAP Datasphere solution together with Google's data cloud, so businesses can view their entire data estates in real time and maximize value from their Google Cloud and SAP software investments.

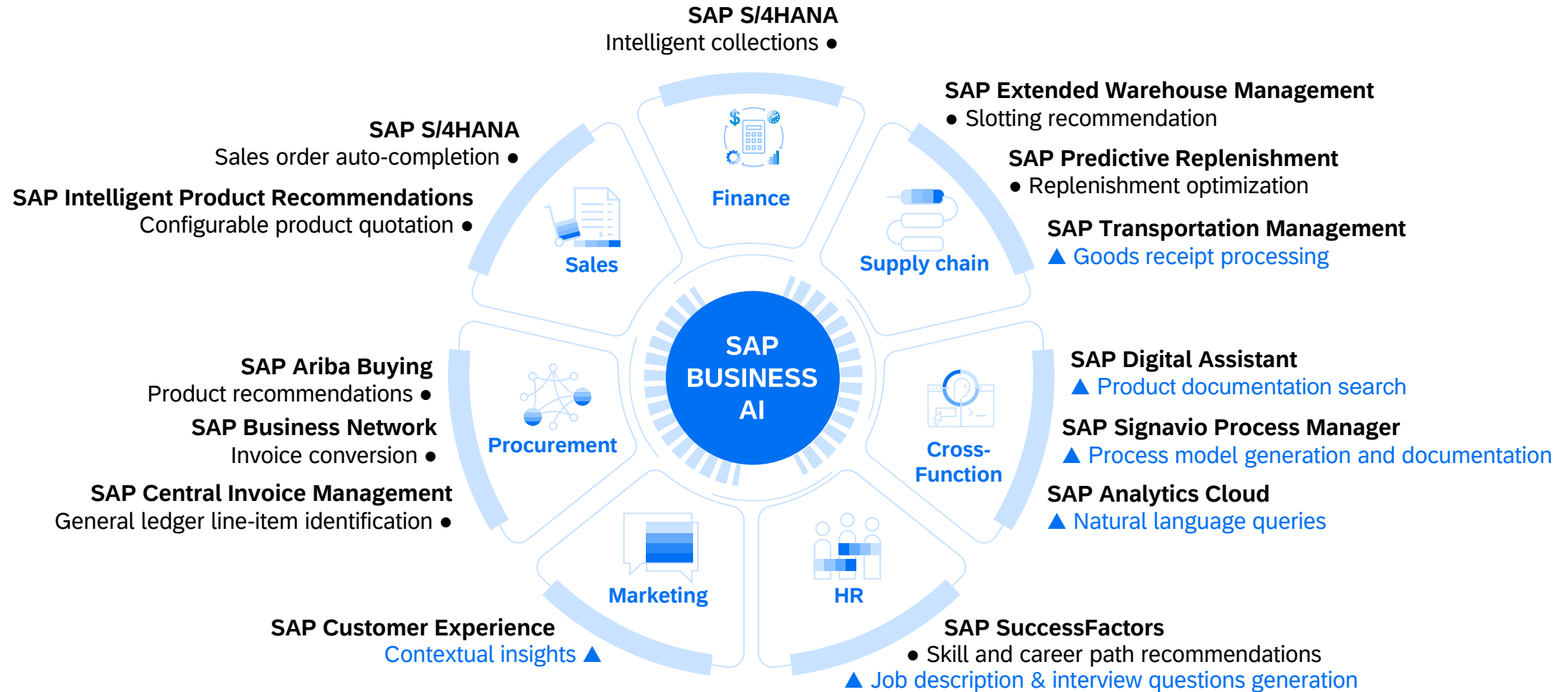
May 11th , 2023 ([SAP News](#))



The companies will collaborate on integrating SAP SuccessFactors solutions with Microsoft 365 Copilot and Copilot in Viva Learning, as well as Microsoft's Azure OpenAI Service to access powerful language models that analyze and generate natural language. The integrations will enable new experiences designed to improve how organizations attract, retain and skill their people.

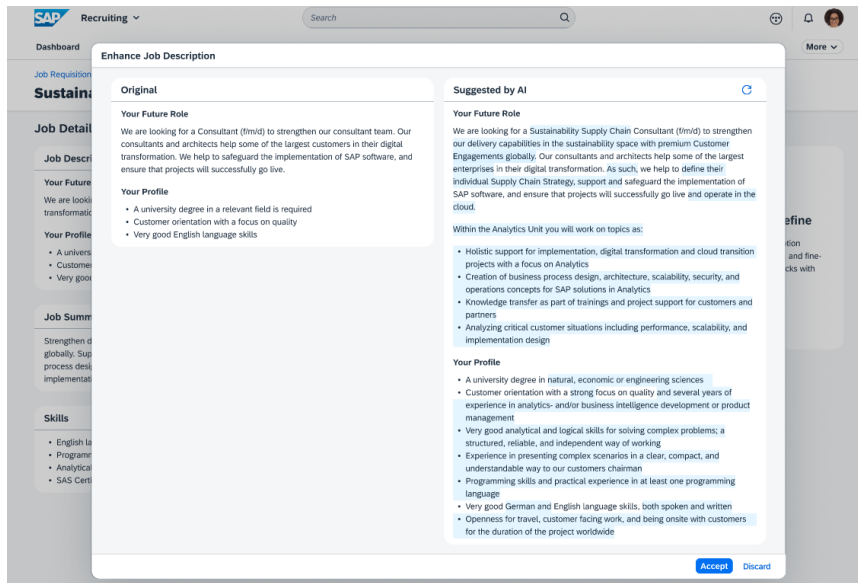
May 15th , 2023 ([SAP News](#))

New AI capabilities



Create job descriptions and interview questions that attract top talent

AI-powered job description drafts and interview questions



CHALLENGE

- Limited time to create a compelling job descriptions
- Quality of job description impacts relevance to applicants
- Ensure consistency across job descriptions for employer branding
- Rushed preparation for candidate interviews

SOLUTION

SAP SuccessFactors Recruiting

- Draft **job descriptions** quickly that are well-structured and reduce bias
- Receive **tailored interview questions** based on job description and candidate's resume

OUTCOMES

Reduce

Time and cost to create job descriptions

Improve

Quality of interviews and preparation

Increase

Attractiveness as employer of choice

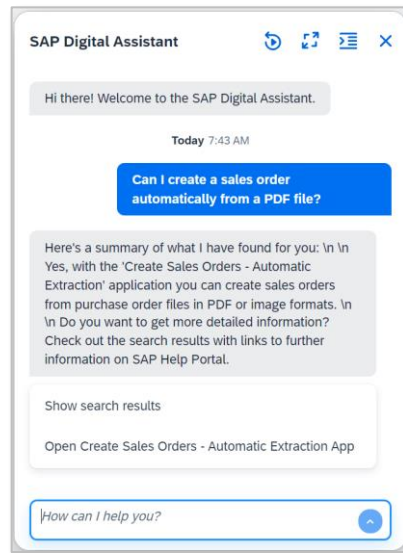


Hiring manager

Recruit to Retire

Intuitively access how-to information about SAP applications

AI-powered help function using natural language



Business user

Cross-topic

CHALLENGE

- Information about how to use SAP applications not easily accessible
- Exhaustive SAP enablement content stored in multiple repositories
- User needs to leave SAP application to search and view information

SOLUTION

SAP Digital Assistant

- Make information available via built-in digital assistant
- Return information from SAP's help content quickly within application
- Tailor results based upon user's context, application, and version
- Navigation to the relevant application possible

OUTCOMES

60-70%

Less time to access relevant information

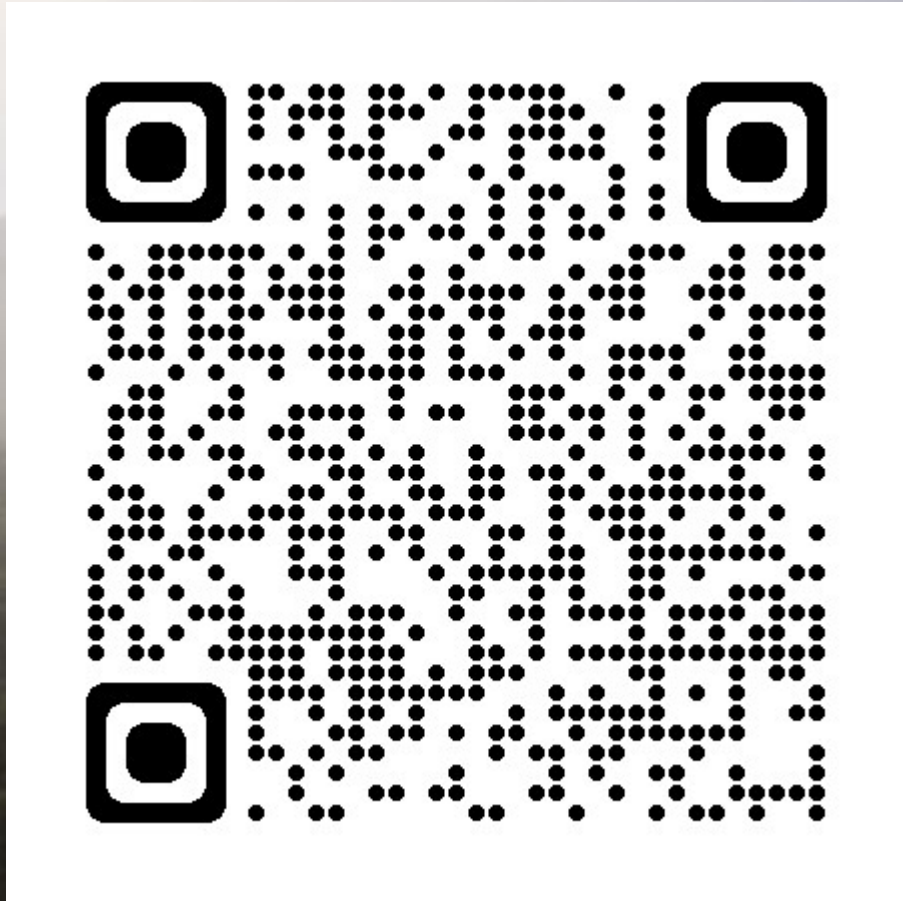
Increase

Confidence of users working with the system

Improve

User experience

SAP AI. Built for Business



SAP Integration Suite reimaged to support enterprise workloads for any landscape and enterprise automation challenges

[SAP Business Accelerator Hub](#), formerly SAP API Business Hub, is a growing curated resource hub that supports business users and citizen developers as they pursue accelerated integration, innovation, and enterprise automation initiatives

Unlock value with new integrations across SAP applications

Seamless user experience: The SAP Start Web site, the central entry point for all cloud solutions from SAP in the public cloud, is planned to be generally available in the third quarter of 2023. SAP Start includes business content from all integrated public cloud business solutions.

New enterprise automation capabilities in SAP Build

- Integration between **SAP Signavio** and **SAP Build** that enables automatic execution of the SAP Build Process Automation solution directly from SAP Signavio solutions when inefficient processes are detected
- **Improved discoverability of** prebuilt content across SAP Build, SAP Integration Suite, SAP BTP and application APIs with [SAP Business Accelerator Hub](#)

Innovations in SAP Analytics Cloud enable enhanced data-driven decision-making

Natural language processing: AI-driven analytics now uses natural language processing technology from Askdata, which SAP acquired in 2022 and has now integrated into SAP Analytics Cloud. The AI technology behind the search experience provides better natural multilingual processing than previous technology based only on English-language keywords

Enterprise Automation with SAP





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SAP BTP, Solution Advisory
June 13, 2023

Thank you.

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