

Kick-start your AI development with Generative AI Hub

Hadi Hares

Global Product Management
SAP Business AI

Barcelona

2024

SAPinsider

Disclaimer

The information in this presentation is confidential and proprietary to SAP and may not be disclosed without the permission of SAP. Except for your obligation to protect confidential information, this presentation is not subject to your license agreement or any other service or subscription agreement with SAP. SAP has no obligation to pursue any course of business outlined in this presentation or any related document, or to develop or release any functionality mentioned therein.

This presentation, or any related document and SAP's strategy and possible future developments, products and or platforms directions and functionality are all subject to change and may be changed by SAP at any time for any reason without notice. The information in this presentation is not a commitment, promise or legal obligation to deliver any material, code or functionality. This presentation is provided without a warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement. This presentation is for informational purposes and may not be incorporated into a contract. SAP assumes no responsibility for errors or omissions in this presentation, except if such damages were caused by SAP's intentional or gross negligence.

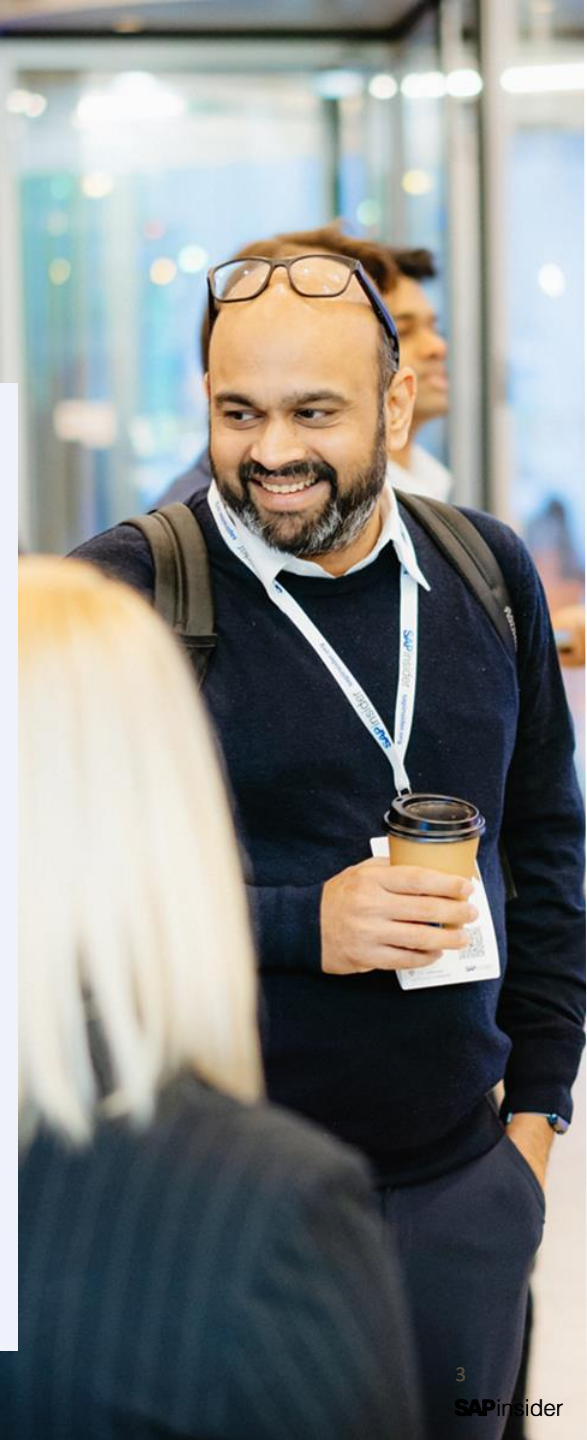
All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.

What We'll Cover

Objective:

How developers can safely and secure interact with Foundation Models

- SAP Business AI
- Generative AI Hub
- Build & Extend Architecture
- Q&A



SAP Business AI approach

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



Google Cloud



Microsoft

A complete set of services

for AI developers on SAP BTP

AI Foundation

on Business Technology Platform

AI Services

Document Processing

Recommendation

Machine Translation

Generative AI Management

Toolset

Trust & Control

Access

AI Workload Management

Training

Inference

Business Data & Context

Vector Engine

Data Management

Foundation Models

Built by SAP

Hosted

Remote

Fine-tuned

Lifecycle Management

Generative AI Hub Stack

Integrate AI into applications



Joule

Applications & Extensions

Generative AI Hub

SAP AI
Launchpad

Toolset

Playground

Libraries & SDKs

Prompt Engineering

Prompt Management

Prompt Registry*

**Trust &
Control**

Inference Engine

Agents*

Multi-tenancy

Security

Content Moderation*

Grounding

Plugins*

Data Privacy

**Foundation
Model
Access**

Built by SAP*

Custom

Built by
Partners

AVAILABLE

- Microsoft Azure OpenAI
- Falcon
- Google Gemini & Palm2

UPCOMING

Additional foundation models
being added

SAP
HANA
Cloud

**Business Data
and Context**

Vector Engine

- Embeddings
- Similarity Functions

Application Data

Generative AI Hub Stack



Ryan

Developer

Playground

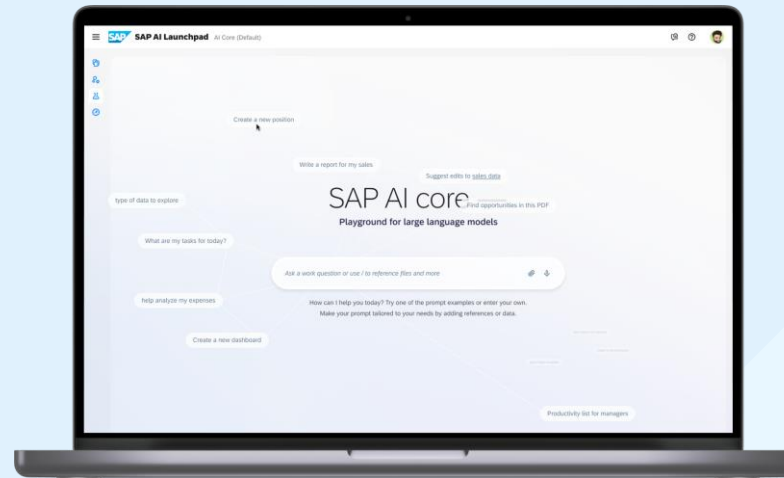


Employees

Developer / Power User / Business User

Enables access to frontier foundational models

Iterate quickly over different use cases and retrieve past prompts

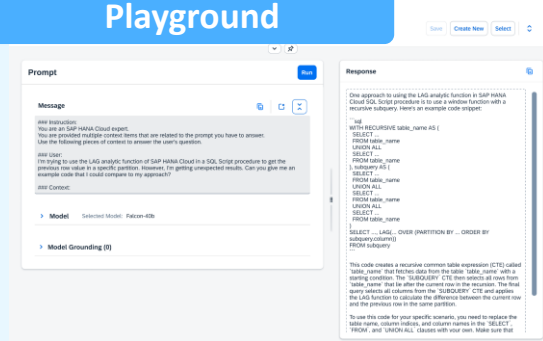


Secure and safe environment to interact with cutting-edge technology

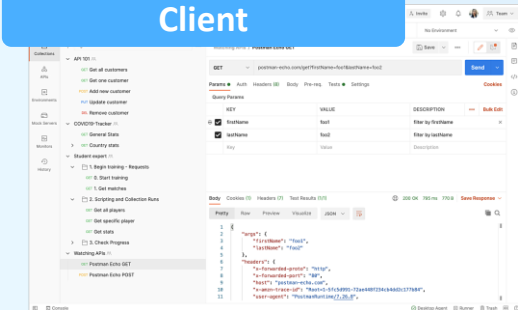
Enhance daily tasks to be more efficient

Generative AI Hub Stack

Playground



Client



API



Explore

Different models and different capabilities of generative AI

Experiment

With a prompt engineering playground

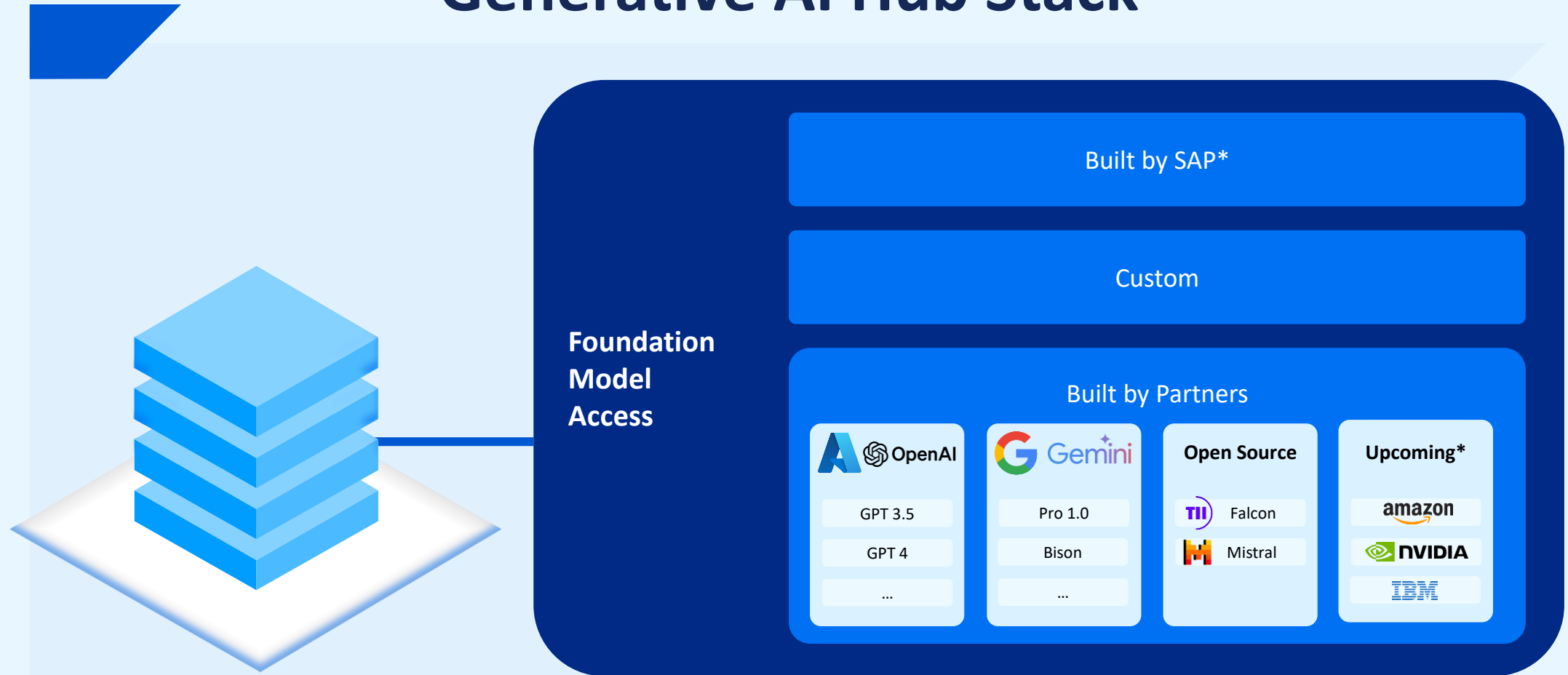
Enhance

Your applications with generative AI

Libraries & SDK



Generative AI Hub Stack



*planned

Connect

Easily and seamlessly to any supported LLM model

Accelerate

Adoption thanks SAP managed legal and commercial framework

Progress

between models to find and upgrade to the best suited technology for your needs

Generative AI Hub Stack

Secure

Your applications with the native and embedded SAP security

Control

Models response with grounding

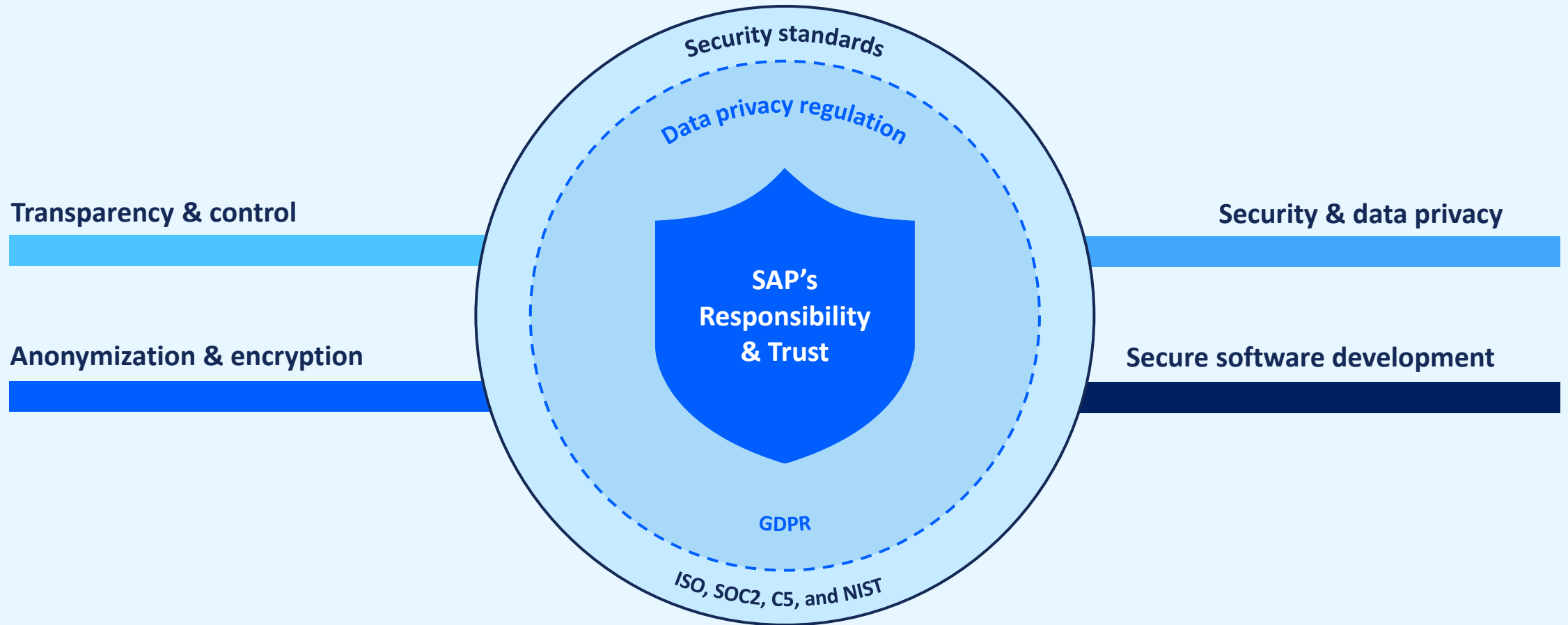
Extend

Your solutions with advanced capabilities



*planned

Responsibility & Trust



Responsible AI

We care deeply about the impact of AI on the well-being of people, the health of our customers' businesses, and SAP's impact on society and economies.

Human Agency & Oversight

Safeguarding human autonomy, particularly for automated decision-making

Addressing Bias & Discrimination

Patterns of marginalization, inequality, and discrimination must not be encoded into AI

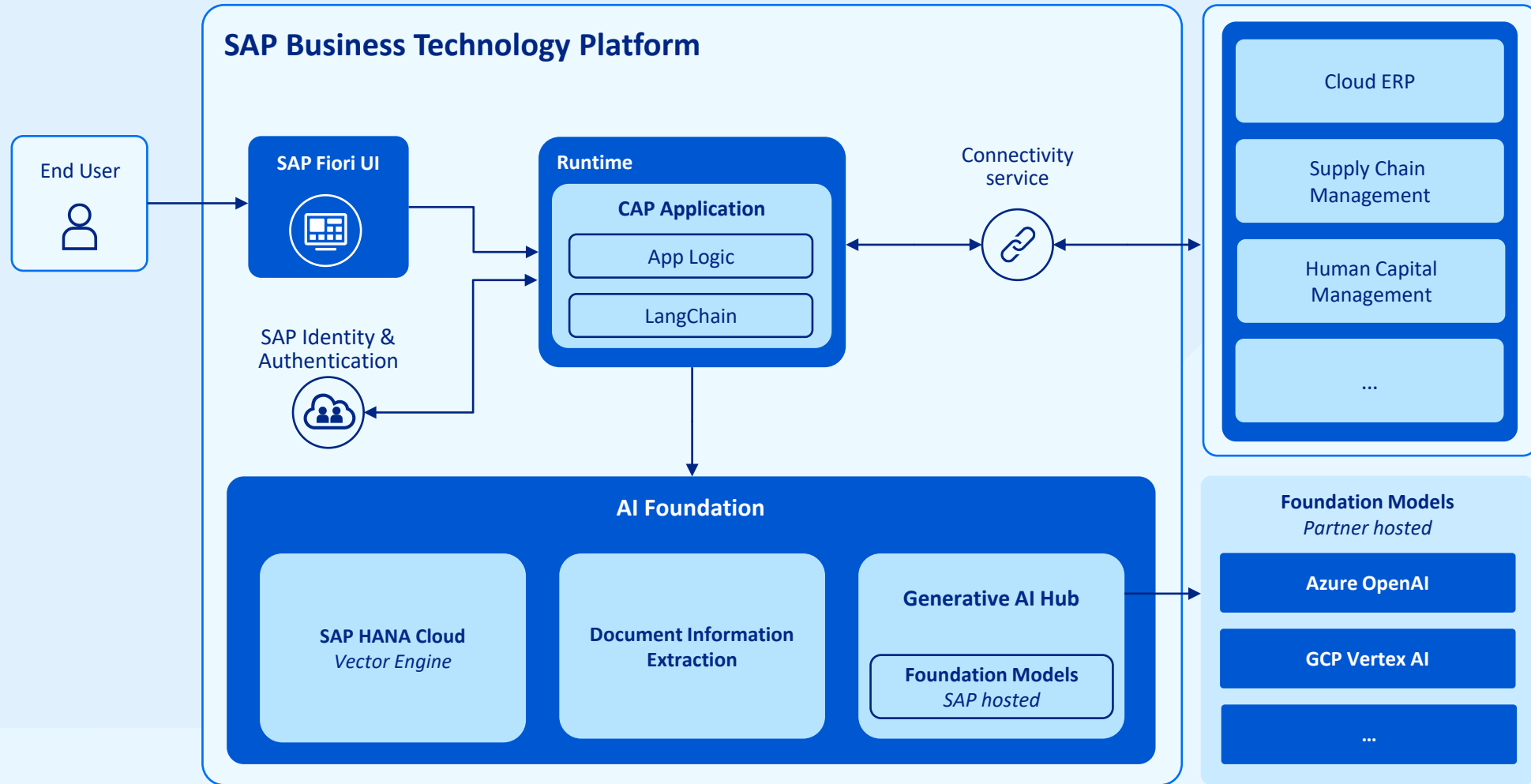
Transparency & Explainability

Prioritizing both the transparency of the development process and an AI system's decisions



Build & Extend with Generative AI

Example Architecture



Get started with SAP Business AI

www.sap.com/ai

External-facing AI page

[SAP Business AI L0 / L1](#)

External-facing standard deck



[Public roadmap](#)



[SAP Business AI White Paper](#)



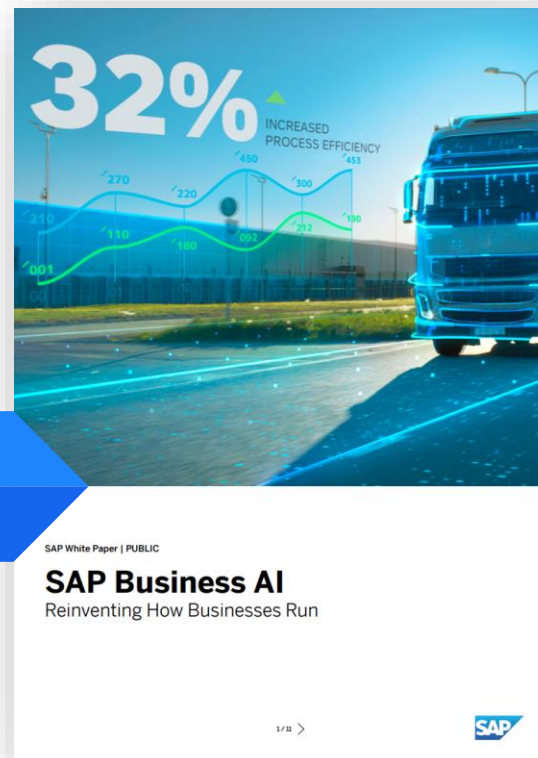
[SAP Discovery Center](#)

[Joule](#)

External-facing standard deck

[SAP Global AI Ethics Policy](#)

External-facing ethics policy



Thank you! Any Questions?

Hadi Hares

[Linkedin.com/in/hadi-hares/](https://www.linkedin.com/in/hadi-hares/)

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.**
