



Understanding SAP's AI Strategy

Relevant, Reliable & Trusted

Enhance productivity and efficiency in your organization

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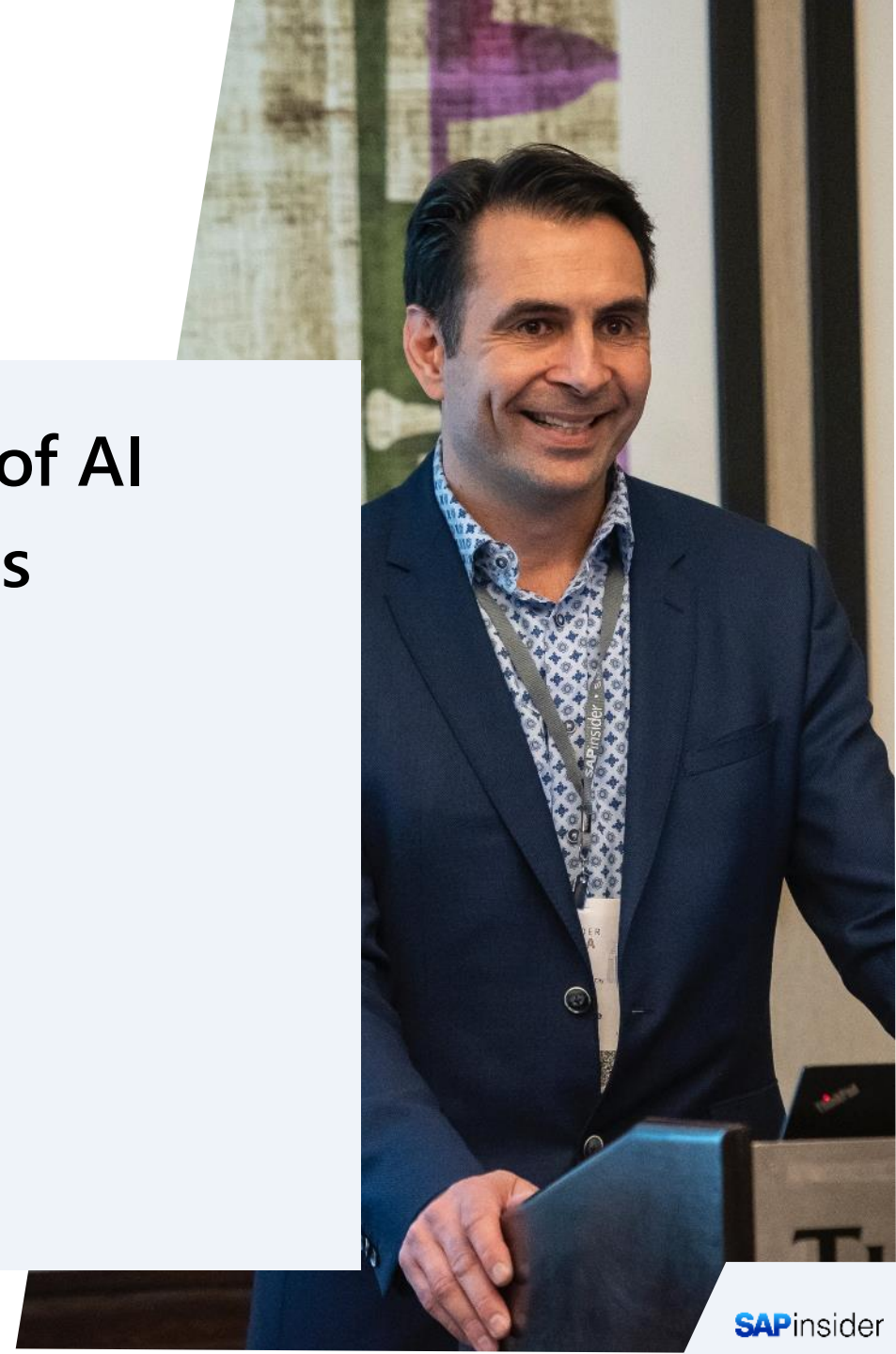


In This Session

- Discover how SAP, with its deep industry and process knowledge combined with your business data and SAP AI solutions, can enhance your business by automating processes, improving decision-making, and improving customer experiences.
- We will learn about SAP's approach to delivering Artificial Intelligence (AI) built for business, delivering trusted and responsible AI solutions.

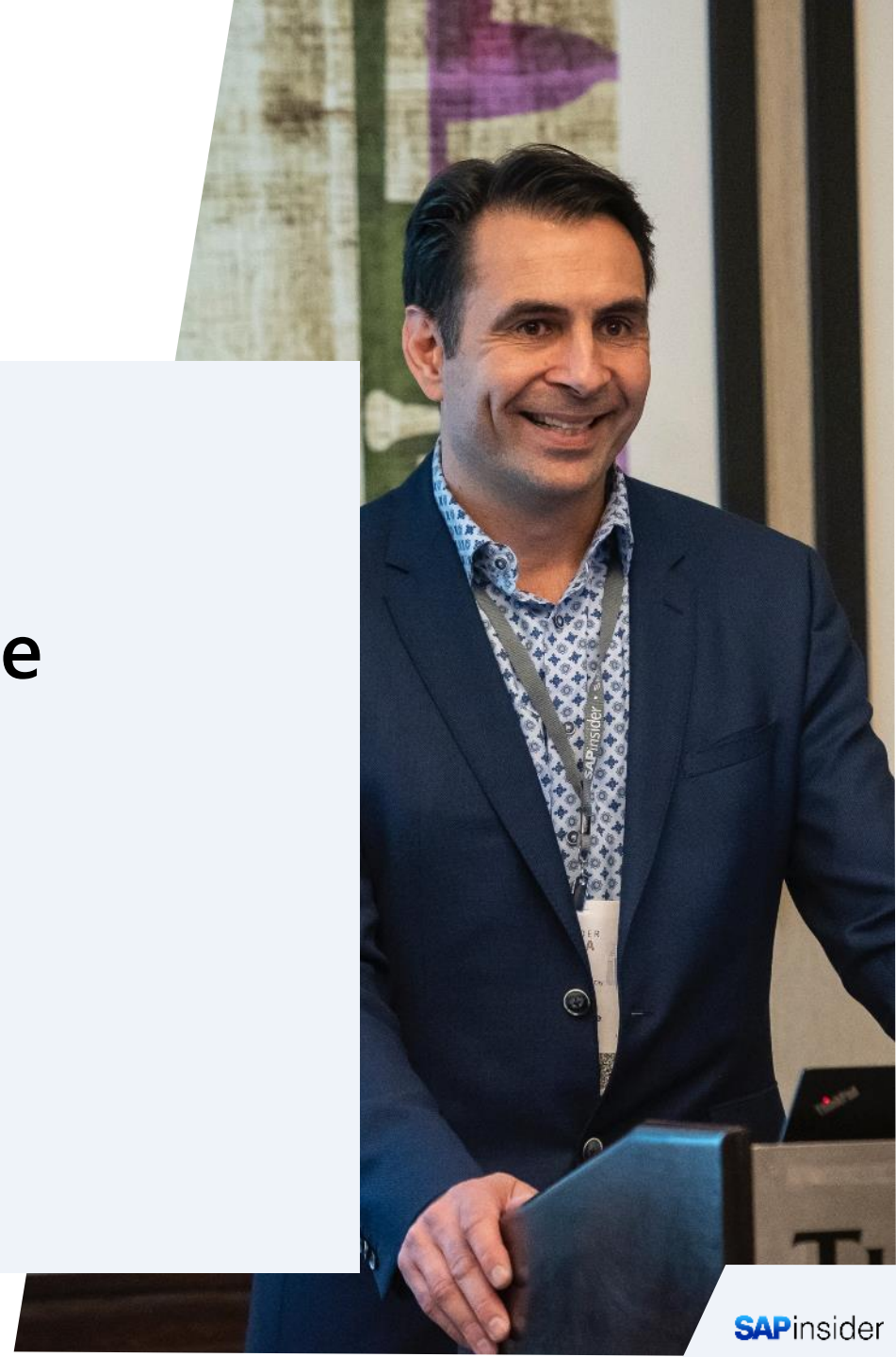
AGENDA

- Introduction & Brief History of AI
- SAP's AI Strategy & Use Cases
 - Relevant
 - Reliable
 - Responsible
- Key Takeaways

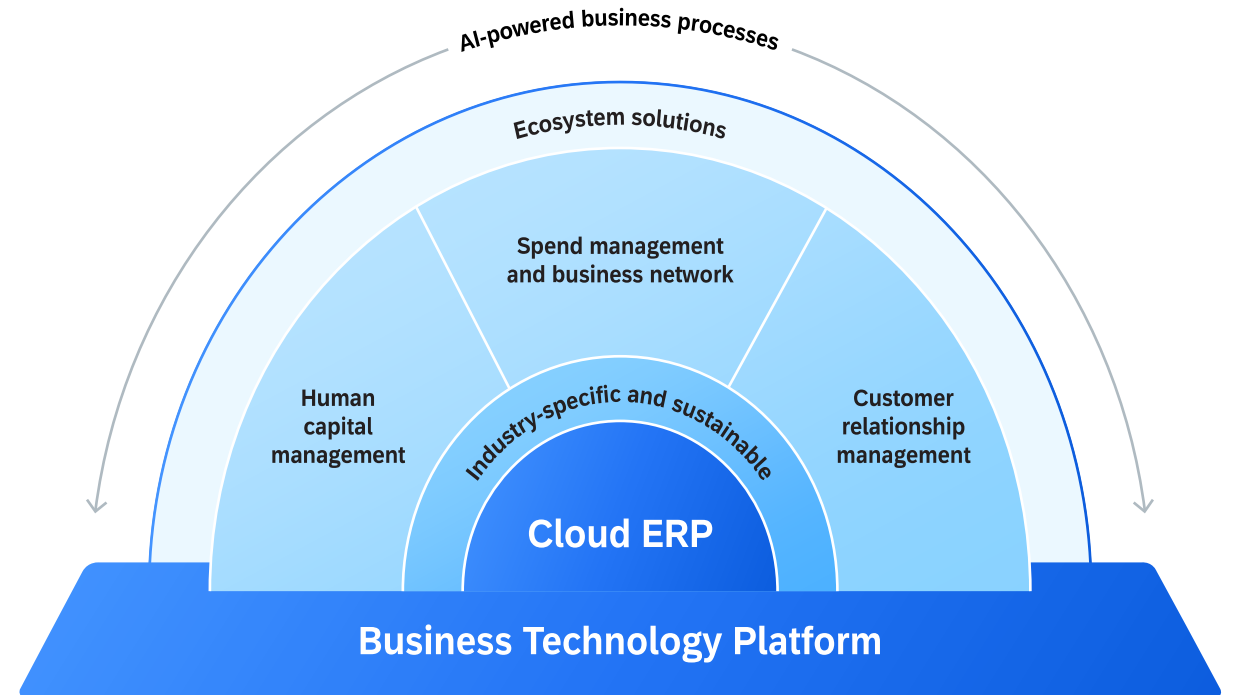


Introduction

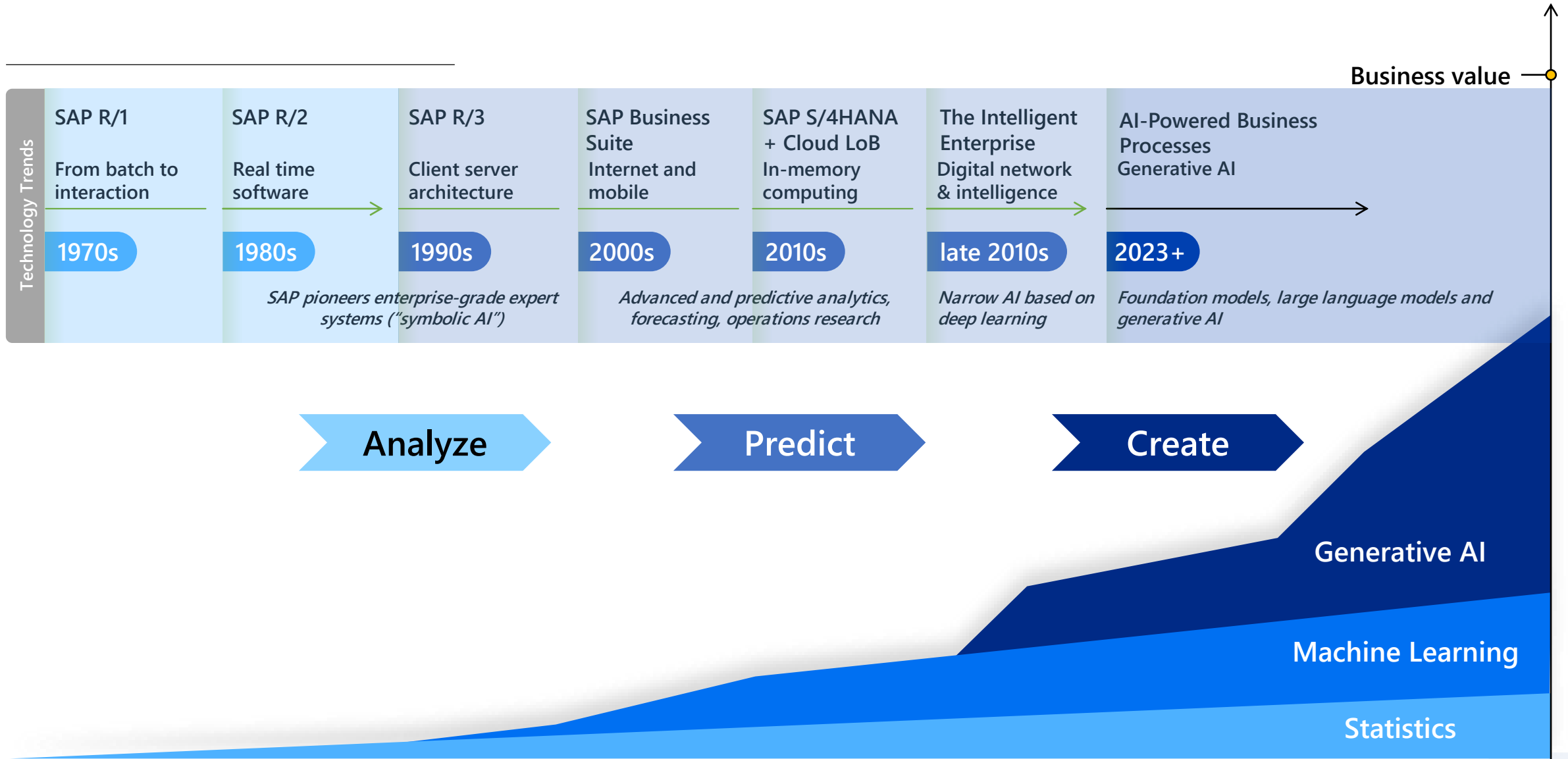
Evolution of AI in Enterprise



Enable every
enterprise
to become an
intelligent, sustainable
enterprise



Evolution of Artificial Intelligence in Enterprise



AI adoption is accelerating in the industry



Generative AI could add **\$2.6 trillion to \$4.4 trillion** incremental value annually to the global Economy

Existing productivity value from previous generation of AI and analytics

WIDESPREAD ADOPTION, DESPITE EARLY DAYS

1/3

companies globally are using Generative AI regularly in at least one business function

40%

organizations will increase their investment in AI overall because of advances in Generative AI

60%

organizations with AI adoption are using Generative AI

Source: McKinsey, State of AI in 2023, 1,684 participants globally

AI Momentum @ SAP

24,000+
customers

> \$1B investment via
venture capital

\$6.1B in annual total
R&D investment

3 direct investments in
Generative AI leaders



ALEPH
ALPHA

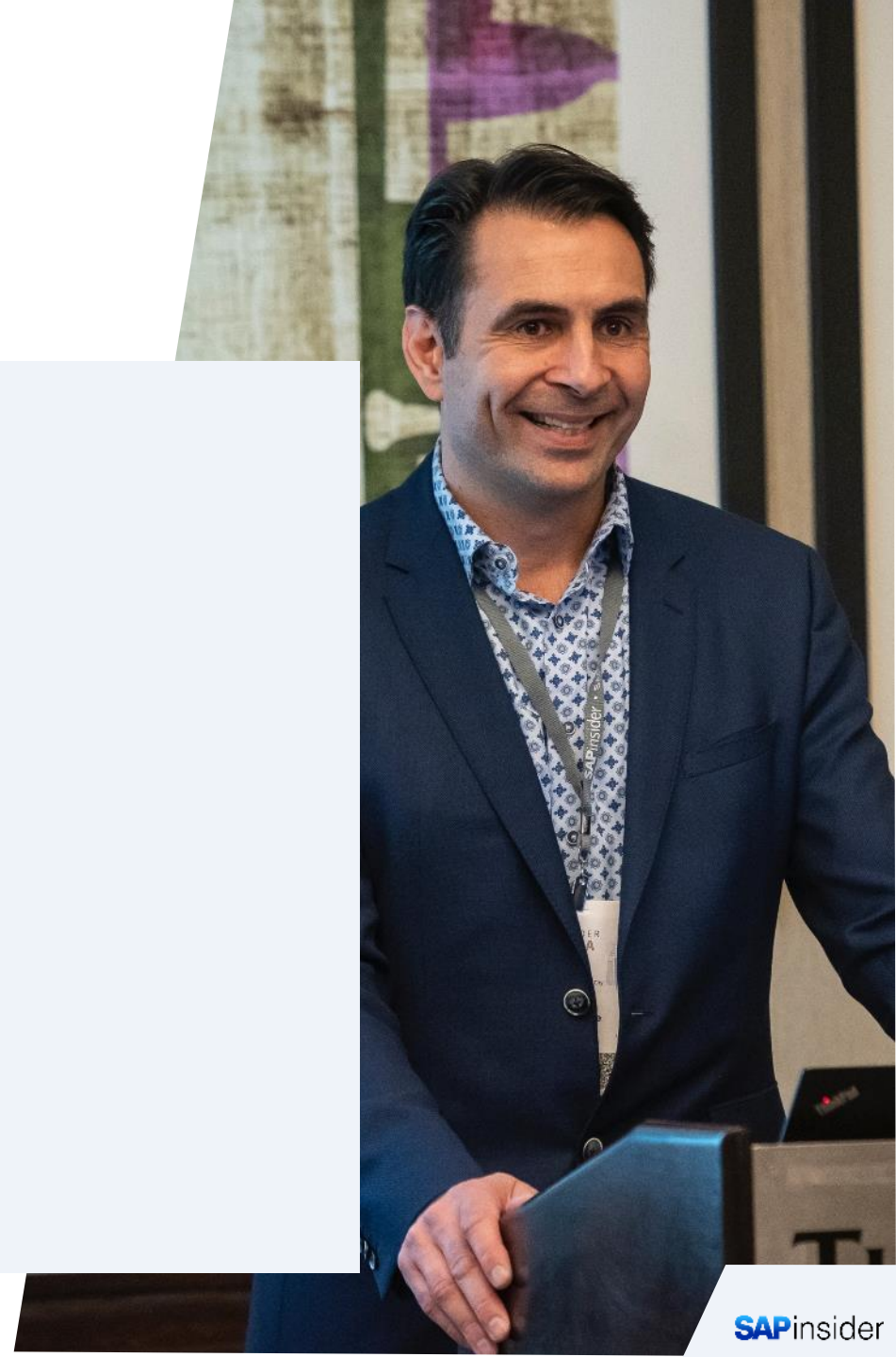
ANTHROPIC



cohere

SAP AI Strategy

SAP AI Strategy Pillars

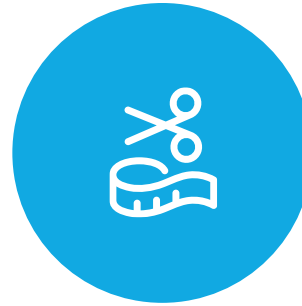


AI Strategy – Core Pillars



Relevant

Optimize every aspect of your business with AI-powered insights, recommendations, and automation built into your SAP applications alongside end-to-end business processes.



Reliable

Easily scale and extend the capabilities of your applications by deploying custom or pre-trained AI models tailored for your business.



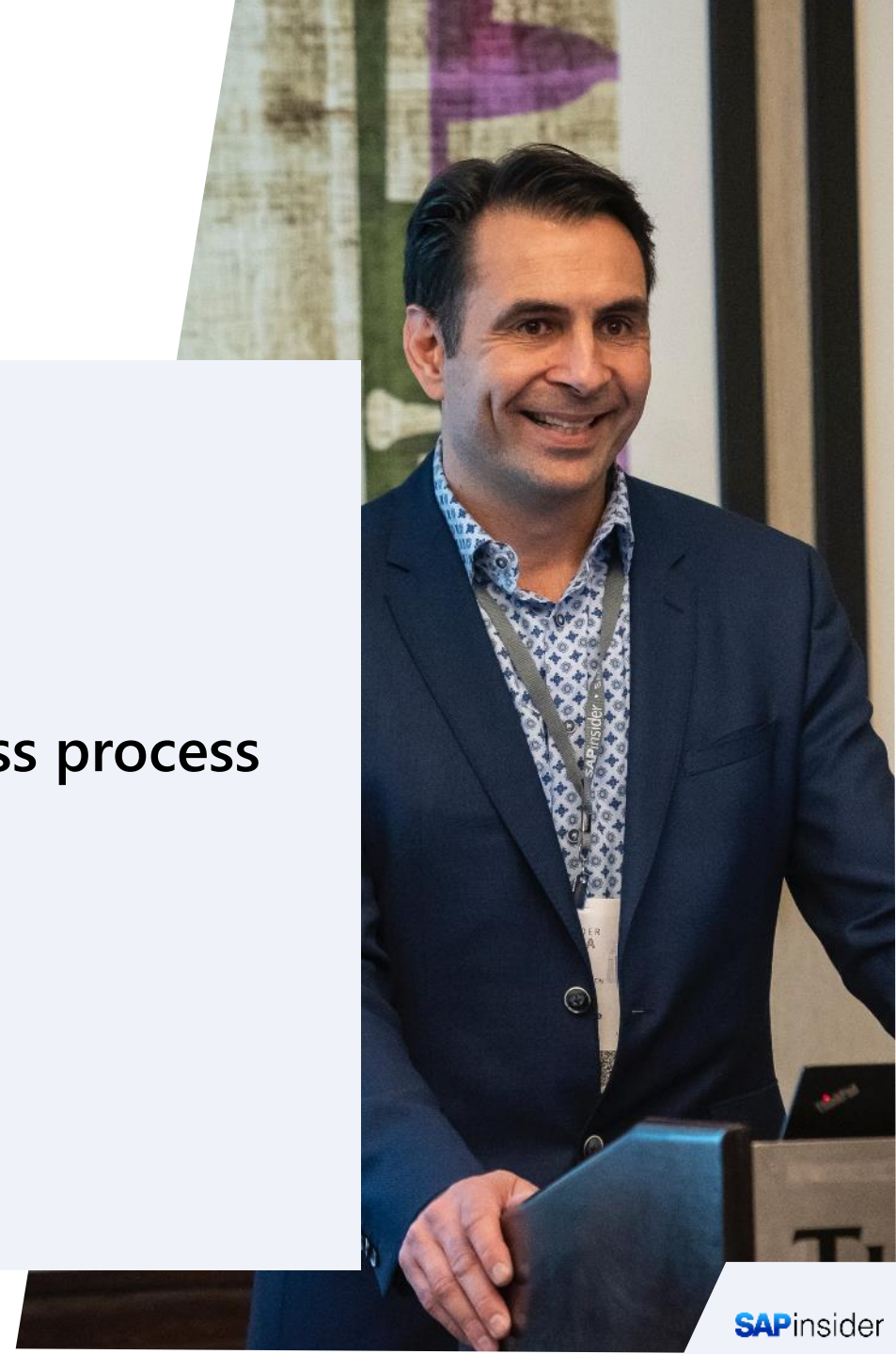
Responsible

Run AI built on transparent ethics and data privacy standards while maintaining full governance and lifecycle management across your organization.

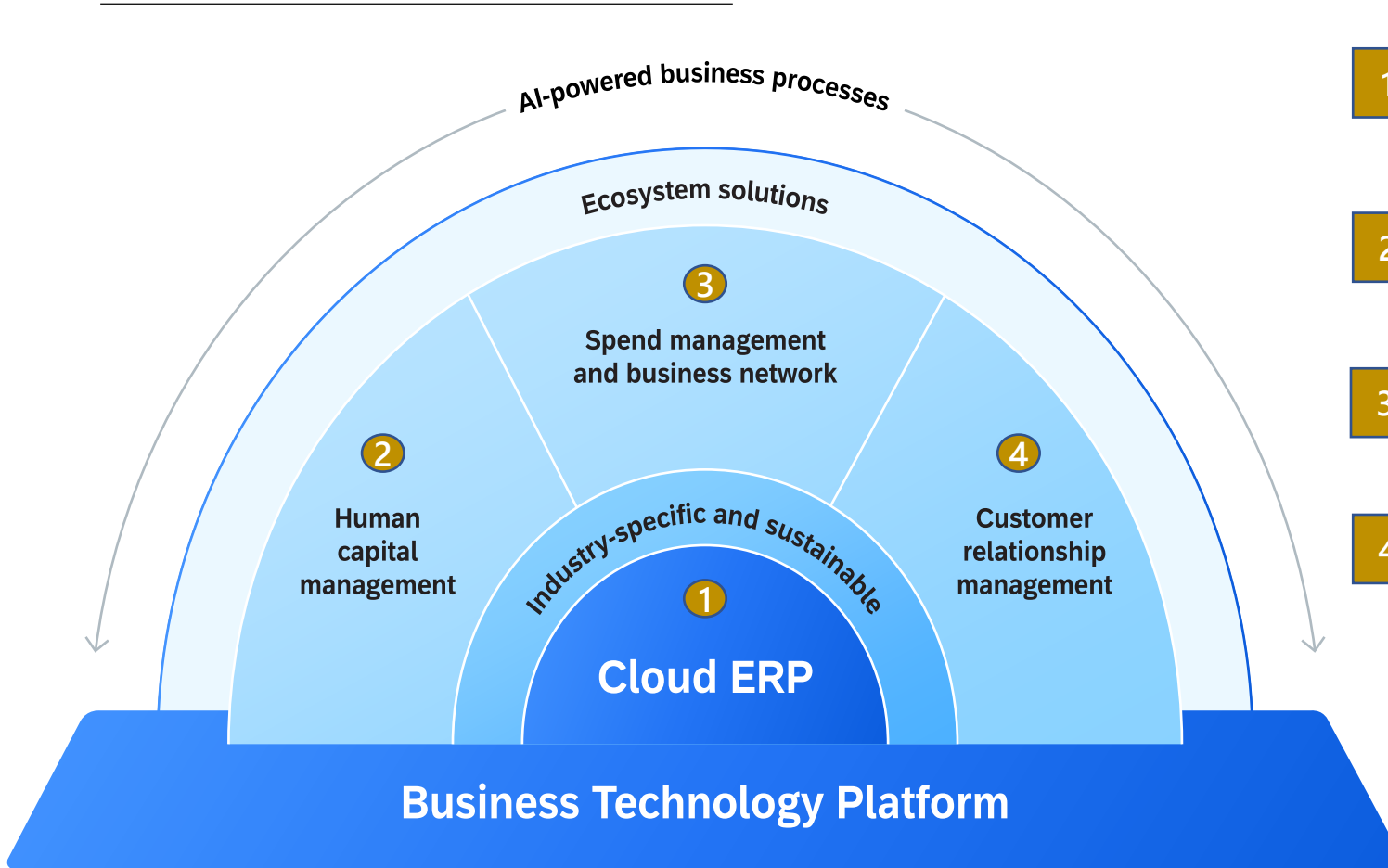
SAP AI Strategy

Relevant

Business AI – Built into your business process



Business Value for AI-Powered SAP Portfolio

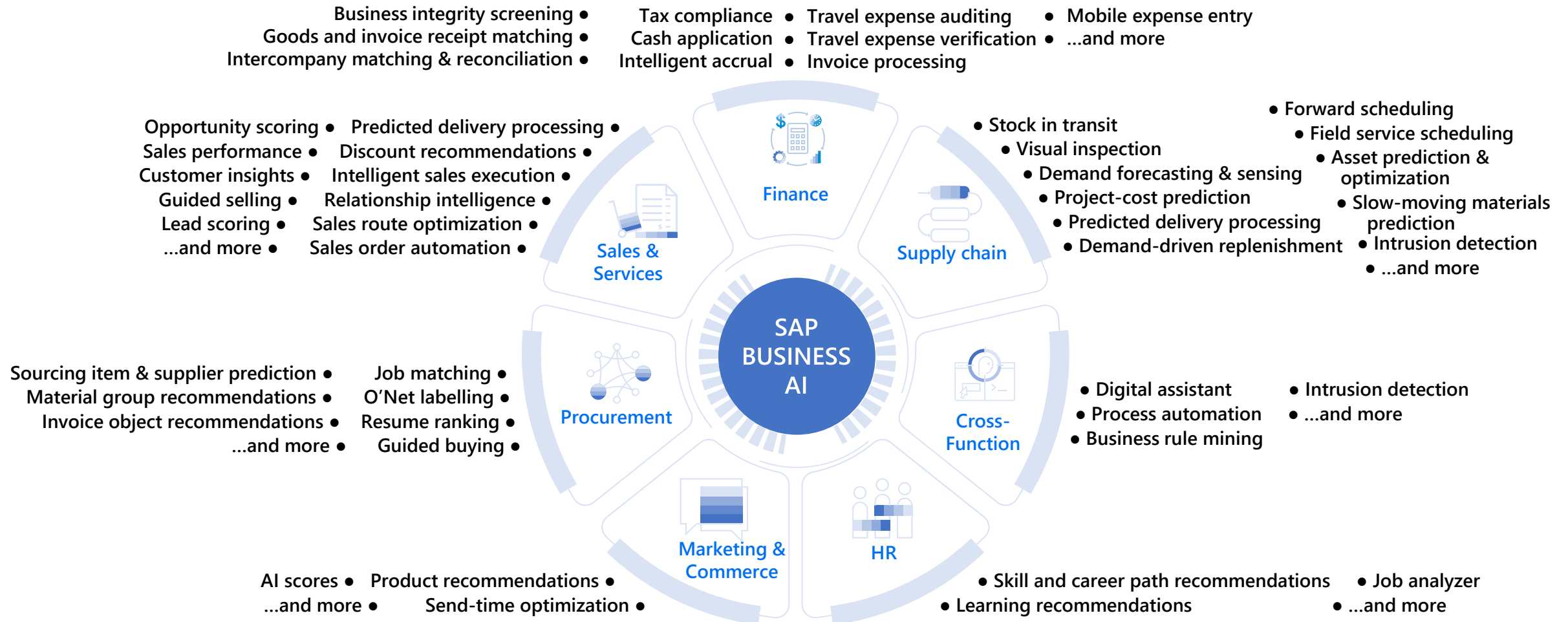


- 1 SAP Cash Application**
every minute 15 invoices are matched to payments, Up to \$1.5m annual savings (Accenture)
- 2 SuccessFactors Learning Recommendations**
4.2m learners every month
- 3 Concur Invoice Management**
40 million invoices were processed in 2022.
- 4 Customer Data Cloud Intrusion Detection**
1.9 billion events scored in March 23

130 SAP Innovations available **360** Partner apps available infused in AI¹

¹ Partner apps on SAP Store with AI capabilities (incl. also non-certified apps)

AI built-in Core Business Processes



The Future with SAP Business AI

The most important business insights
delivered with perfect clarity

Employee productivity is augmented,
delivering improved outcomes

Entirely new processes are generated
to transform business performance

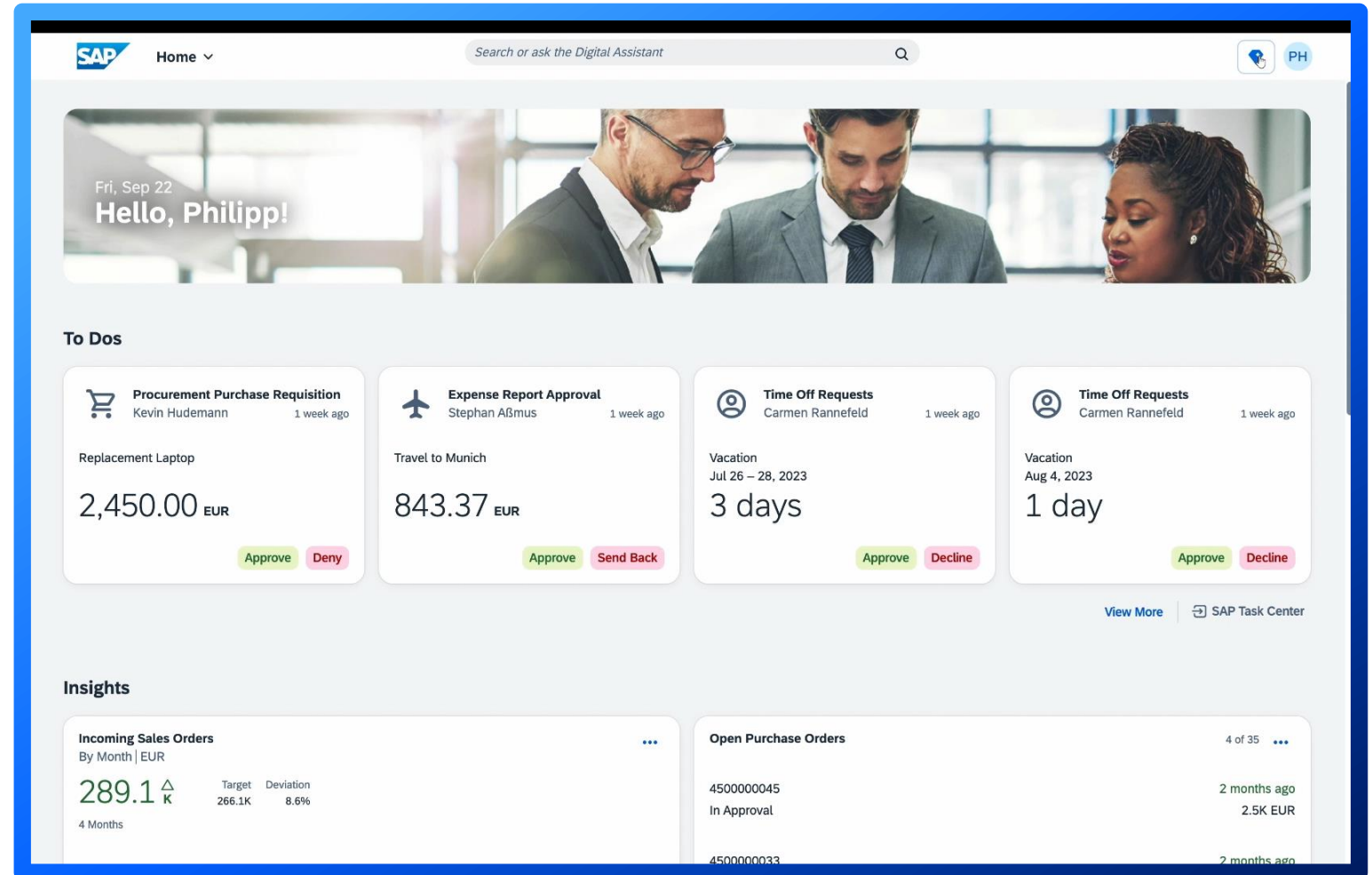
Joule* – Work Co-Pilot

Work faster with an AI copilot that truly understands your business

Benefit from smarter insights and quick answers on demand

Achieve better outcomes when creating content, code, and more

Maintain full control over decision-making and your data privacy

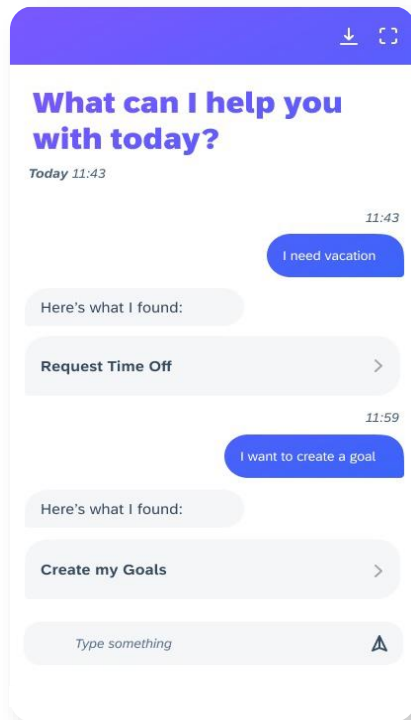


Joule

*Note: Planned availability in SAP business applications at different times, starting with SuccessFactors and SAP Start in Q4 2023.

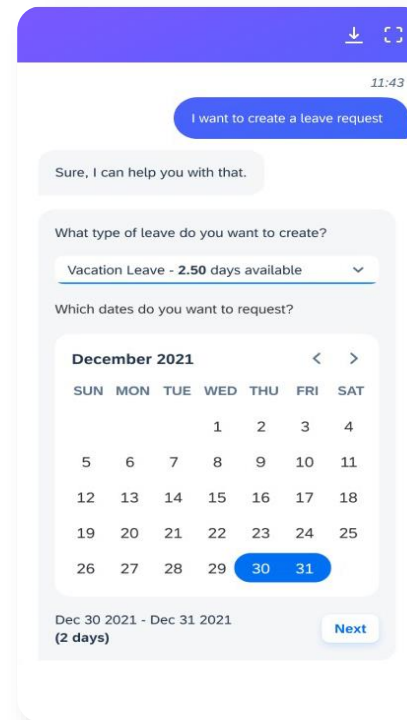
Deliver a seamless user experience with human-like interactions

Navigation Pattern



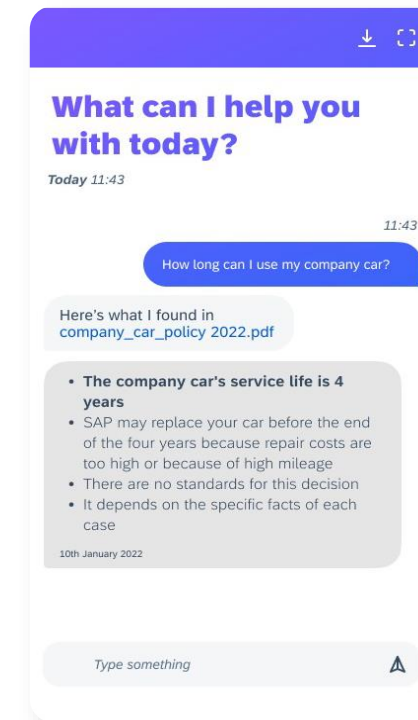
Help users **navigate to the functionality** they look for

Transaction Pattern



Assist users in **efficient completion of tasks** they need to do

Information Pattern

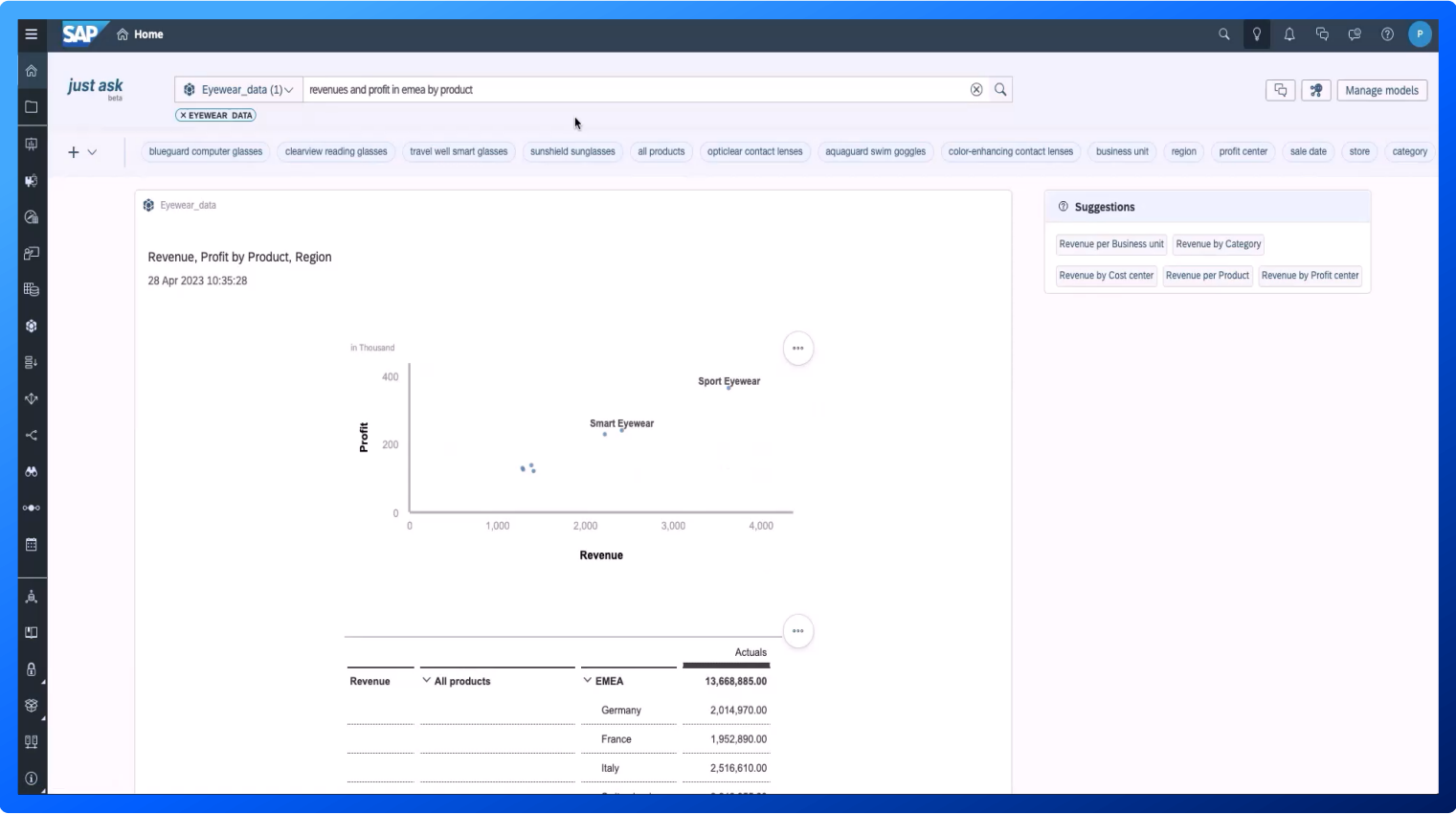


Help users **retrieve the information** they need

Just Ask

Quickly access trusted insights via natural language

20%
Faster information retrieval



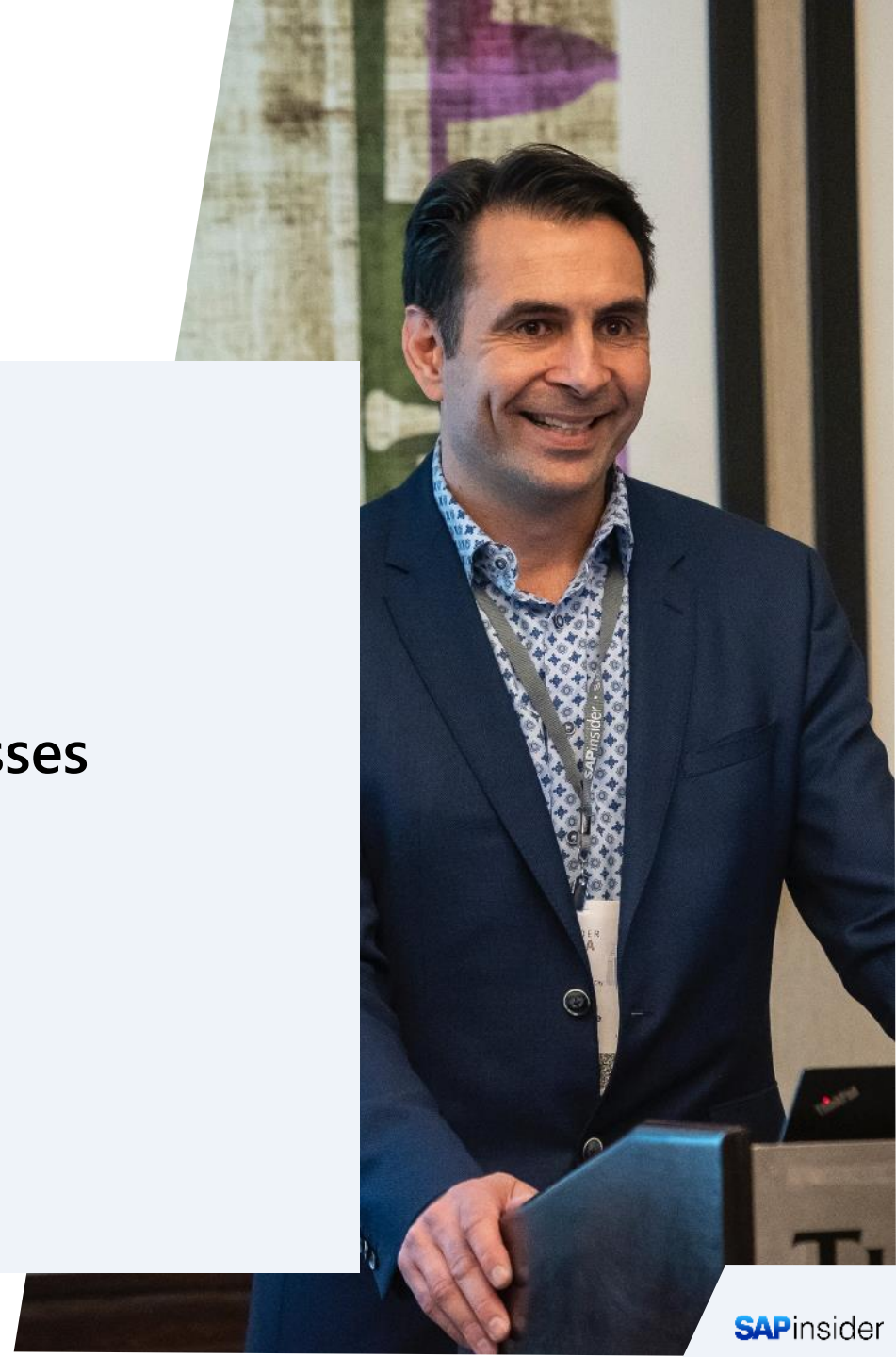
Just Ask– SAP Analytics Cloud

Note: Planned availability in Q4 2023

SAP AI Strategy

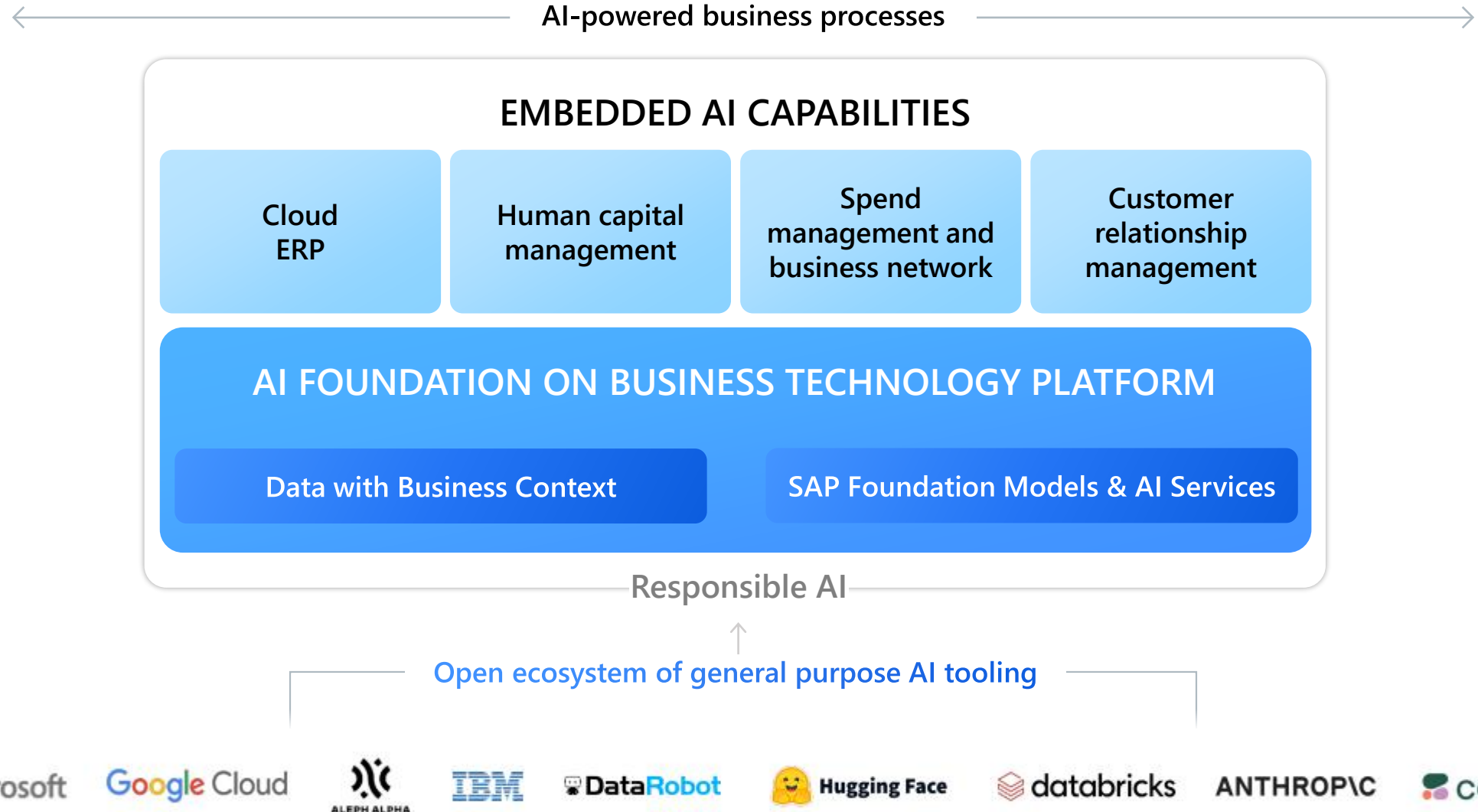
Reliable

Adaptable – Data & Business Processes

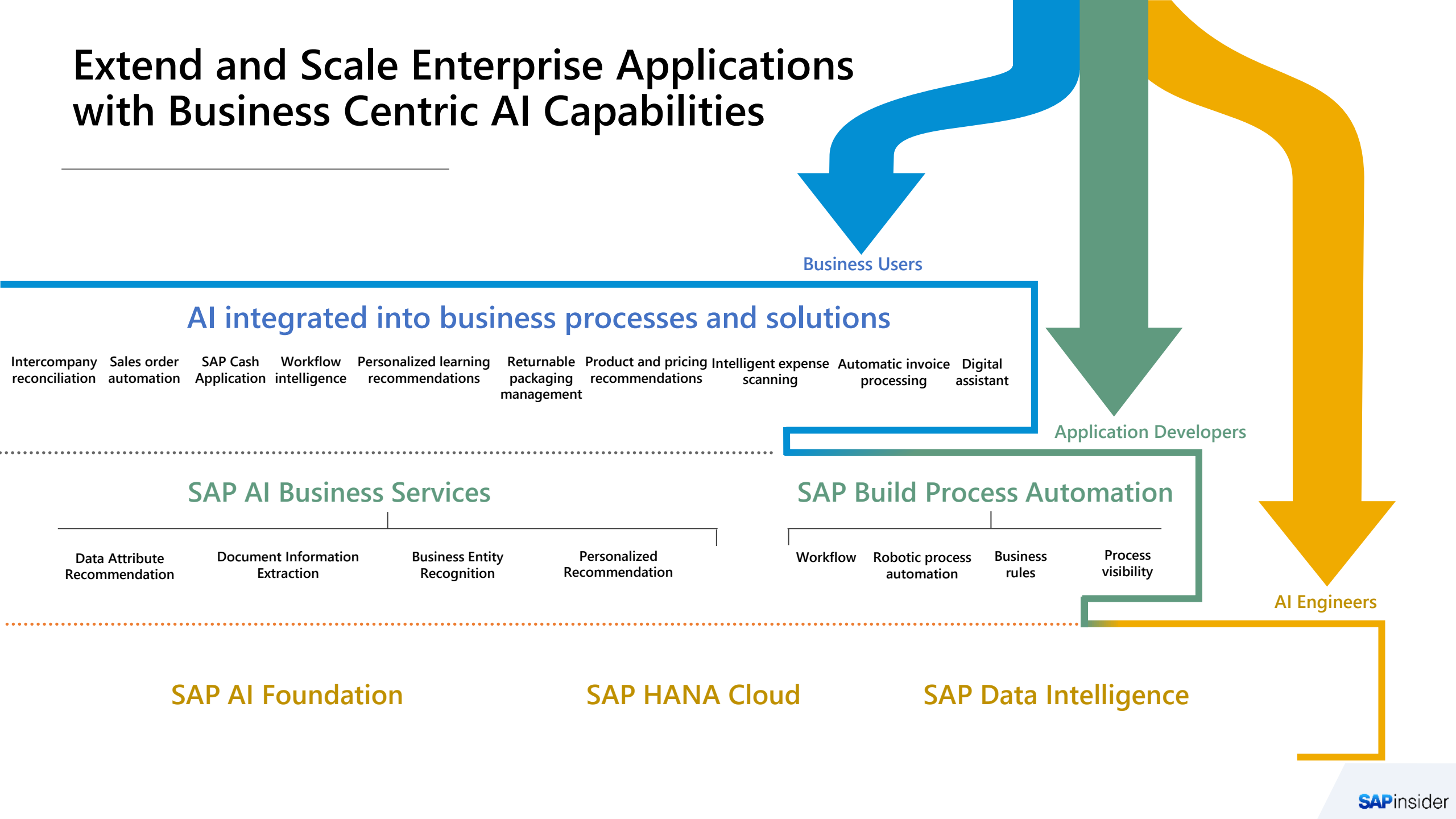


SAP Business AI

RELEVANT, RELIABLE, RESPONSIBLE



Extend and Scale Enterprise Applications with Business Centric AI Capabilities

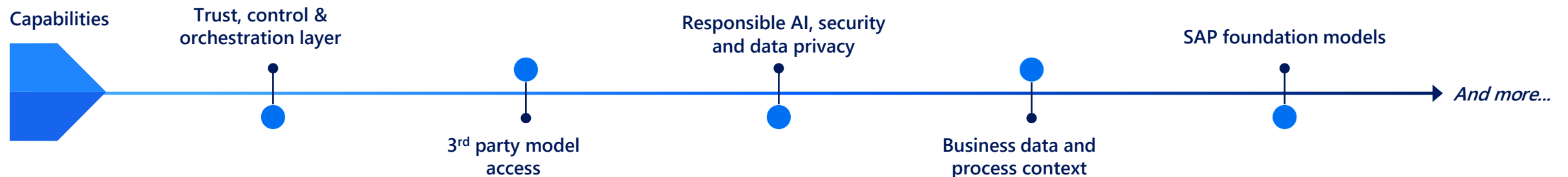


Generative AI foundation on BTP

Explore, deploy, and control models
with the flexibility to choose the best for the
task

Tailor results safely based on your data
and minimize adverse effects

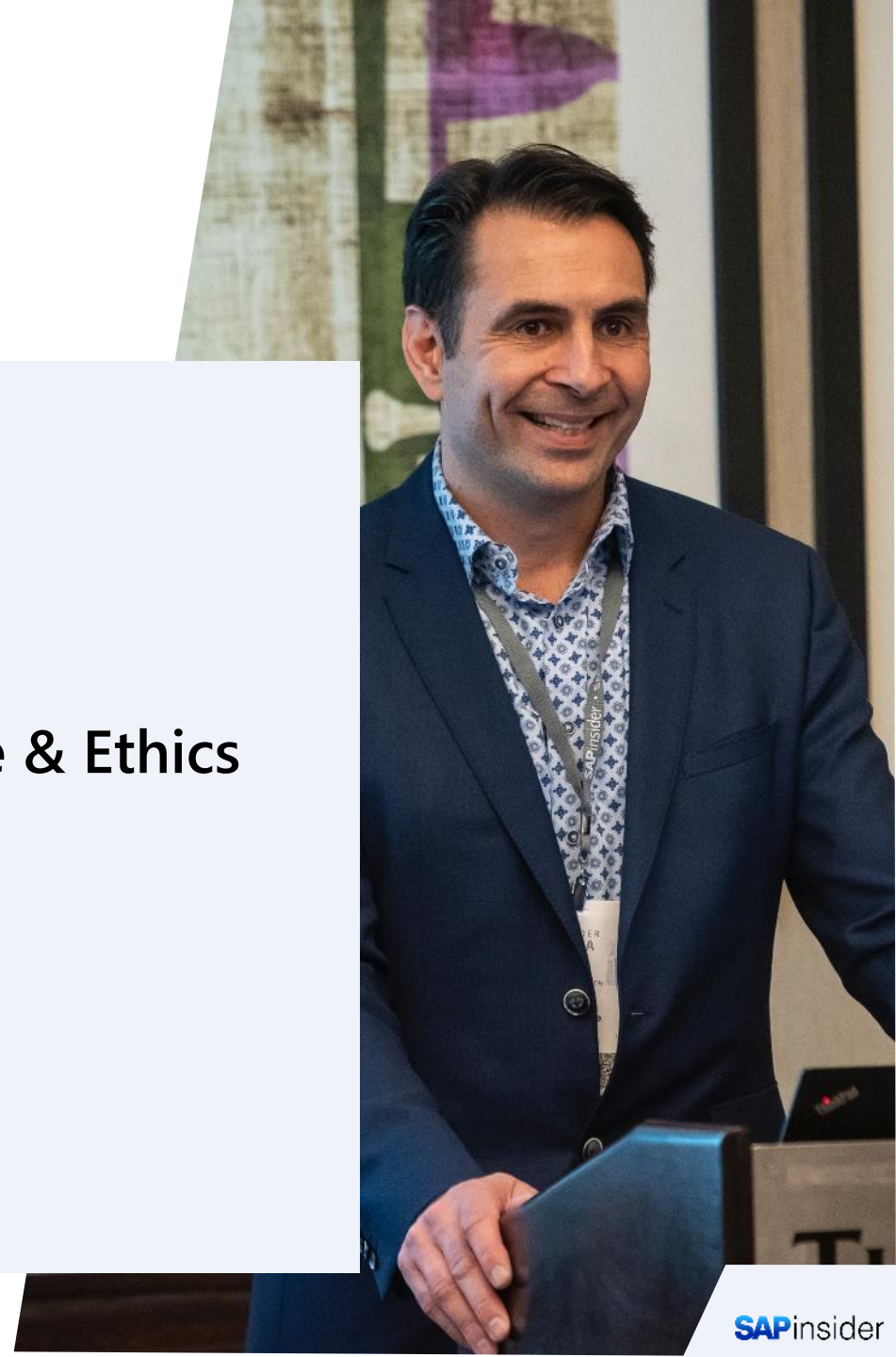
Contextualize data and process information



SAP AI Strategy

Responsible

Trust - Security, Privacy, Compliance & Ethics

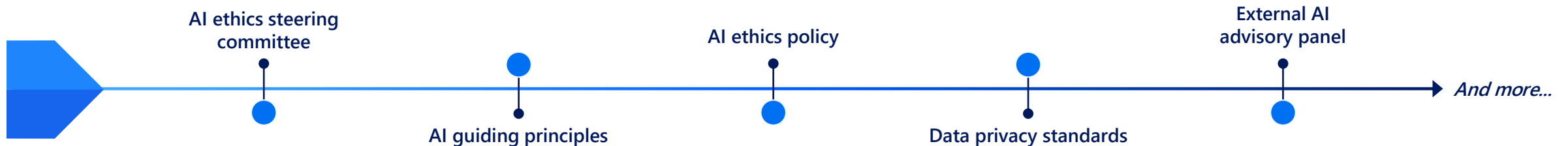
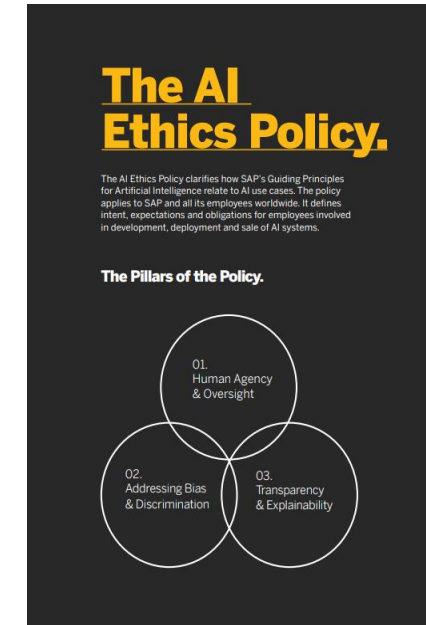


AI built on leading ethics and privacy standards

Guiding principles and policies that steer the development and deployment of our AI software

Data protection and privacy standards that you can trust to run your business on

Governance model with external AI ethics advisors and cross-functional operationalization



Trustworthy AI

AI Ethics – Principles, Governance & Framework

AI Ethics Guiding Principles

Dynamic foundation for continuous engagement with the ethical and socioeconomic challenges of AI

- 1 We are driven by our values.
- 2 We design for people.
- 3 We enable business beyond bias.
- 4 We strive for transparency and integrity in all that we do.
- 5 We uphold quality and safety standards.
- 6 We place data protection and privacy at our core.
- 7 We engage with the wider societal challenges of AI.

Governance



AI ethics steering committee

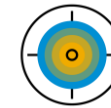


AI ethics advisory panel



Trustworthy AI Workstream

Policy Framework



Human Agency and Oversight



Transparency and Explainability

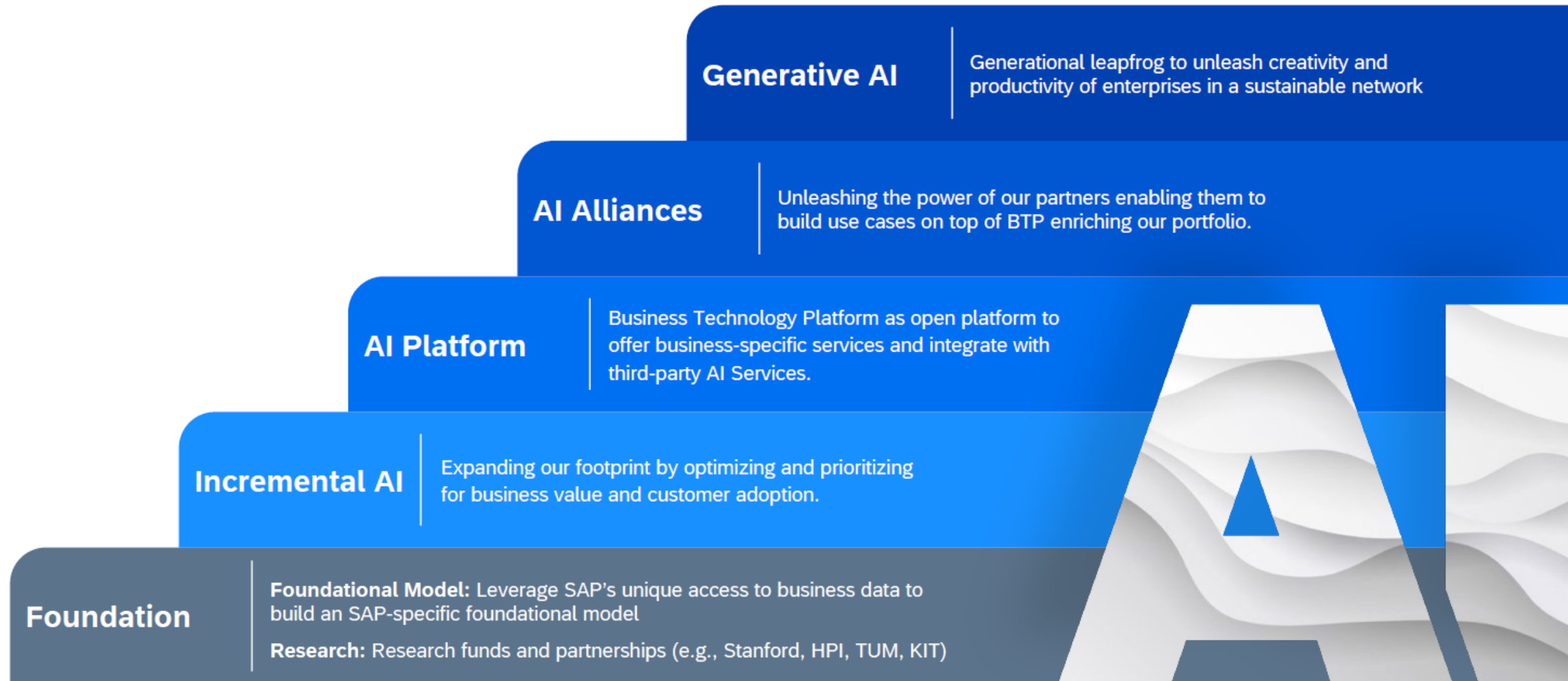


Addressing Bias and Discrimination



Civic Society

Key Takeaways



Get started with SAP Business AI



Speak with an SAP expert
about accelerating your
AI journey with RISE with SAP
and other solutions



Deep dive
into the [AI roadmap](#)



Explore more on
sap.com/ai



Relevant

The most relevant AI delivered in the context of your business processes.



Reliable

Use AI that is trained on your industry and company data, driven by SAP process expertise, and accessible in the solutions you use daily.



Responsible

AI built on leading ethics and data privacy standards.



Real business results



With SAP's rich history and business process expertise, it is uniquely positioned to deliver AI that helps customers better leverage data to achieve measurable business outcomes."

*Ritu Jyoti, IDC, Group Vice President,
Worldwide Artificial Intelligence and Automation
Research Practice Global AI Research Lead*

Where to Find More Information

- [SAP Artificial Intelligence](#)
- [SAP AI Ethics](#)
- [SAP Generative AI](#)
- [SAP Business Technology Platform](#)
- [Rise with SAP](#)
- [Grow with SAP](#)

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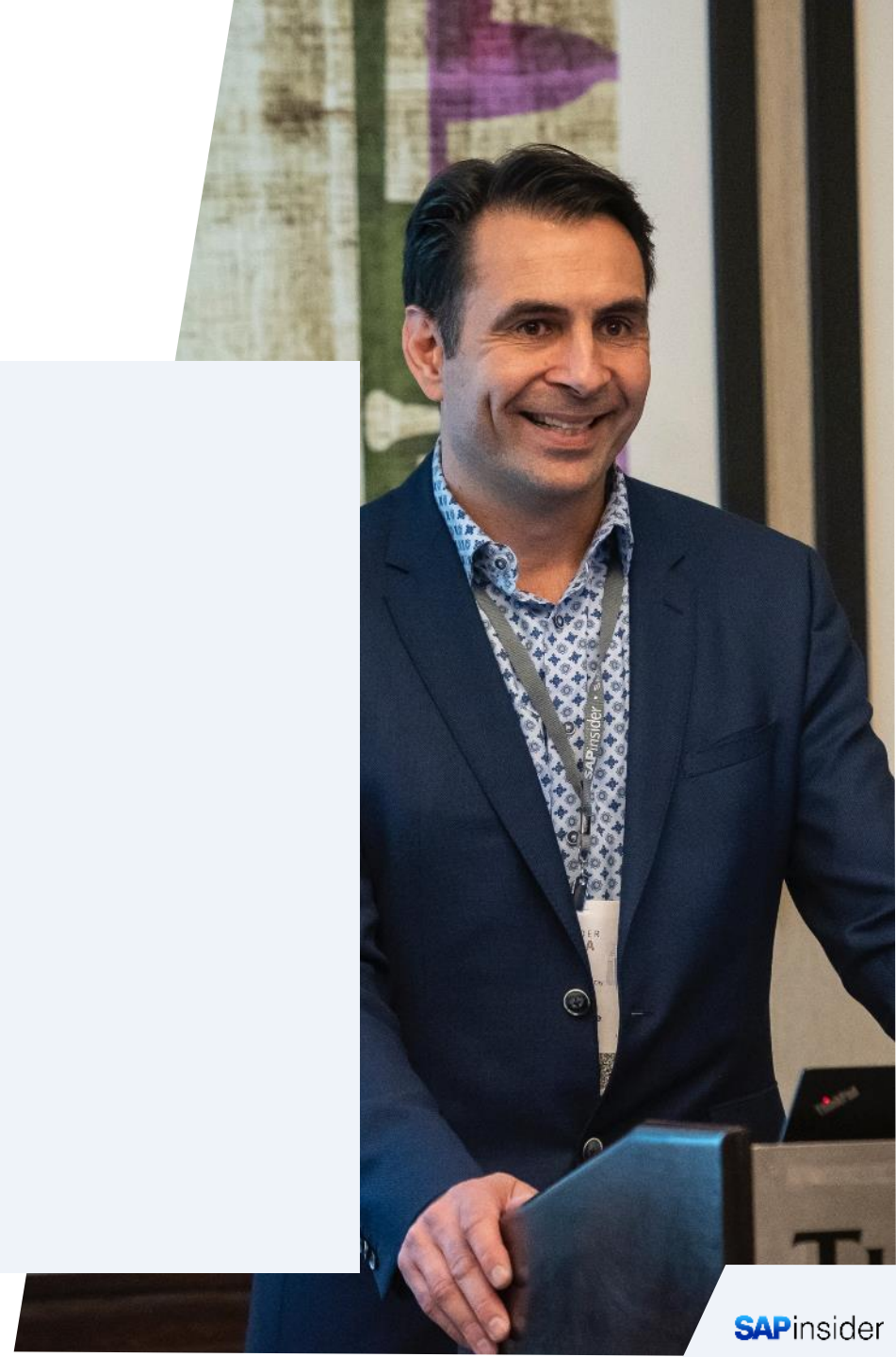
Thank You!

Pradeep Kallepalli
Enterprise Architect, SAP

**Please remember to
complete your session
evaluation.**

AI in Business

Appendix - Business AI Use Cases



Business AI built into your **Finance applications**

Transform finance operations with AI-powered insights, recommendations, and automation built into your SAP applications. Infusing your finance processes with AI will help grow your finance team's efficiency, business foresight, and enhance your organization's security and compliance.

- Automate manually intensive tasks so you can focus on strategic initiatives
- Manage capital effectively with improved reporting accuracy
- Mitigate fraud risk and reduce losses with anomaly detection and prevention

SAP AI-powered capabilities

- Intelligent Accrual
- Cash Application
- Tax Compliance
- Intercompany Matching & Reconciliation
- Goods and Invoice Receipt Monitor
- Business Integrity Screening
- Travel Expense Auditing
- Travel Expense Verification
- Invoice Processing

Business AI built into your **Procurement processes**

Transform your source-to-pay process with enhanced visibility and tools that automate key tasks. Use AI to avoid bottlenecks with prescriptive insights, mitigate risk across procurement activities, and optimize sourcing and purchasing to drive efficiency.

- Streamline processes and make better decisions in less time with on-screen recommendations
- Recommend quality suppliers with guided sourcing based on past success & intelligent resume analysis
- Guide workers with real-time insights and relevant search based on history

SAP AI-powered capabilities

- Guided Buying
- Invoice Object Recommendations
Material Group Recommendations
- Guided Sourcing Item Prediction
- Guided Sourcing Supplier Prediction
- Job Matching
- Resume Ranking

Business AI built into the Employee experience

Transform your recruit-to-retire process with SAP AI, optimizing workforce planning, deepening employee engagement, and aligning the employee experience to your business objectives throughout the employee lifecycle.

- Identify highly qualified talent in less time with intelligent resume analysis
- Help your workforce reach its potential with personalized development paths
- Simplify workflows and focus on critical tasks with intelligent workforce management

SAP AI-powered capabilities

- Career Path Recommender
- Job Analyzer
- Learning Recommender

Business AI built into your Supply chain processes

Transform your design-to-operate process, using SAP AI to streamline manufacturing and strengthen product lifecycle management (PLM). With SAP AI, you can see what lies ahead and make better decisions to respond to change faster.

- Predict customer demand reliably with AI-powered demand forecasting
- Improve quality with intelligent anomaly detection and visual inspections
- Streamline operations and maximize efficiency with predictive maintenance

SAP AI-powered capabilities

- Demand Forecasting & Sensing
- Asset Prediction & Optimization
- Forward Scheduling
- Stock In Transit Analysis
- Visual Inspection
- Slow-moving materials prediction
- Project-Cost Prediction
- Demand-Driven Replenishment
- Field Service Scheduling

Business AI built into your Sales processes

Transform your sales with SAP AI – Make more appropriate sales proposals and increase deal size with personalized up-sell, cross-sell and pricing recommendations. Create sales orders efficiently with an AI automated processing.

- Predict customer behavior and minimize customer churn
- Drive revenues by guiding sales teams to the most promising opportunities
- Simplify and automate the sales process

SAP AI-powered capabilities

- Predicted Delivery Processing
- Discount Recommendations
- Customer Insights
- Relationship Intelligence
- Sales Order Automation
- Sales Route Optimization
- Lead scoring
- Intelligent Sales Execution
- Guided Selling
- Sales Performance
- Opportunity Scoring

Business AI built into your **Marketing process**

Transform marketing with SAP AI – from first marketing contact to sales completion. Now it's within your power to increase revenues and differentiate your business by how well you understand and serve your customers.

- Personalize the customer journey with tailored recommendations
- Maximize engagement across channels with send time and delivery optimization
- Improve customer satisfaction by detecting customer sentiment and reacting quickly

SAP AI-powered capabilities

- Product Recommendations
- AI Lead Scoring
- Personalized Customer Engagement
- Send Time Optimization

Business AI built into solutions used across the **whole company**

Transform the productivity of your teams using SAP AI to simplify their task with tailored experiences and solutions. With SAP AI you give insights to your company data and processes to stakeholders that can improve the way your company works.

- Find insights on your company data asking questions with natural language
- Improve your business processes with automation and AI driven actions
- Simplify all human-machine interactions with digital assistants

SAP AI-powered capabilities

- Business Rule Mining
- Intrusion Detection
- Digital Assistants
- Process Automation