

SAP BTP and the AI Horizon: Shaping Tomorrow's Intelligent Enterprise

Iver van de Zand
CTO – SAP BTP – EMEA, SAP

Barcelona

2024

SAPinsider



Talking to you about

We'll explain how & why the SAP Business Technology Platform is instrumental in shaping your Intelligent Enterprise

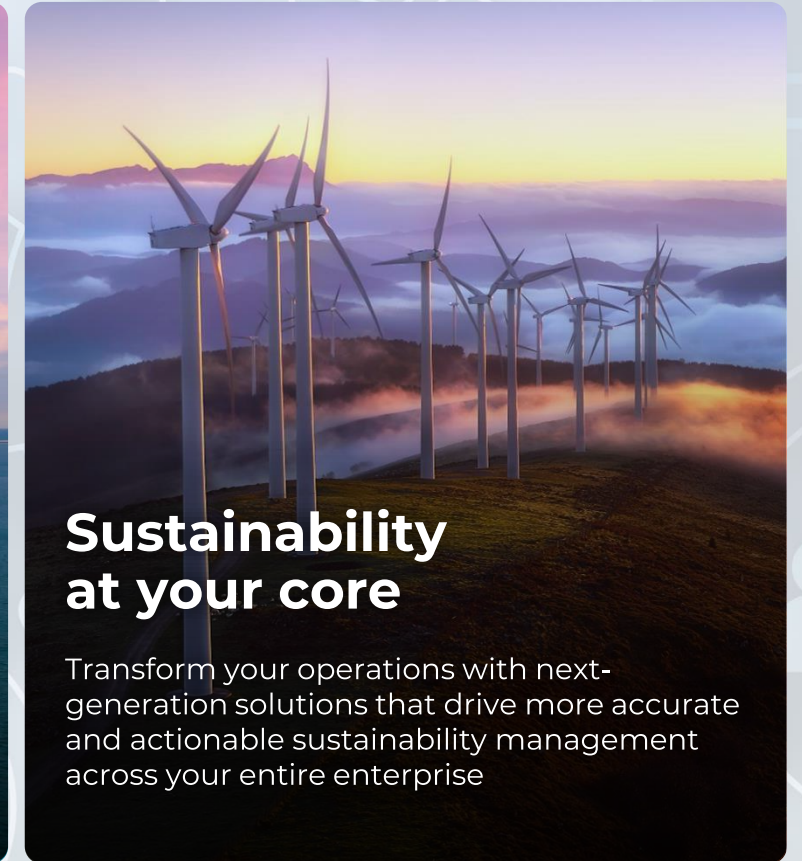
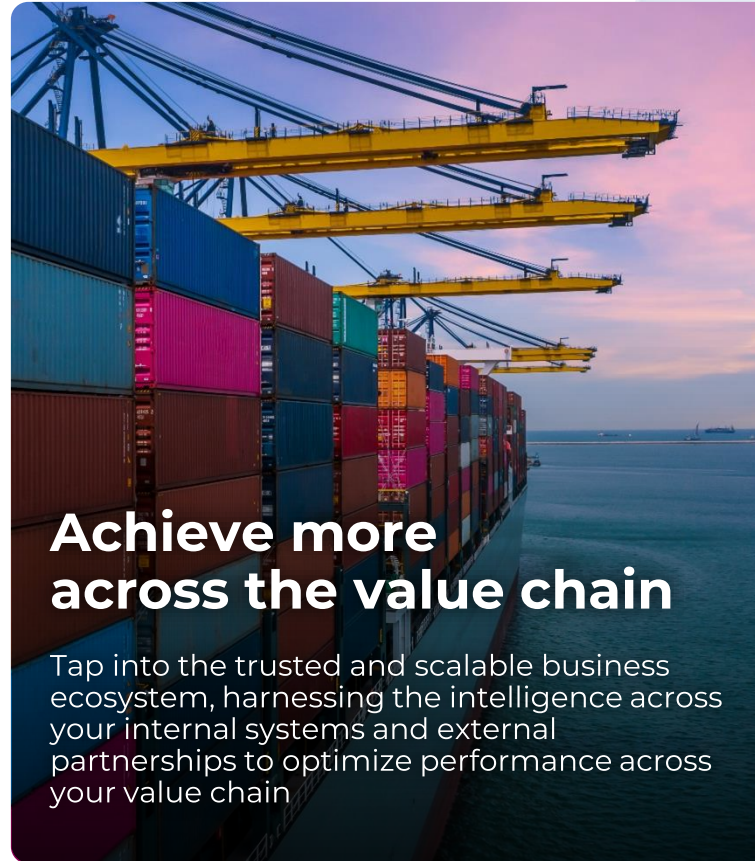
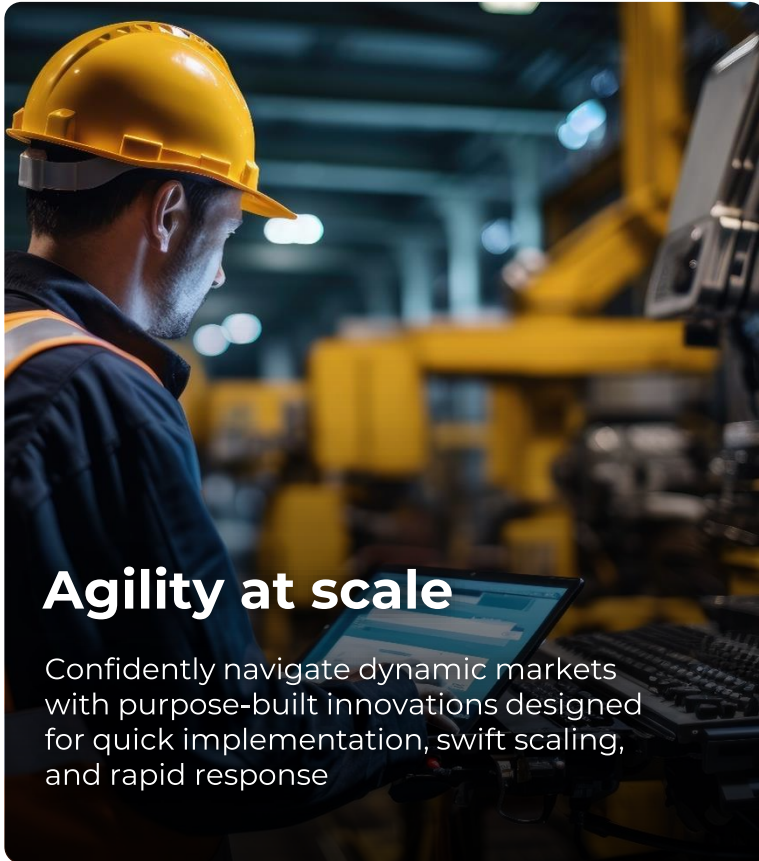
Business AI is a key enabler to the “Intelligence” aspect of things, but can it go on its own?

What I'll Cover

- Business AI as enabler
- How SAP BTP and SAP Business AI team up
- The use cases you should know
- Can Business AI just be on its own
- Key Innovation areas SAP Business AI
- Wrap-Up



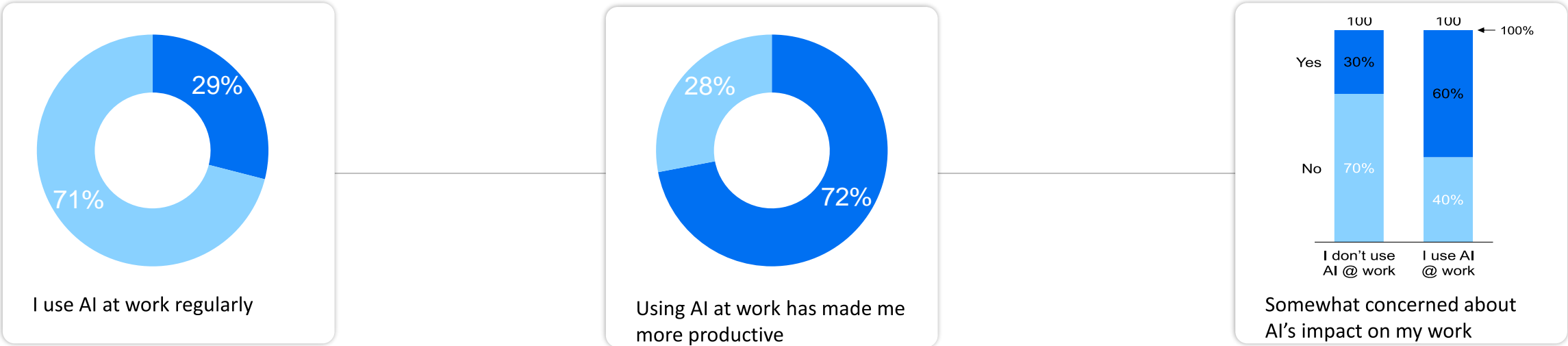
Business AI – the enabler for you



Momentum

This year, Global2000 organizations will allocate 40% of their Spend on AI related initiatives

The potential economic impact is \$4.1 trillion





AI Scenarios and Use Cases:

what are we working on

Finance	Supply Chain	Customer Experience	Procurement	Human Resources	IT and Cross-Function
<ul style="list-style-type: none"> ▪ Tax Compliance ▪ Cash Application ▪ Intelligent accrual ▪ Travel expense auditing ▪ Travel expense verification ▪ Invoice processing ▪ Business Integrity screening ▪ Goods and invoice receipt matching ▪ Mobile expense entry 	<ul style="list-style-type: none"> ▪ Stock in transit ▪ Visual Inspection ▪ Demand forecasting & sensing ▪ Project-cost prediction ▪ Predicted delivery processing ▪ Demand-driven replenishment ▪ Forward scheduling ▪ Field service scheduling ▪ Asset prediction & optimization ▪ Slow-moving materials prediction ▪ Delivery note processing 	<ul style="list-style-type: none"> ▪ Predicted delivery processing ▪ Discount recommendations ▪ Intelligent sales execution ▪ Relationship intelligence ▪ Sales route optimization ▪ Sales order automation ▪ Opportunity scoring ▪ Customer insights ▪ Guided selling ▪ Lead scoring ▪ Product description generation ▪ Content generation ▪ Product recommendations ▪ Ticket generation 	<ul style="list-style-type: none"> ▪ Guided buying ▪ Sourcing item and supply prediction ▪ Material group recommendations ▪ Invoice object recommendations ▪ Job matching for contingent workforce ▪ Resume ranking for contingent workforce ▪ O'Net labelling ▪ Category management 	<ul style="list-style-type: none"> ▪ Skill and career path recommendations ▪ Learning recommendations ▪ Job analyzer ▪ Job description generation ▪ Interview question generation 	<ul style="list-style-type: none"> ▪ Joule - AI copilot ▪ Document processing ▪ Generative AI Hub ▪ Analytics Just Ask ▪ Process automation ▪ Business rule mining ▪ Intrusion detection ▪ Code generation

SAP Business AI strategy

- Core priority for SAP
- Both embedded as transformational
- Three key concepts

SAP Business AI: three core principles



Relevant

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



Reliable

Uniquely reliable AI trained on the industry's broadest business data sets.



Responsible

AI built on leading ethics and data privacy standards.



Real business results

SAP Business AI: strategy details

Relevant

Reliable

Responsible



Joule

A copilot that truly understands your business

Embedded AI capabilities

Cloud ERP

Supply chain
management

Human capital
management

Spend management
& business network

Customer relationship
management

Business Technology
Platform

AI Foundation

on Business Technology Platform

AI ecosystem partnerships and investments



ANTHROPIC



cohere

databricks

DataRobot

Google Cloud

IBM

Microsoft

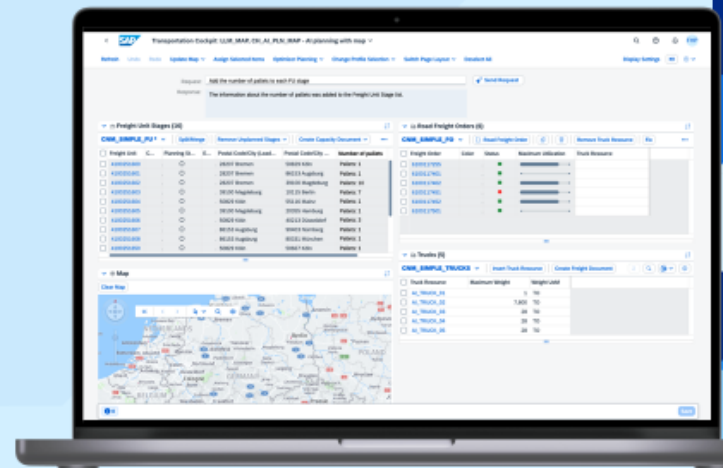
SAP Business AI: what is already possible today

Expedite freight verification and documentation

Increase business productivity
Speed up decision-making
Reduce processing errors
Optimize resource utilization

▶ **50% faster processing of delivery notes**

▶ **50% lower cost for truck delivery processing**



SAP Transportation Management

Let's have a look at some aspects and study a few examples

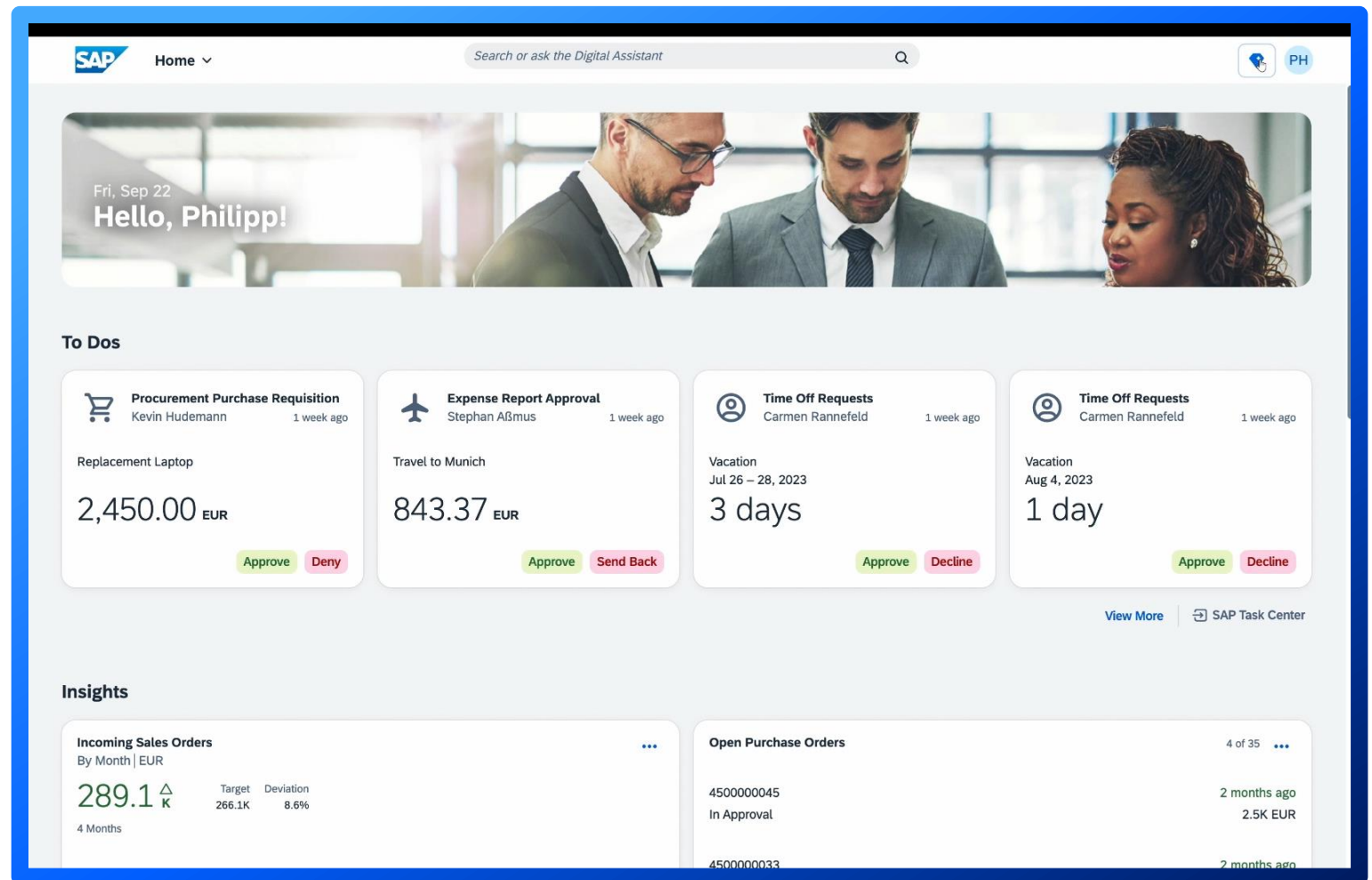
Joule – the AI copilot that truly understands your business

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

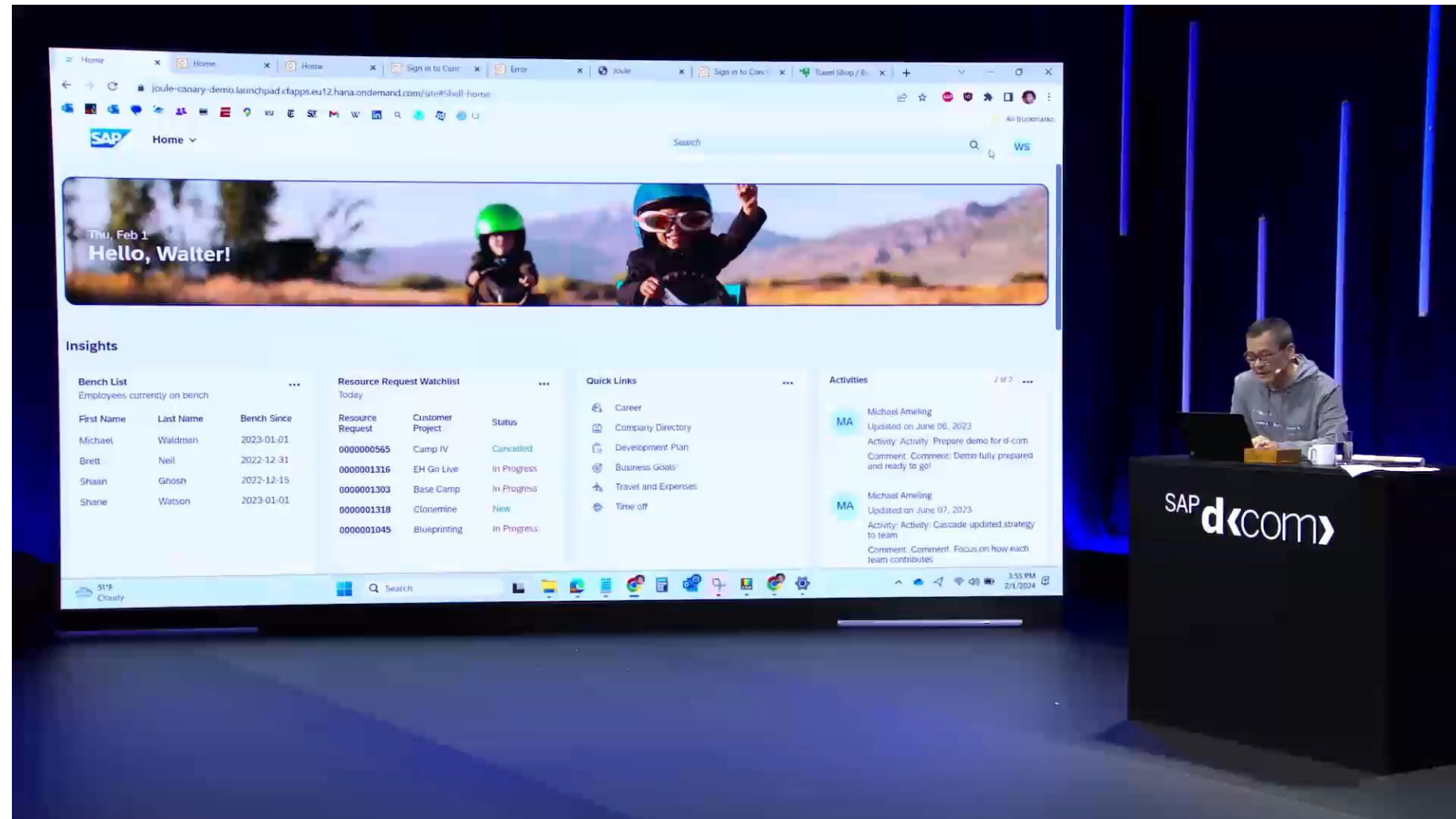


Joule

SAP Business AI – Relevant by applying context

Business AI that's Relevant and in Context

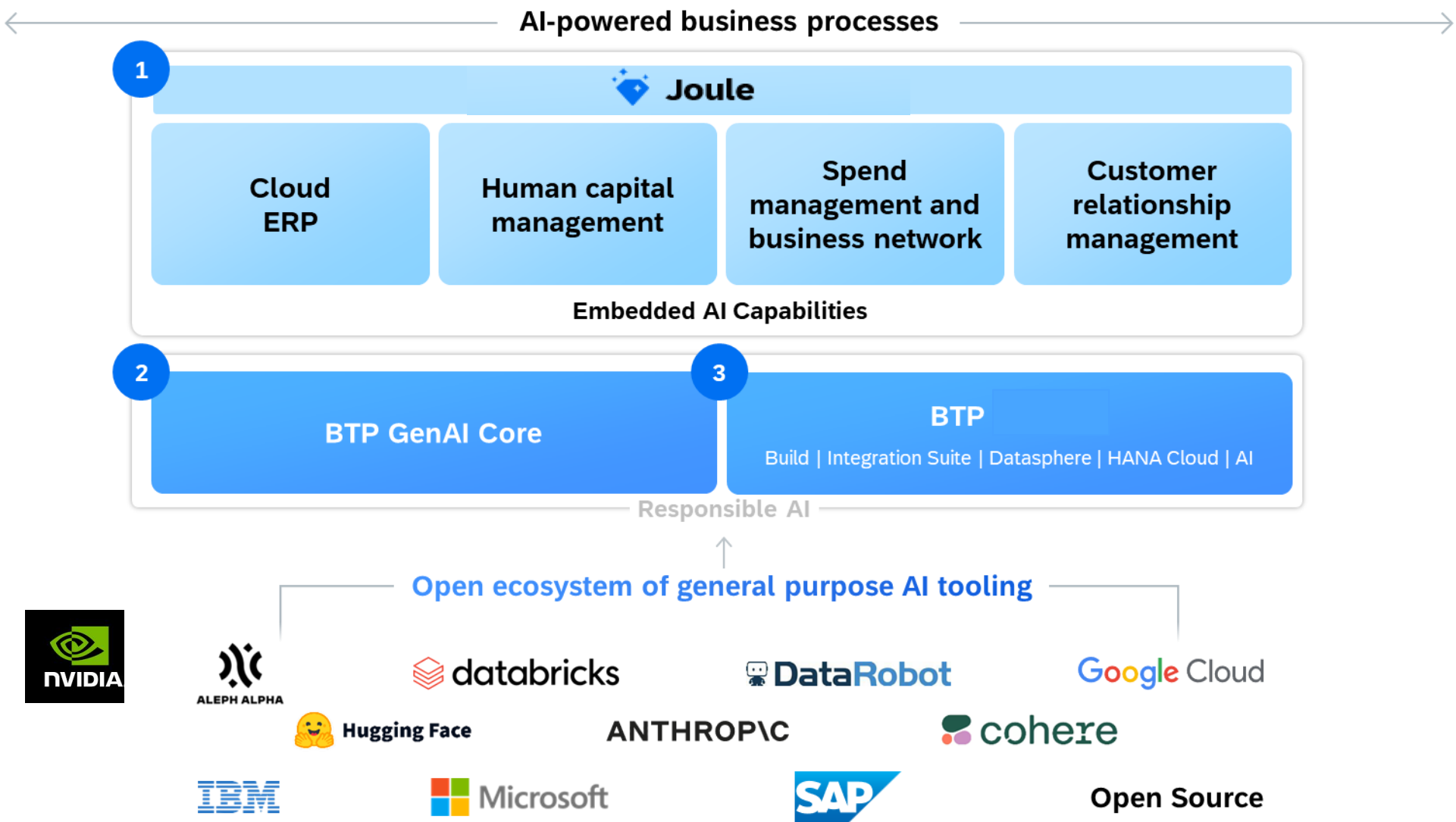
- Here is an example how SAP's Business AI runs a workflow in "full context"
- Starting in Joule, the user's question is put into context
- Applicable SAP applications are called and activated
- The workflow strengthens company governance, reduces work time and improves quality of process



SAP Business AI and SAP BTP

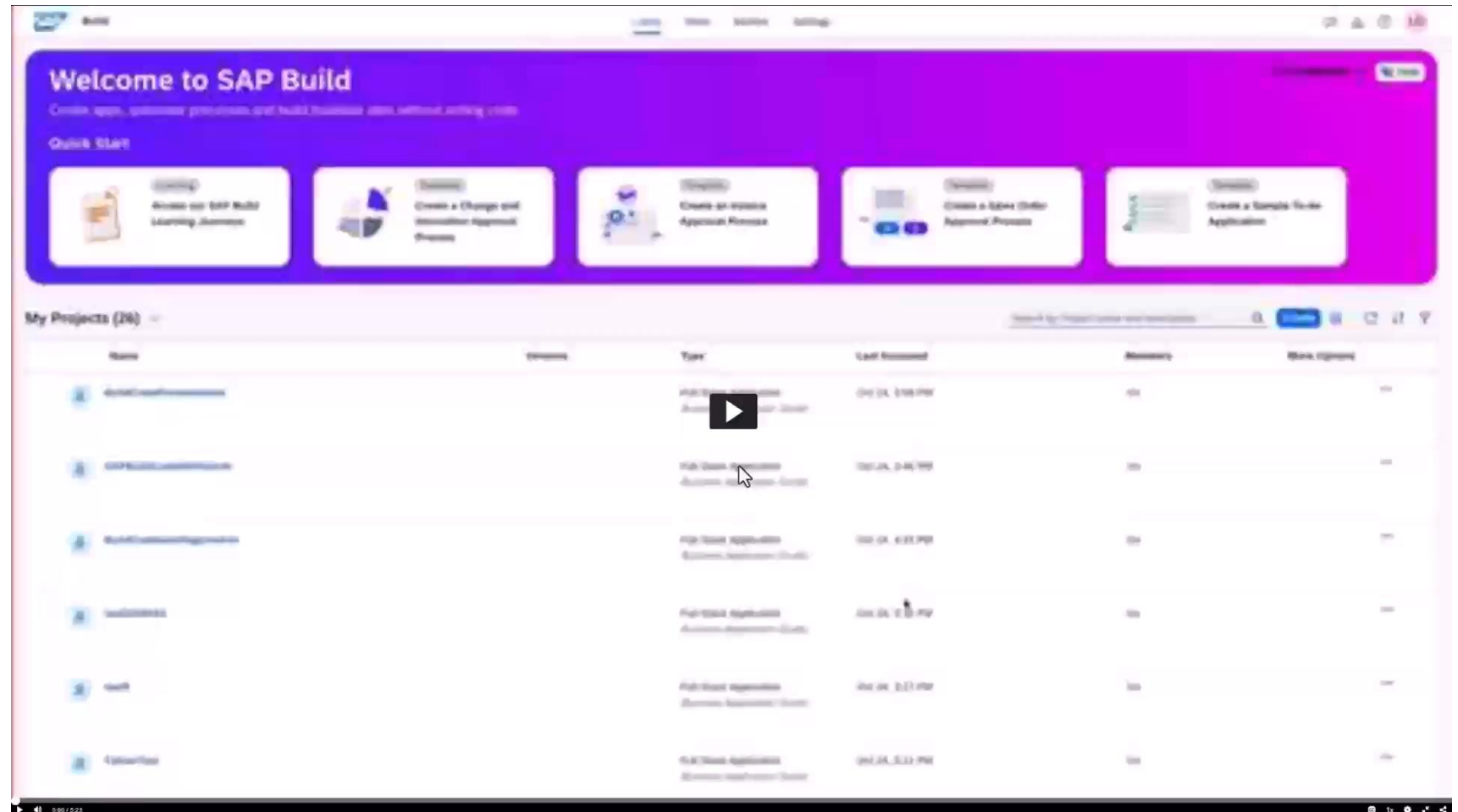
- Embedded AI in SAP BTP
- SAP BTP as foundation
- Can Business AI do on it's own

SAP Business AI: strategy details

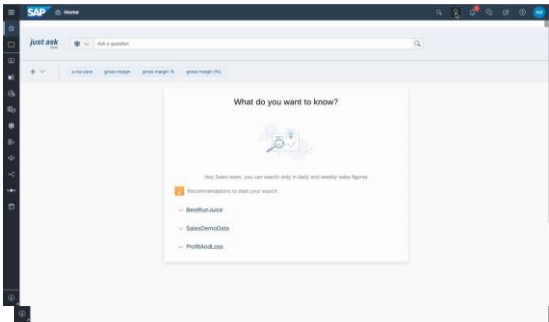
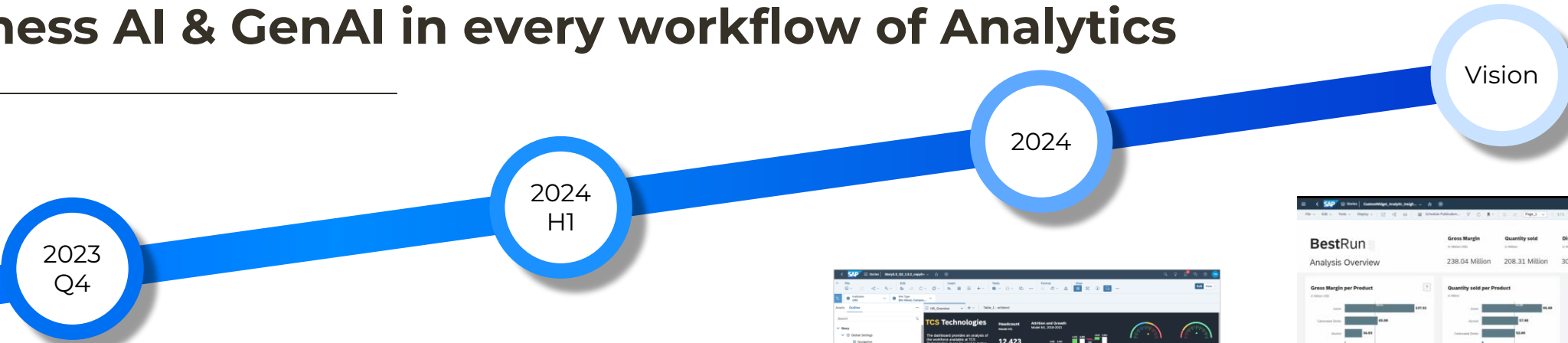


Supercharged development in SAP BTP with SAP Build & SAP Build Code

- AI accelerates app development
- AI can access prebuilt content
- AI can create test data
- Significantly decrease development time for application
- Increase quality of outcome

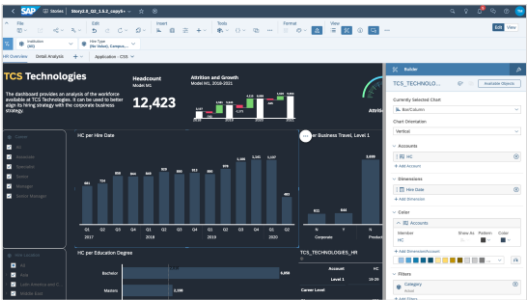


Business AI & GenAI in every workflow of Analytics



Just ask

- **Just Ask** Search-driven analytics
- Technological foundation for AI Assistant

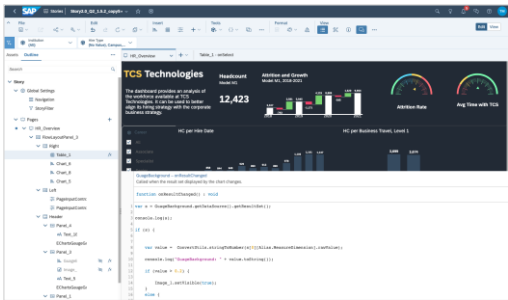


Story AI Assistant

- Create and refine stories using a dedicated **Story Assistant**.
- Leverage just ask feature in context of story models.

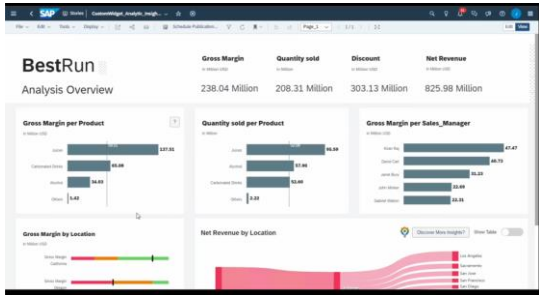
Just ask

- Conversational analytics



Add key SAP Analytics Cloud workflows

- Additional workflows are supported by **Compass** for SAP Analytics Cloud like Planning, Data Analyzer or Modeling

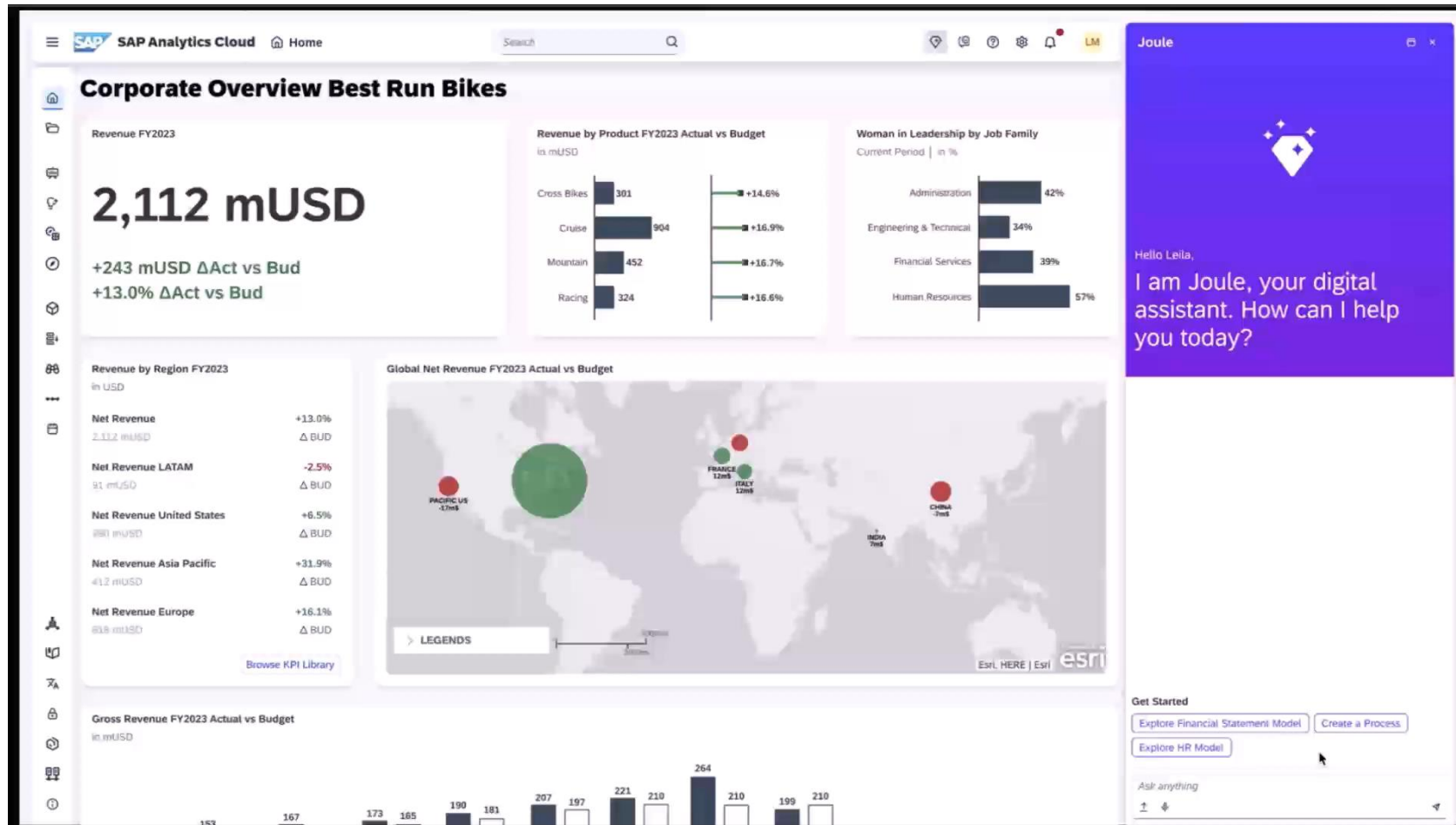


Fully Augmented by GenAI

- Augment all analytics & planning workflows with AI with an always-on analytics assistant experience
- Analyze data, design stories, include JavaScript & CSS, model and plan using natural language.

This is the current state of planning and may be changed by SAP at any

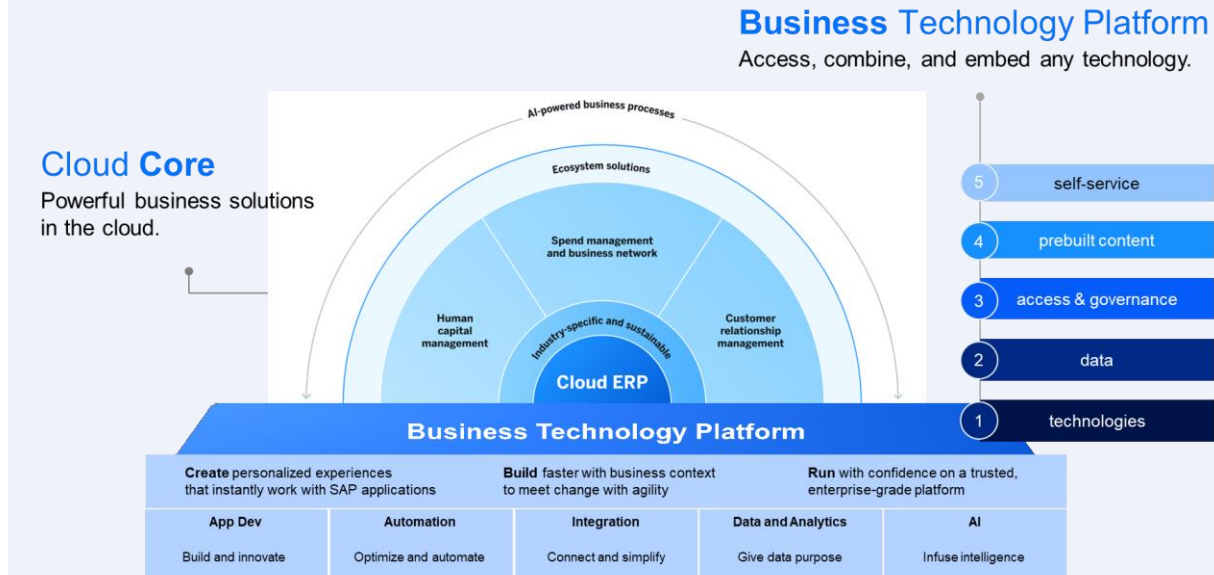
Simulation and AI Assistance in SAP Analytics Cloud



- Available end of 2024
- What if simulations
- Assistance in building workflows like versions, Data Actions & more
- Significantly decrease development time for application
- Increase quality of outcome

SAP BTP as foundation

- Integrate & Innovate
- Portable & Composable
- Unique on its own with one domain





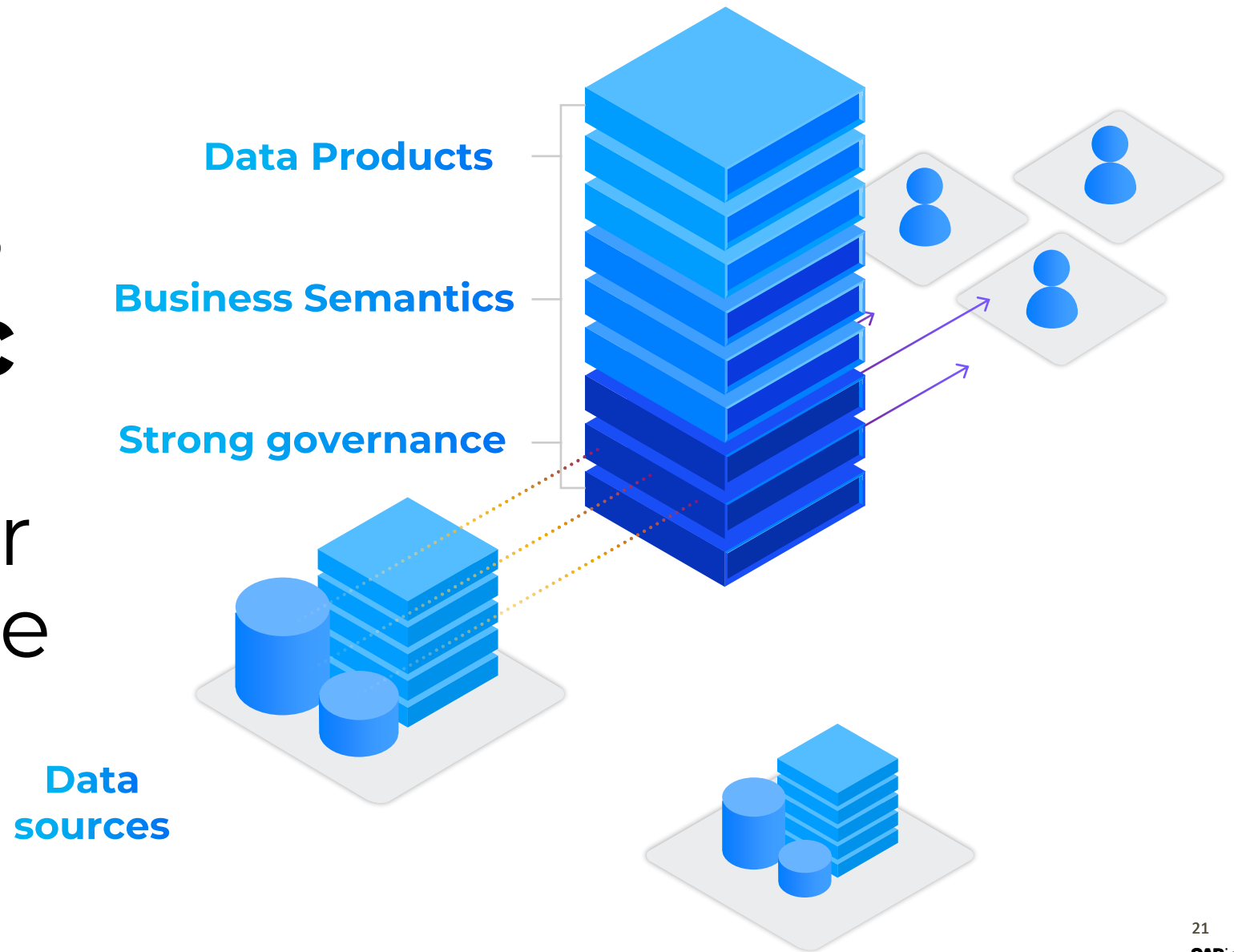
Trusted AI cannot go

...without ... **Trusted DATA** ..

What if you can't Integrate
What if you can't infuse into processes

The data foundation for innovation and AI is SAP Datasphere

A **business
data fabric**
radically
simplifies your
data landscape



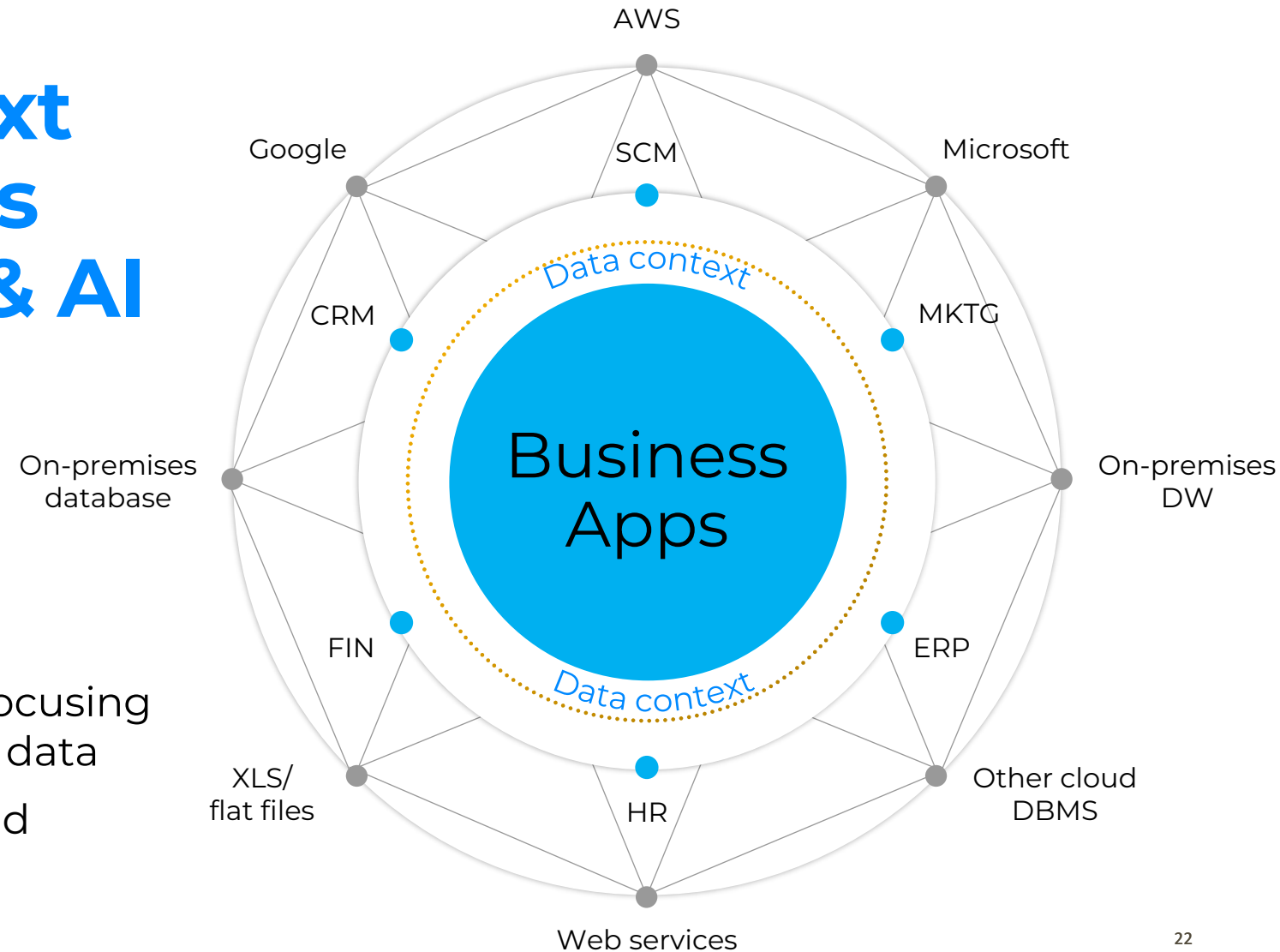
The data foundation for innovation and AI is SAP Datasphere

Data needs context for better business decision-making & AI

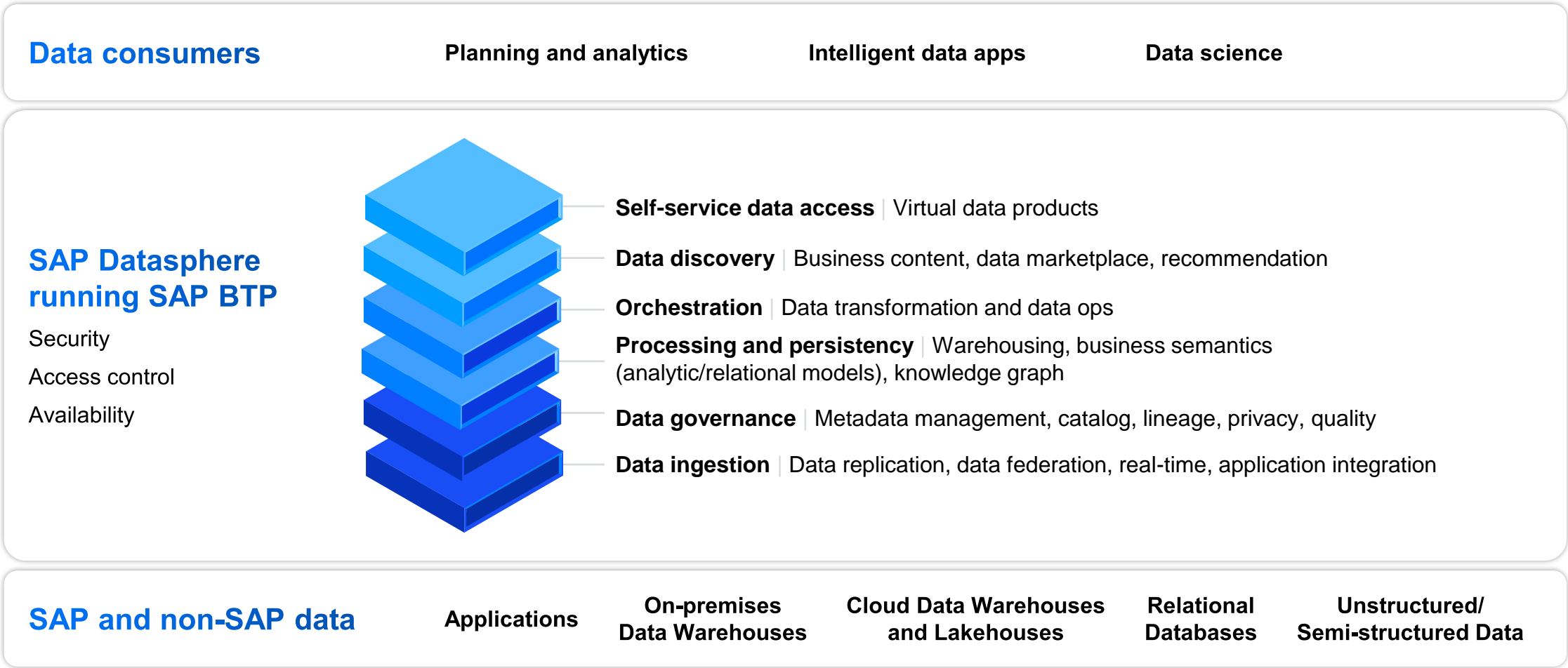
Innovation has happened in silos

Data, especially metadata, has been removed from its context

There's been a fundamental error - focusing solely on technology rather than the data
(Multi)-cloud brings opportunities and challenges



SAP Datasphere: keep things in context



Discover trusted data and analytic assets to unlock the potential of your enterprise data.

Favorites ▾ Search In: "Favorites"

[All](#)
[Assets](#)
[Terms](#)
[KPIs](#)
[Data Products](#)
[Favorites](#)
[Recent](#)

Results (11)



Best Bikes Marketing and Camp...
Data Product | Best Bikes Internal IT

This Data Product contains Marketing and Campaign Data, provided by Best Bikes internal IT department.



SAP S/4HANA Cloud Sales Plan...
Data Product | SAP S/4HANA Cloud

This data product contains data for the sales planning process from budget planning down to detailed sales activity planning.



SAP SuccessFactors Human ca...
Data Product | SAP SuccessFactors

This data product contains data needed for Human capital management (HXM).



SAP S/4HANA Cloud Claims, R...
Data Product | SAP S/4HANA Cloud

This data products contains data from the S/4HANA Cloud Claims, Returns and Refund Management



SAP S/4HANA Sales Billing
Data Product | SAP S/4HANA Cloud

This data products contains data from the S/4HANA Sales Billing.



SAP S/4HANA Cloud Sales Mas...
Data Product | SAP S/4HANA Cloud

This data products contains data from the SAP S/4HANA Cloud Sales Master Data Management.



SAP S/4HANA Cloud Order and ...
Data Product | SAP S/4HANA Cloud

This data products contains data from the S/4HANA Cloud Contract Management.



SAP Sustainability Control Tower
Data Product | SAP Sample Data

SAP Sustainability Control Tower
Unlock the power of data to record, report and
act on your sustainability goals – at scale....



Raw Materials - Commodity Pri...
Data Product | OPEN DATA connected by ...

This data product is based on the Commodity Prices Pink Sheet from the World Bank focussed on the raw materials section....



Main Economic Indicators: Cons...
Data Product | OECD connected by SAP ...

This dataset contains statistics on Consumer Price Indices (CPIs) including national CPIs on all items, food, energy, services and housing, b...



OECD Environment Statistics: M...
Data Product | OECD connected by SAP...

This dataset provides information on material resources, i.e. materials originating from natural resources that form the material basis of the...



Contextualize

Semantic Onboarding

Bringing together all features & processes that allow SAP customers to make semantics available at ease & scale



Import Entities

Harmonize existing metadata import options from SAP S/4HANA Cloud, SAP S/4HANA, SAP BW, SAP BW/4HANA



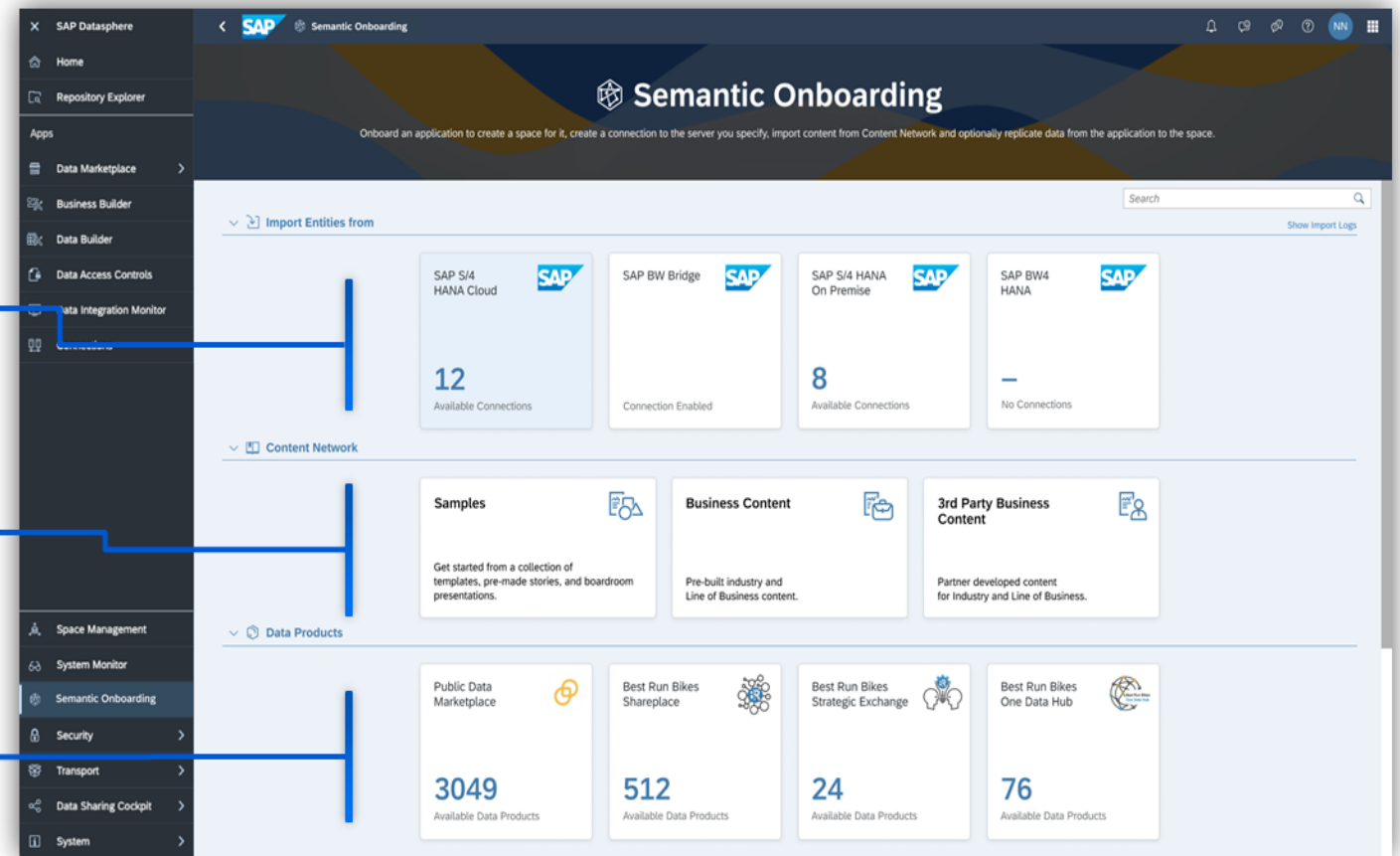
Content Network

Bring in pre build SAP and 3rd party content as accelerator



Data Products

Access customer and partner managed data products to democratize SAP data within SAP Datasphere & beyond via API



PREVIEW



SAP S/4HANA

Semantic Onboarding
in SAP Datasphere

SAP View Details

Product

Application Component: LO-MD-MM Tags: Product Assistance Supported Capabilities: ASO_DATA_SOURCE Show All Modeling Pattern:

Definition Annotation Cross Reference

Cross Reference

Name	Alias	Type	Relation	Association Status	Successor	Cardinality	Cloud Dev. Rel. State
MARA		Table	From				Not Released
I_ProductText	_TEXT	CDS View	Association	Released		0..*	Released
I_ProductGroup	_PRODUCTGROUP	CDS View	Association	Released		0..1	Not Released
I_ProductGroupText	_PRODUCTGROUPTEXT	CDS View	Association	Released		0..*	Not Released
I_ProductGroup_2	_PRODUCTGROUP_2	CDS View	Association	Released		0..1	Released
I_ProductGroupText_2	_PRODUCTGROUPTEXT_2	CDS View	Association	Released		0..*	Released
I_ProductRetail	_PRODUCTRETAIL	CDS View	Association	Released		0..1	Released
I_Division	_DIVISION	CDS View	Association	Released		0..1	Released
I_DivisionText	_DIVISIONTEXT	CDS View	Association	Released		0..*	Released
I_ExtProdGrp	_EXTERNALPRODUCTGROUP	CDS View	Association	Released		0..1	Released
I_ExtProdGrpText	_EXTPRODGRPTEXT	CDS View	Association	Released		0..*	Released
I_ProductHierarchy	_PRODUCTHIERARCHY	CDS View	Association			0..1	Not Released
I_ProductHierarchyText	_PRODUCTHIERARCHYTEXT	CDS View	Association			0..*	Not Released

+ New Concept



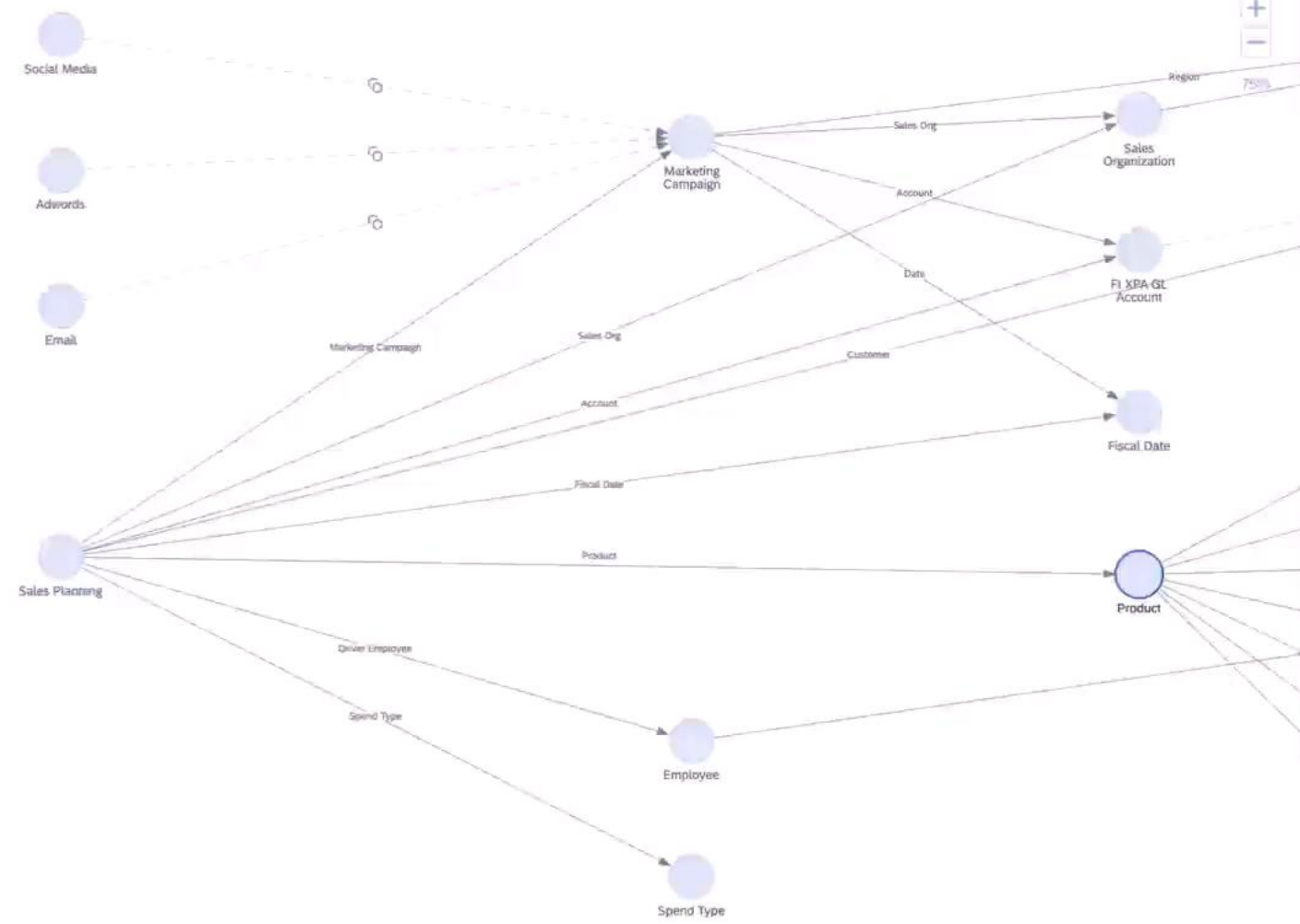
☰ ✕

Product

URI Local Name



Search concepts to inherit properties

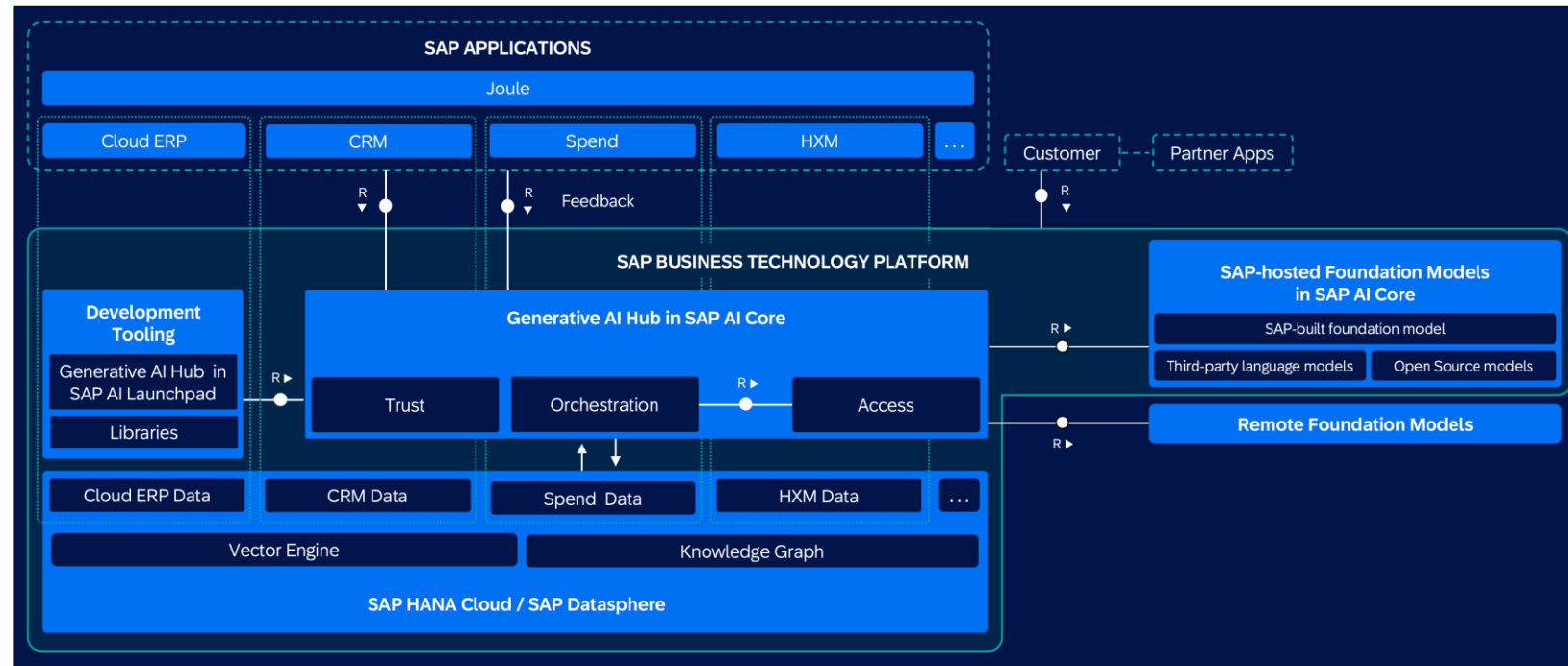


Conceptual Preview

SAP HANA & SAP Datasphere:

The case for **Grounding**

- Knowledge Graph allows to understand complex relations
- Knowledge Graph tracks relations, metadata and use of data. Pre-polutes ontologies
- HANA Vector engine manages unstructured data and provides context
- Gain new insights by combining Spatial, Graph Json and relational data with vector queries



Thank you! Any Questions?

Iver van de Zand

Iver.van.de.zand@sap.com

<https://www.linkedin.com/in/ivervandezand/>

Join the SAP BTP Practitioner group at:

<https://www.linkedin.com/groups/8959879/>



Please remember to
complete your session
evaluation.

SAPinsider



SAPinsider.org

PO Box 982Hampstead, NH 03841
Copyright © 2024 Wellesley Information Services.
All rights reserved.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies. Wellesley Information Services is neither owned nor controlled by SAP SE.

**SAPinsider
comprises the
largest and fastest
growing SAP
membership group
with more than
800,000 members
worldwide.**
