



# Transform Every Aspect of Your Business with SAP Business AI

## Agenda

Business processes are ripe for disruption with generative AI

How SAP Business AI can 'mold around' company, user and customer needs

Key AI pillars, including Joule, SAP's AI copilot and models

## Bio

Helps design solutions for SAP's Business AI

Experienced data scientist; PhD dissertation on how AI can help predict lung cancers

A 15-year Microsoft veteran including GenAI for Microsoft Business Applications



**Ted Way, PhD**

VP, Chief Product Officer  
SAP Business AI Product Engineering





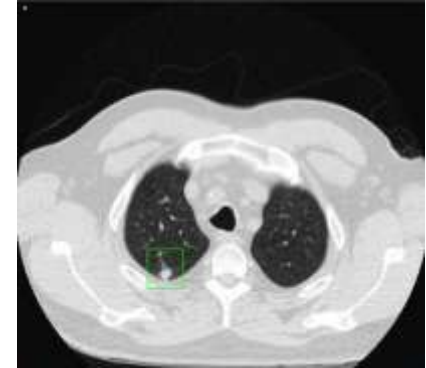
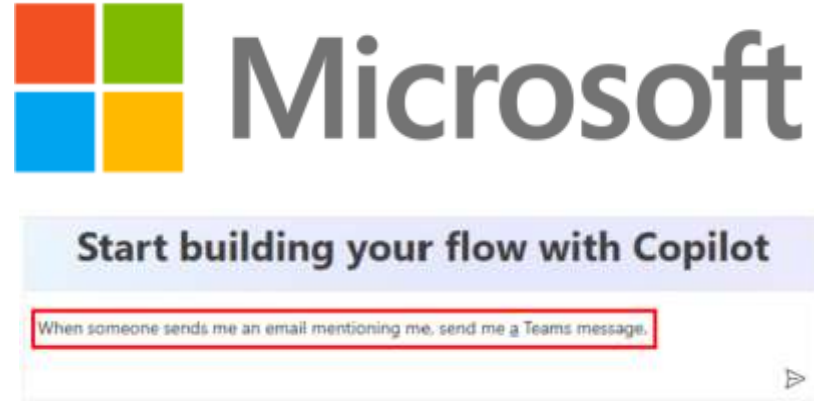
# Transform every aspect of your business with SAP Business AI

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# About me



**VP and Chief Product Officer,  
SAP Business AI Prod. Eng.**

Joule, AI Foundation, AI Services

**Principal PM Lead,  
Microsoft (15 years)**

Generative AI for Microsoft Business Applications (Microsoft Dynamics ERP, CRM, etc. and Power Platform)

**PhD, Biomedical Engineering,  
University of Michigan**

“Spell check for radiologists,” computer-aided diagnosis system for predicting lung tumor malignancy on chest CT

# Agenda and takeaways

- Usage patterns in SAP products: embedded, bolt-on, and custom
- AI that understands you (Joule, your SAP copilot)
  - Agent-to-agent, plan creation, chain-of-thought, tree-of-thought
  - RAG, data connections
- AI that molds around you
  - Customizing fields in Document information extraction (DOX)
  - Gen AI breaking down the barriers between people and apps
- AI that differentiates
  - SAP Foundation Model for structured data

# Already 27,000+ customers win with SAP Business AI

**Chobani**

**75%**

less time spent on  
travel expenses

**AMD** 

**10,400+**

orders analyzed each year  
with generative AI Supply Chain  
Troubleshooter

**SUNCOR** 

**>24<sub>h</sub>**

saved per month during  
month-end close

**Where is AI impacting  
your organization?**

**Everywhere**

**Finance**

**Supply  
Chain**

**Customer  
Experience**

**Procurement**

**Human  
Resources**

**IT and  
Cross-Function**



# What's already possible

## Recent release highlights

### ERP and finance

#### SAP S/4HANA Cloud Public Edition

- ✓ Joule availability (EAC)

#### SAP Sustainability Footprint Management

- ✓ Intelligent emission factor mapping

#### SAP Enterprise Service Management

- ✓ Next Generation Shared Services Automation

#### SAP Transportation Management

- ✓ Intelligent Goods Receipt Analysis (Pilot)

### Procurement

#### SAP Ariba

- ✓ Category Management market segmentation
- ✓ Category Management cost structure
- ✓ Category Management market dynamics

#### SAP Concur

- ✓ Faster Itemization of Hotel Receipts
- ✓ Request Assistant: Cost estimates

#### SAP Fieldglass

- ✓ AI-enhanced SOW description generation
- ✓ AI-enhanced job description generation
- ✓ AI-enhanced translation of job Description

### Supply chain

#### SAP Digital Manufacturing

- ✓ Visual Inspection (Beta)

### Human resources

#### SAP SuccessFactors

- ✓ Joule availability
- ✓ Job Description Generation
- ✓ Assisted Interview Questions with MS Teams
- ✓ Learning in Viva with Co-Pilot
- ✓ AI person insights for compensation discussions
- ✓ Generative AI for performance goals
- ✓ Generative AI for development goals
- ✓ Assisted Writing

### Industries

#### Discrete Industries:

- ✓ SAP Intelligent Product Recommendation for configurable products

### Sales and marketing

#### SAP CX AI Toolkit

- ✓ Intelligent Customer Profile
- ✓ Intelligent Q&A
- ✓ Smart Scheduling
- ✓ Record Summarization
- ✓ AI Product Tagging
- ✓ AI Product Descriptions
- ✓ Visual Search
- ✓ AI Tools

#### SAP Service Cloud, Version 2

- ✓ Email Draft Recommender
- ✓ Account Synopsis for Sales
- ✓ Case Summary

#### SAP Sales Cloud, Version 2

- ✓ Email Draft Recommender
- ✓ Account Synopsis for Sales
- ✓ Lead Booster
- ✓ Survey Trend Summary

#### SAP Emarsys

- ✓ AI Subject Line Generator (Pilot)

### IT and platform

#### SAP Analytics Cloud

- ✓ Just Ask Search

#### SAP AI Core & Launchpad

- ✓ Generative AI Hub

#### Document Information Extraction

- ✓ Premium Edition

#### SAP BTP Cockpit

- ✓ Joule availability (Beta)

#### SAP HANA Cloud

- ✓ Vector Engine

#### SAP Build Code

- ✓ Code Generation (Joule)

#### SAP Automation Pilot

- ✓ Content Generation Assistant (Beta)

#### LeanIX

- ✓ Inventory AI prompt
- ✓ AI-assisted text
- ✓ AI-generated context
- ✓ AI-supported translations

# Our business AI is embedded across the portfolio

Use Pattern 1:

Embedded

Relevant

Reliable

Responsible



**Joule**

A copilot that truly understands your business

Embedded AI capabilities

Cloud ERP

Supply chain  
management

Human capital  
management

Spend management  
and business network

Customer relationship  
management

Business Technology  
Platform

Use Pattern  
2: Bolt-On

**AI Foundation**

on Business Technology Platform

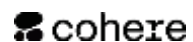
Use Pattern

3: Build It

AI ecosystem partnerships and investments



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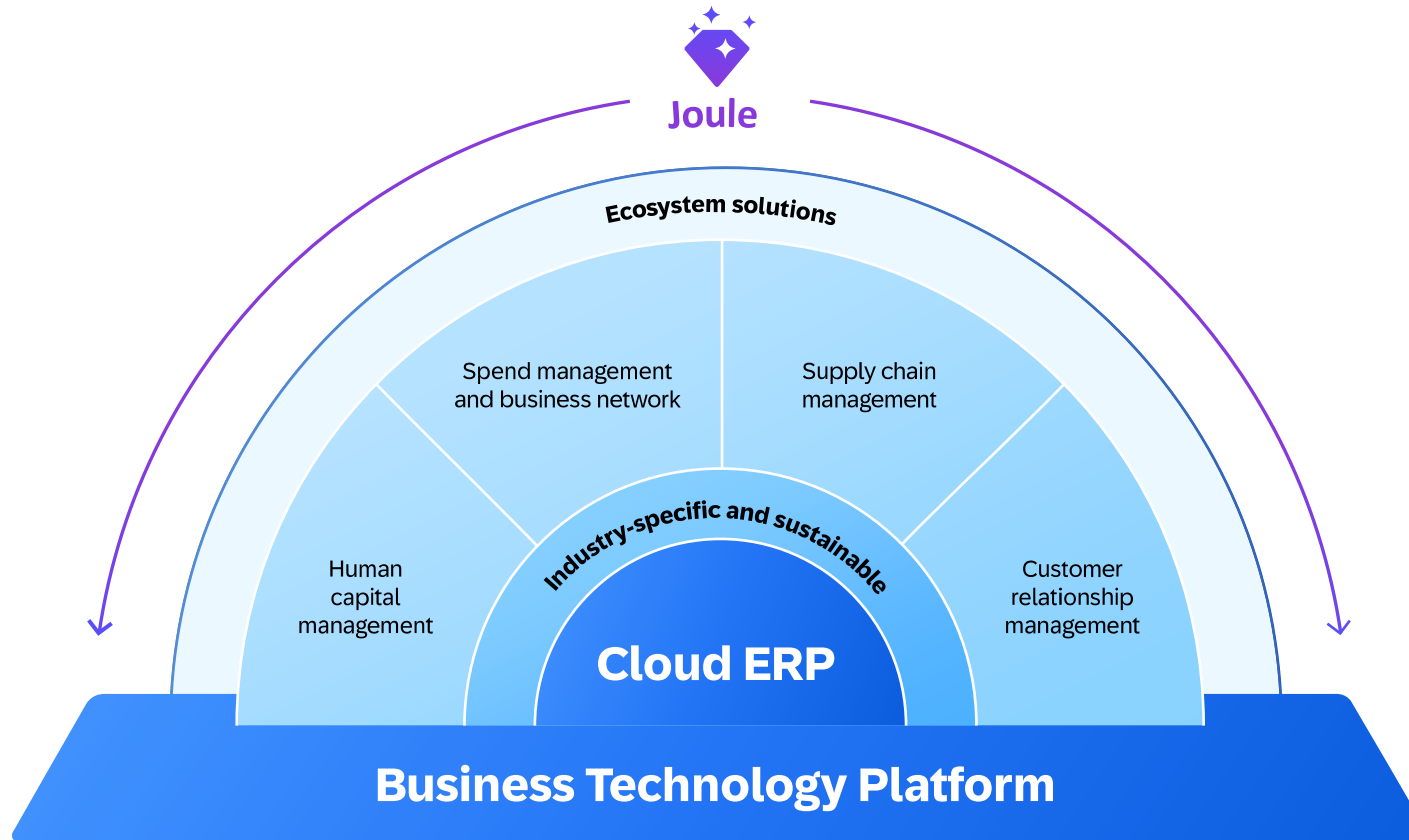






# AI that understands you: Joule - Your SAP Copilot

# Joule, the AI copilot that truly understands your business



- Faster work**  
Accelerate every process with a single AI copilot to get comprehensive insights and perform tasks across all your SAP solutions.
- Smarter insights**  
Get instant insights grounded in your business data and enriched by your business context.
- Better outcomes**  
Elevate outcomes across the business by generating content tailored to your role, from job descriptions to code, and beyond.
- Full control**  
Choose when and how to delegate complex tasks, while maintaining full control of decisions, data privacy, and security.

# Streamline your business processes with an AI copilot

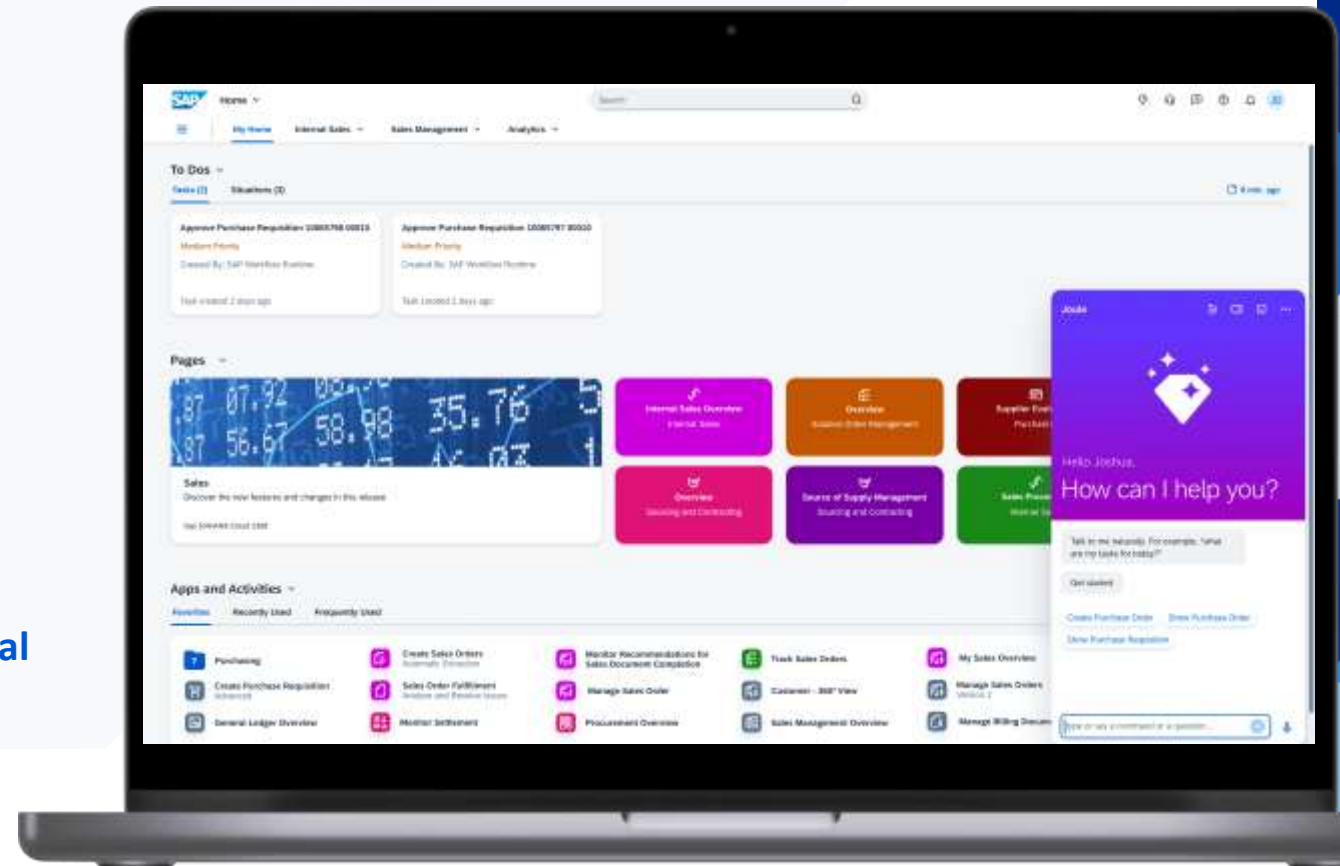
Get quick and easy access to SAP Help content

Receive app proposals for required business operations

Obtain business information in natural language

➡ **95% faster access to information in search results  
(10 minutes to 30 seconds)**

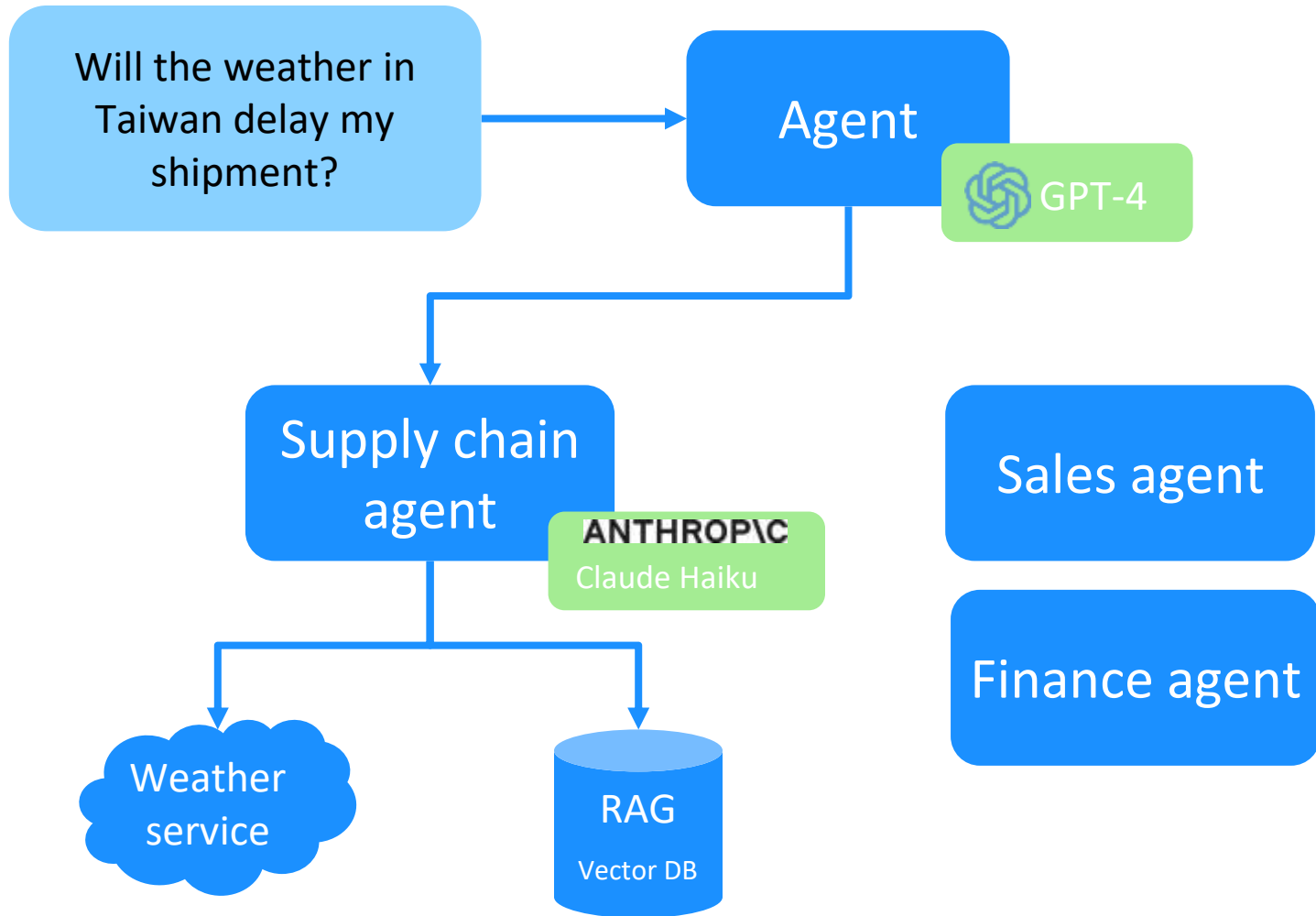
➡ **90% faster execution of navigation and transactional  
tasks (5 minutes to 30 seconds)**



Joule in SAP S/4HANA Cloud Public Edition

Video: Joule in S/4 HANA Public Cloud

# Trends in digital assistants



- **Multi-agent interaction:** Plan creation, reasoning (chain-of-thought and tree-of-thought), and collaboration among agents
- **Task-specific LLMs:** Smaller models, faster response, fine-tuned for specific tasks
- **RAG (retrieval augmented generation) and data connections:** Connect to data stores and online services for latest data

# AI that molds around you: Document Information Extraction



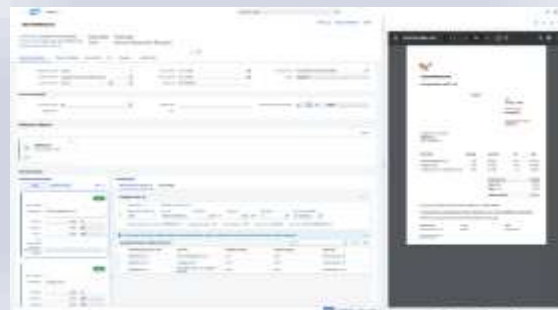
# Business process-specific AI for Document Processing in SAP

## SAP Business Network Intelligent Invoice Conversion



- Improve operational efficiency through simple invoice upload and automation for invoice conversion
- Increase invoice accuracy by reducing manual and error-prone entry
- Accelerate invoice payments by reducing the number rejected invoices by your customers
- See in action: [Intelligent Invoice Conversion](#)

## SAP Ariba Central Invoice Management



- Provides inbound handling via Business Network and central processing of invoices.
- Deployed on BTP available for SAP S/4HANA Cloud, public edition
- See in action: [Central Invoice Management](#)

## SAP S/4HANA Sales Order Automation



- Enables faster completion to prevent delays in the sales order delivery
- Reduces redundant tasks to free time for users
- Reduces the risk of human errors in the process
- See in action: [Sales Order Automation with AI](#)

## SAP Concur Expenselt



- Images of receipts are captured in the Expenselt app
- Information extraction starts on the device with ML models analyzing the image
- Improved employee productivity and overall audit efficiency
- See in action: [Expenselt](#)

Document Information Extraction

Responsible AI

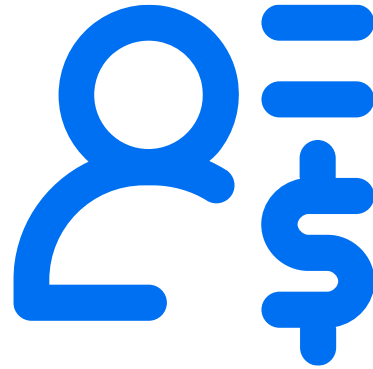
# Demo: Document Information Extraction

AI that differentiates:  
SAP Foundation Model for structured data

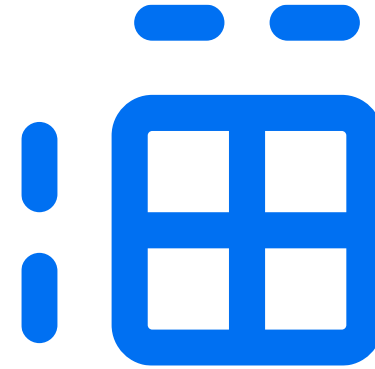
# Training AI/ML models can be tedious, requiring:



Domain experts



Data scientists



Training data

→ Only 1 custom model

# Large language models

## Potential and constraints



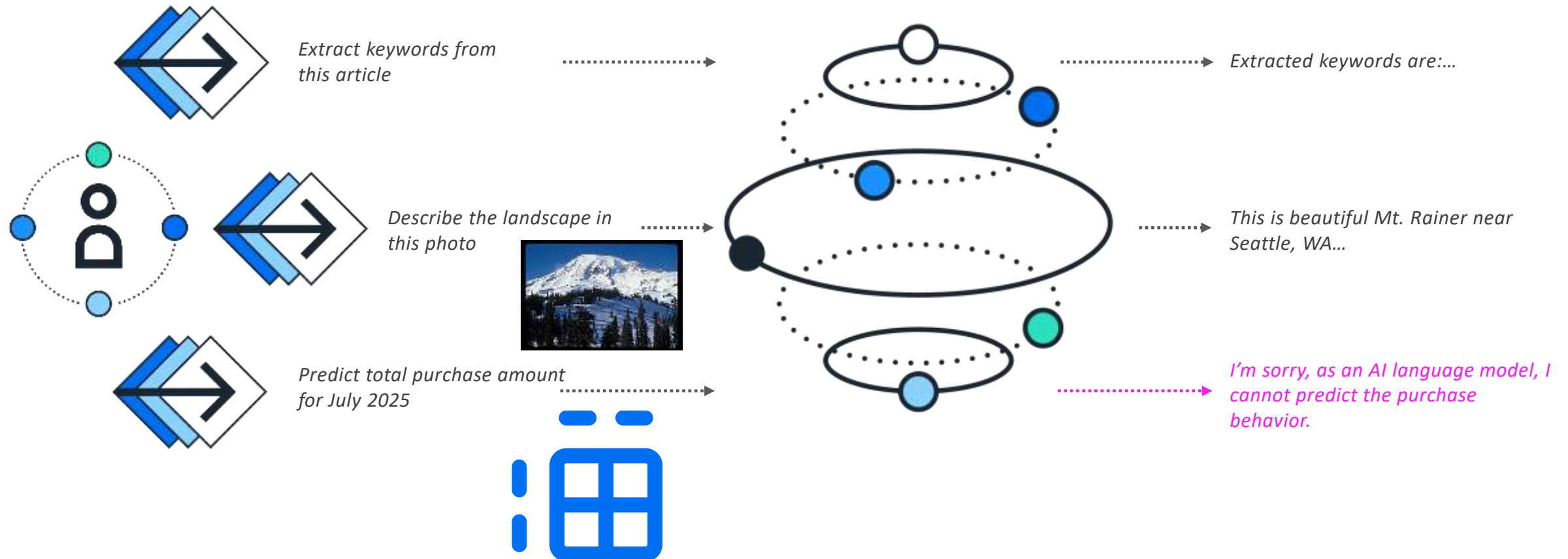
Request



Large Language Model



Result



The firefighter sprayed \_\_\_\_\_ on the \_\_\_\_\_.

We don't  
play this  
game...



Image: Sean Powers, CC BY SA 4.0



Image: Antoine Letarte, CC BY 3.0

We play this  
game!

196.03	192.12	_____	191.93	191.82	_____	187.89
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# And there is more coming soon...

## Roadmap highlights

**Q2** 2024

### ERP and finance

#### **SAP S/4HANA Cloud Private Edition**

Joule: Availability

#### **SAP S/4HANA Cloud Public Edition**

Intelligent User Experience

#### **SAP S/4HANA Cloud for Projects**

Intelligent Matching of Employees to Projects

#### **SAP Sustainability Footprint Management**

Emission Factor Mapping

### Supply chain

#### **SAP Digital Manufacturing**

Execute Multiple Visual Inspection Tasks

#### **SAP Asset Performance Management**

Detect Anomalies and Create Alerts

#### **SAP Integrated Business Planning**

Automated Outlier Correction Logic

#### **SAP Product Lifecycle Management**

Joule: Availability

### IT and platform

#### **SAP Build Code**

Refactoring Existing CAP Code using Generative AI

### Industries

#### **Discrete Industries:**

SAP Intelligent Product Recommendation for configurable products

### Human resources

#### **SAP SuccessFactors**

AI Person Insights for Compensation

Discussions

Assisted Performance Goal Generation

Assisted Development Goal Generation

Assisted Q&A in Joule (HR Policy)

Assisted Writing for Feedback Actions

Assisted Writing for Goals, Performance

Forms (Legacy), 360 Reviews, Opportunity

Marketplace Assignments, and Give Feedback

### Sales and marketing

#### **SAP CX AI Toolkit**

AI Tools

#### **SAP Sales Cloud**

Insights Through Visit Surveys

#### **SAP Field Service Management**

Intelligent Filtering

Equipment Insights

### Procurement

#### **SAP Fieldglass**

Job Description Generation

Job Description Translation

Statement of Work Description Generation

#### **SAP Business Network**

Enhanced Responses to Discovery Postings

Enhance Product Information on the Network

Catalog

**Q3** 2024

### ERP and finance

#### **SAP S/4HANA Cloud Public Edition**

Sales Order Fulfilment Issues

#### **SAP Signavio**

KPI Recommender

Process Recommender for SAP S/4HANA

### Supply Chain

#### **SAP Asset Performance Management**

Visual Inspection

#### **SAP Integrated Business Planning**

Joule: Availability

### Procurement

#### **SAP Ariba**

Ariba – Scope 3 Emissions data capture

#### **SAP Concur**

Travel & Expense Policy Search from Request Assistant

#### **SAP Business Network**

Invoice error summarization

### Sales and marketing

#### **SAP Sales Cloud**

Case Entity Extraction

Email Summary

### IT and platform

#### **Document Information Extraction**

Expedite the Processing Time for Time-Critical

Documents

#### **SAP Build Process Automation**

Generative AI for Process Automations

### Industries

#### **Discrete Industries:**

SAP Returnable Packaging Management –

Generative AI-powered Receipt of Account Statements in PDF Format

**Q4** 2024

### ERP and finance

#### **SAP Enterprise Service Management**

Shared Services Automation for Finance

#### **SAP S/4HANA Cloud Public Edition**

ATP –Automated Back Order Processing - variant or segment generation

### Supply chain

#### **SAP S/4HANA Cloud Private Edition**

Transportation Management – Intelligent Goods Receipt Analysis

#### **SAP Integrated Business Planning:**

Explanation of planning results

### Procurement

#### **SAP Ariba**

Supplier ESG Scorecard Creation

### Human resources

#### **SAP SuccessFactors**

Text Analyzer

Assisted Opportunity Marketplace

Assisted 360 Reviews & Insights

Assisted Writing with Recognition Messages

Assisted Progress Insights

### IT and platform

#### **SAP Analytics Cloud**

Joule: Accelerating and Improving Product Experiences

#### **SAP Integration Suite**

Visualization of Actions and Functions in the Graph Navigator

### Industries

#### **Life Sciences:**

Generative AI Assisted Batch Release

More details: <https://roadmaps.sap.com>

The is the current state of planning and may be changed by SAP at any time.

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# Call to action

- Learn more about SAP Business AI
  - <https://www.sap.com/products/artificial-intelligence.html>
- Connect with me on LinkedIn!
  - <https://www.linkedin.com/in/tedway/>



# Transform every aspect of your business with SAP Business AI

Ted Way, PhD  
VP and Chief Product Officer,  
SAP Business AI Product Engineering

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# Q&A

For More Information



**AI Built for Business**

<https://www.sap.com/products/artificial-intelligence.html>

June 2024



**AI Deployment  
Virtual Summit**

## Popular Resources

### SAP's AI Foundation

<https://www.sap.com/products/artificial-intelligence/business-technology-platform.html>

### SAP Joule - AI Copilot

<https://www.sap.com/products/artificial-intelligence/ai-assistant.html>

### AI Solutions on SAP Business Technology Platform

<https://www.sap.com/products/artificial-intelligence/business-technology-platform.html>

### SAP Business AI

<https://www.sap.com/products/artificial-intelligence.html>

## Go Deeper with SAP AI

### Generative AI Management

<https://www.sap.com/products/artificial-intelligence/business-technology-platform.html#generative-ai>

### Ready-To-Use AI Services

<https://www.sap.com/products/artificial-intelligence/business-technology-platform.html#ai-services>

### AI Workload Management

<https://www.sap.com/products/artificial-intelligence/business-technology-platform.html#ai-workload-mgmt>

### Ground AI into your own Business Data & Context

<https://www.sap.com/products/artificial-intelligence/business-technology-platform.html#business-data-context>

## Free Trial & More

### Request a Demo

<https://www.sap.com/products/artificial-intelligence/business-technology-platform.html>

### Get Latest SAP AI News

<https://www.sap.com/cmp/nl/mini-nl-artificial-intelligence/index.html>

### Attend SAP Data Unleashed – Online March 6

<https://www.sap.com/events/data-unleashed.html>

## AI Use Case Solutions

### SAP Business AI in Finance

<https://www.sap.com/products/artificial-intelligence/finance.html>

### SAP Business AI in Supply Chain

<https://www.sap.com/products/artificial-intelligence/supply-chain.html>