



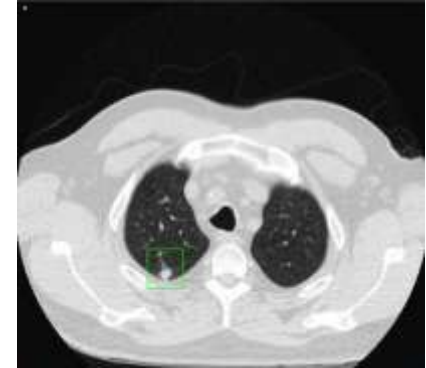
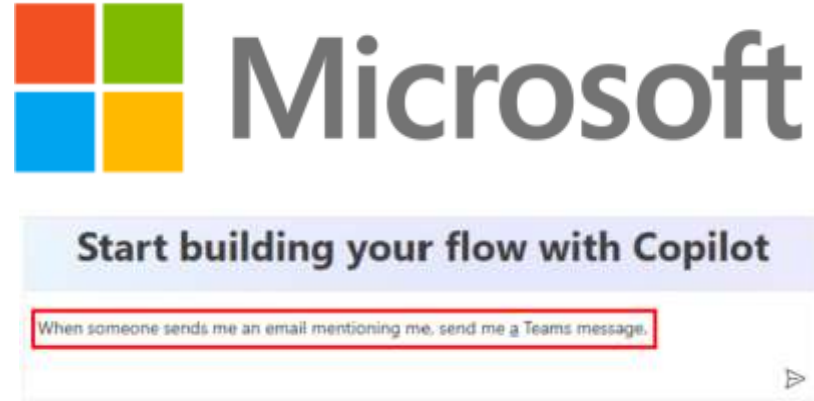
Max ROI with gen AI: Customer use cases and what's next with agents

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

ted.way@sap.com



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

- What we've been hearing from customers with gen AI
 - The good, the bad, and the ugly
- Case study 1: FC Bayern and HR with SAP SuccessFactors
 - Q&A with data, content generation
- Gen AI consumption patterns
 - Embedded, bolt-on, and custom
- Case study 2: Henkel and SAC Analytics Cloud
- Agentic AI demo
 - SOW creation in SAP Fieldglass

What have we been hearing?

Document processing

- Business OCR
- Invoice conversion and management
- Sales order processing
- Receipts for expenses

Q&A and actions

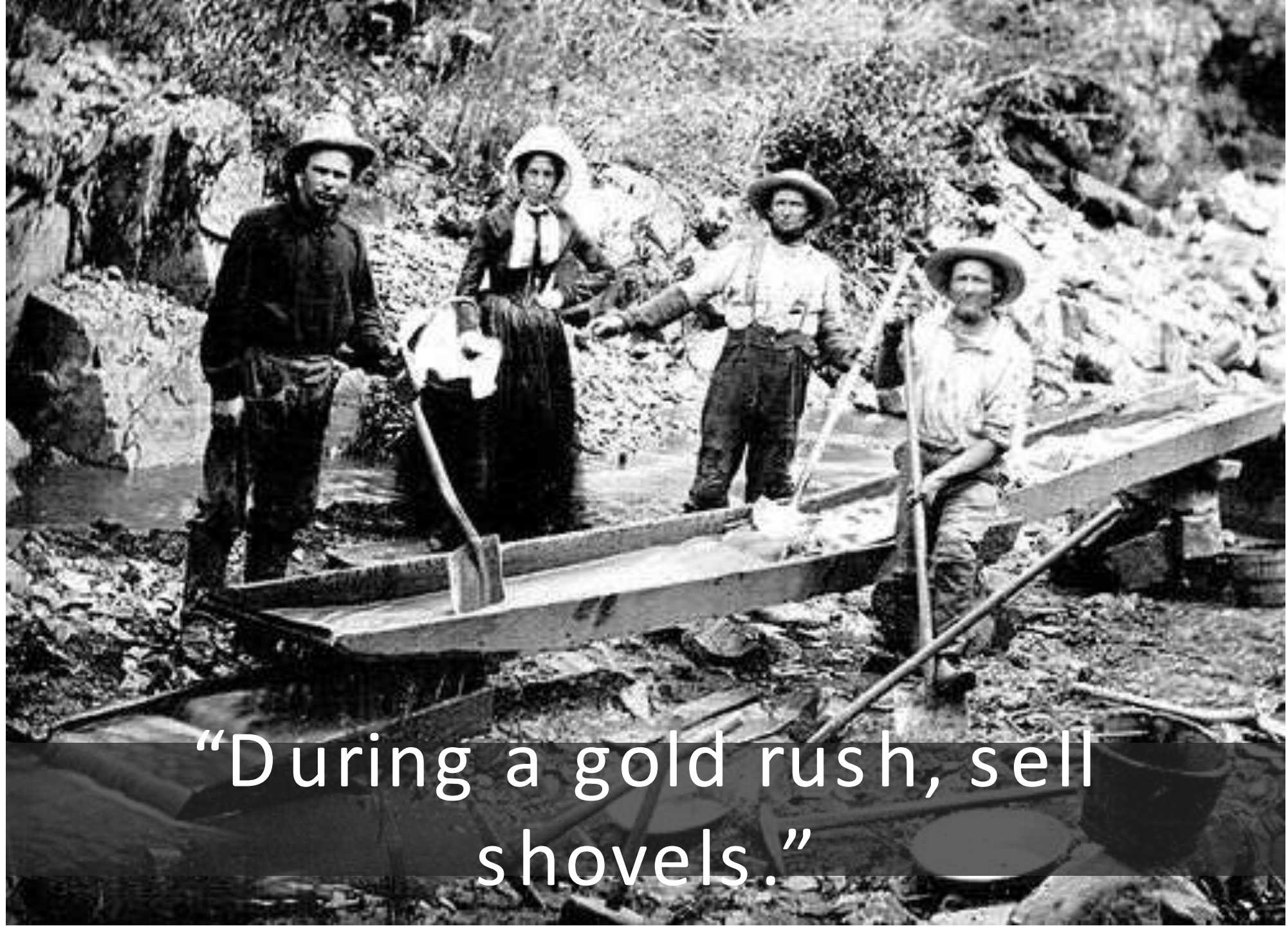
- Getting relevant answers to questions grounded in business data
- Accomplishing straightforward actions (sometimes by generating code)

Complex tasks

- Predictions, forecasting, and insights from multiple data ecosystems
- Expertise and domain knowledge for each area

Challenges to adoption

- Current tech stack and infrastructure, especially with **not having a modern data estate**
- People **resistant to change**: unwilling to give up control of data and processes
- **(Lack of) trust** in AI systems: will what I send to the model be shared with my competitors?
- **Regulations**: what if a previous contract you were required to delete is stored in chat memory?

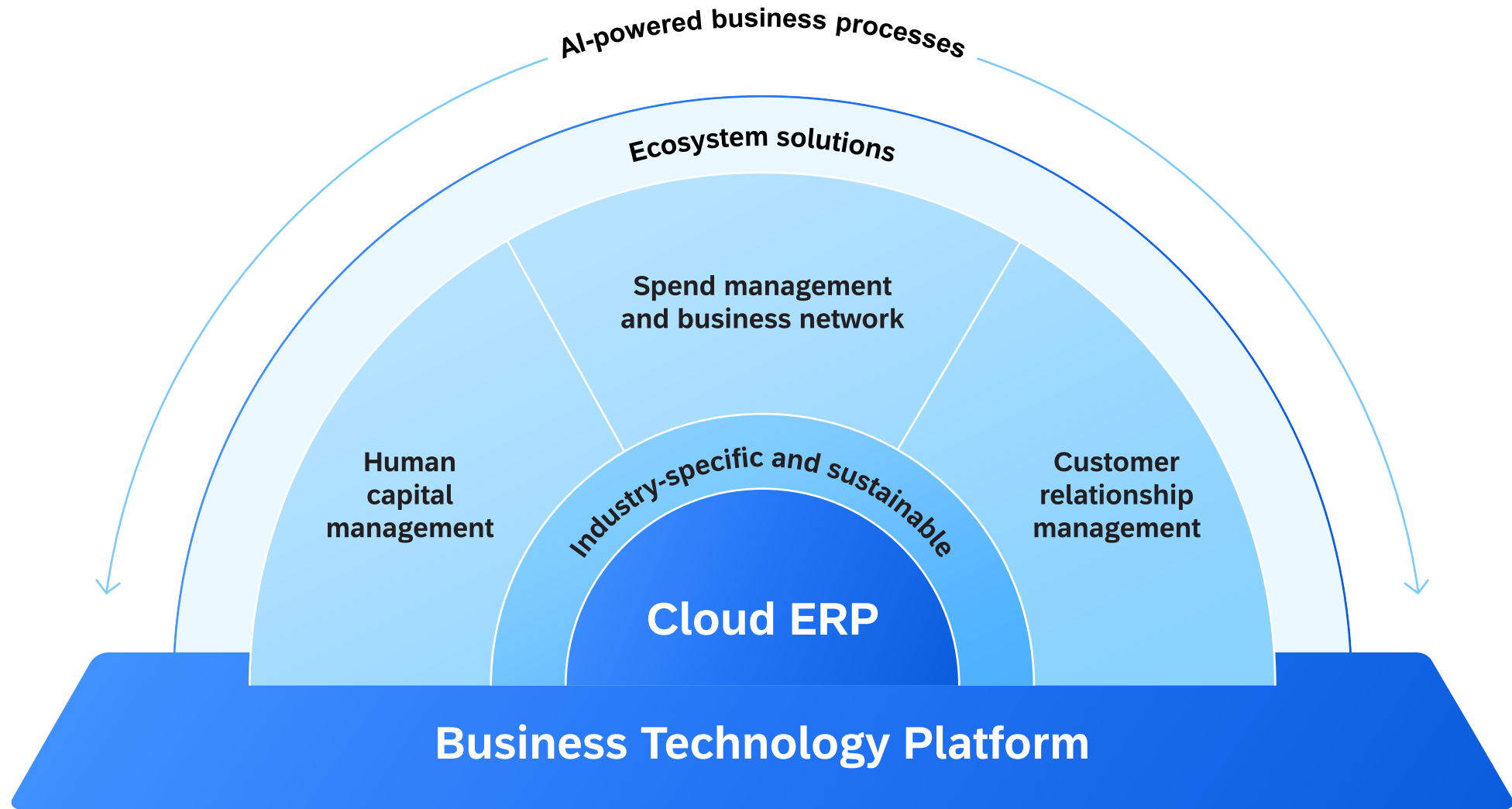


“During a gold rush, sell
shovels.”



FC Bayern and SuccessFactors

SAP Portfolio



Our business AI 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



ANTHROPIC





Henkel and SAP Analytics Cloud

Agentic AI

A large, light blue geometric shape that occupies the right two-thirds of the slide. It is a rectangle with a diagonal cut from the top-right corner to the bottom-left corner, creating a parallelogram-like effect.

What is an agent and what are the benefits?

Agent: Entity that can process environmental signals and take action

Agents

- Suitable for complex, multi-step processes that include reasoning, reflection, and decision making
- Able to adapt to dynamic conditions

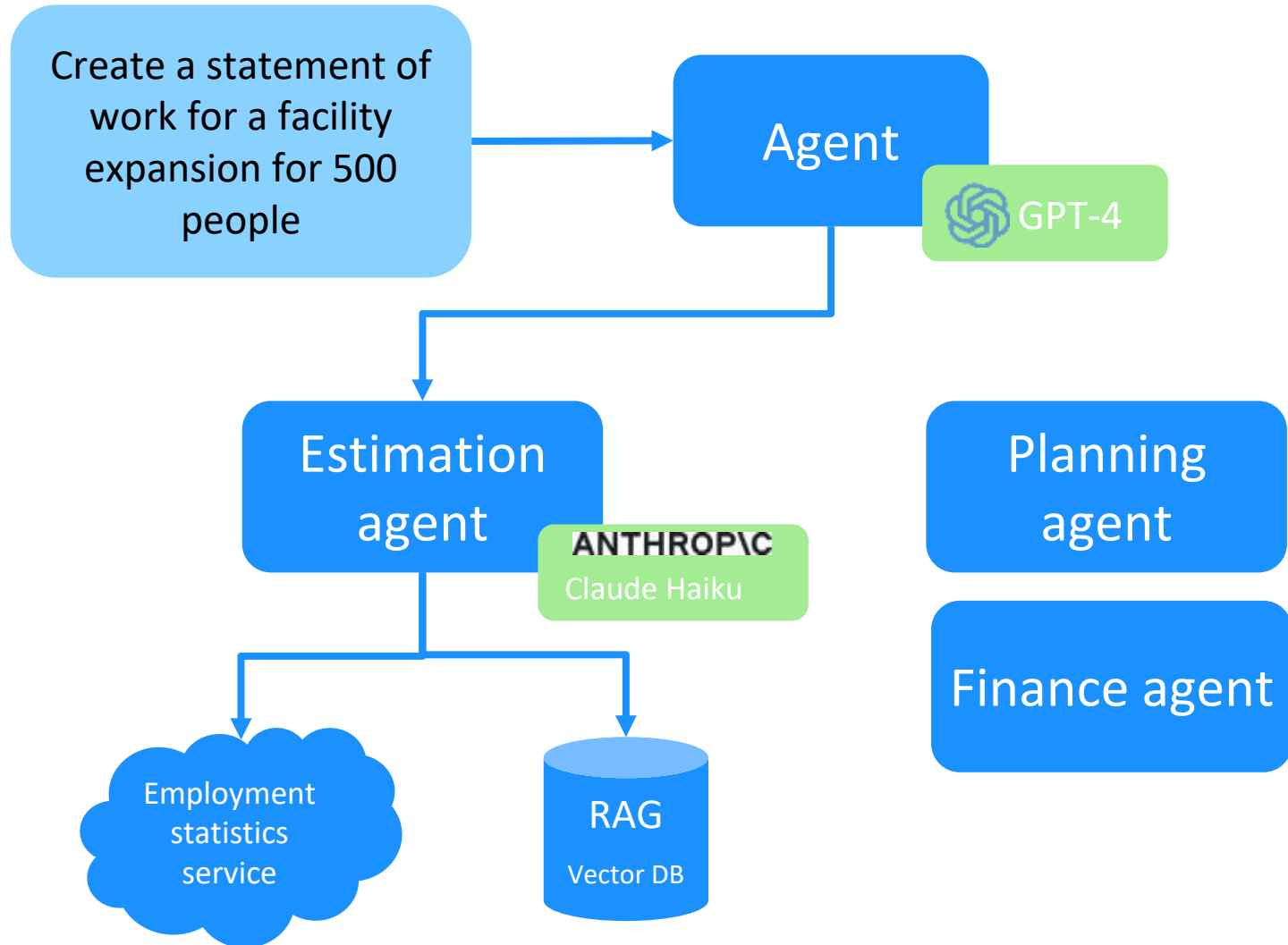
Functions of agents

- Send and receive messages (with other agents or humans)
- Interact with other agents

Benefits

- Higher quality and more reliable outputs (narrowly prompt vs. generic model)
- More efficient use of users' time and improved user preference solicitation
- Composable ERP: Agility with expert agent for each component

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

Agentic workflow and demo video

Tue, Jun 11

Hello, Marika!

To-Dos



Create Plan for Research Hub Move

5 days ago

Explore new AI hub location.

Done



Time Off Requests

Carmen Rannefeld

5 days ago

Vacation

Jul 1 – 3, 2024

3 days

Approve

Decline



Time Off Requests

Mike Selmer

5 days ago

Vacation

Sep 2 – 20, 2024

15 days

Approve

Decline



Time Off Requests

Nathalie Schneider

5 days ago

Vacation

Aug 12 – 16, 2024

5 days

Approve

Decline

[SAP Task Center](#)

Insights

Space Utilization Report



BMS Report

Building Management System



Electricity Supply
Heating
Lighting
Security Systems

Ok
Disabled
Ok
Ok

Energy and Utility Report



Recent Maintenance Activities



Room 001



Supplier Order
5/28/24 at 11:15 AM
Placed order for replacement.



Supplier Call
5/28/24 at 11:15 AM

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/>