Generating the Future: SAP Business AI and the Generative AI Roadmap

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Global Product Management
SAP Business AI

Barcelona

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SAPinsider

Disclaimer

What We'll Cover

Objective:

Explore what is possible with SAP Business AI already TODAY!

- SAP Business AI
- Generative AI Scenarios
- Live Demo
- Q&A
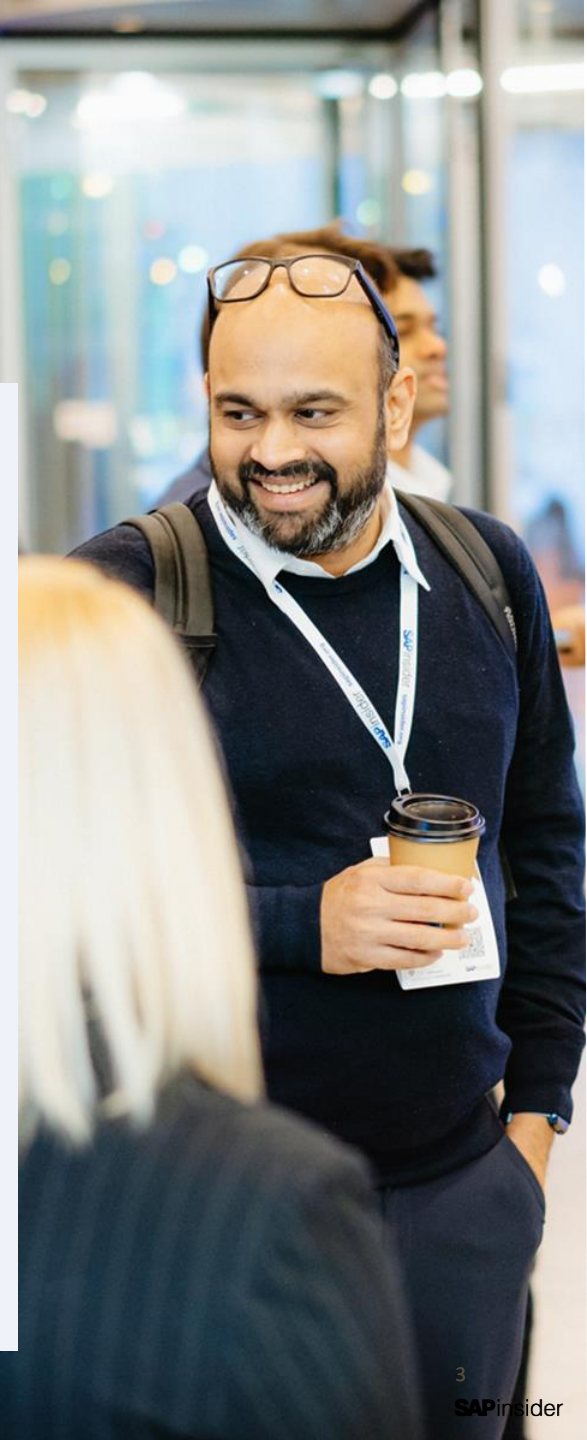
Experience Artificial Intelligence

Thu, Jan 25
Hello, Walter!

Insights

Bench List
Employees currently on bench

First Name	Last Name	Bench Since
Michael	Waldman	2023-01-01
Brett	Neil	2022-12-31
Shaan	Ghosh	2022-12-15
Shane	Watson	2023-01-01

Resource Request Watchlist
Today

Resource Request	Customer Project	Status
0000000565	Camp IV	Cancelled
0000001316	EH Go Live	In Progress
0000001303	Base Camp	In Progress
0000001318	Clonemine	New
0000001045	Blueprinting	In Progress

Quick Links
- Career
- Company Directory
- Development Plan
- Business Goals
- Travel and Expenses
- Time off

Activities
2 of 2

MA Michael Ameling
Updated on June 06, 2023
Activity: Activity: Prepare demo for d-com
Comment: Comment: Demo fully prepared and ready to go!

MA Michael Ameling
Updated on June 07, 2023
Activity: Activity: Cascade updated strategy to team
Comment: Comment: Focus on how each team contributes

Digital Practice
Current and Forecasted Utilization | %

84 % ⚠

Target 85%	Deviation 15%

Based on planned project dates

Utilization Projection
150

Project Staffing Alerts
Today

Project	Customer	Staffing
5000010422	Clonemine	41% ⚠
5000010052	4KG AG	50% ✖
5000010050	Robert Brown	59% ✖

List of Top 4 Projects
Key Updates and Status
4 of 20

Robert Brown Co
Milestone shift

SAP ERP Metraneo
Staffing overdue

Objectives
3 of 3

Deliver Clonemine project in time, scope and quality.
Performance Goal
Due: Jul 3, 2023

Create one blogpost every month to share best pra...
Performance Goal

One digital assistant throughout the SAP cloud portfolio

$ 4.1 trillion

potential economic impact in the next 3 years

Morgan Stanley

Where will AI impact your organization?

Everywhere

| Finance | Supply Chain | Customer Experience | Procurement | Human Resources | IT and Cross-Function |

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

ALEPH ALPHA   ANTHROP\C   aws   cohere   databricks   NVIDIA   Google Cloud   IBM   Microsoft

What's available

Some of the available AI scenarios our customers are benefitting from. Today.

ERP and Finance	Supply Chain	Customer Experience	Procurement	Human Resources	IT and Cross-Function
▪ Tax compliance	▪ Stock in transit	▪ Intelligent customer profile	▪ Guided buying	▪ Skill and career path recommendations	▪ Joule - AI copilot
▪ Cash application	▪ Visual inspection	▪ Intelligent Q&A	▪ Sourcing item and supply prediction	▪ Learning recommendations	▪ Document processing
▪ Intelligent accrual	▪ Demand forecasting & sensing	▪ AI product tagging	▪ Material group recommendations	▪ Job description generation	▪ Generative AI Hub
▪ Travel expense auditing	▪ Project-cost prediction	▪ AI product descriptions	▪ Invoice object recommendations	▪ Interview question generation	▪ Analytics Just Ask
▪ Travel expense verification	▪ Predicted delivery processing	▪ Visual search	▪ Job matching for contingent workforce	▪ Assisted performance goals	▪ Process automation
▪ Invoice processing	▪ Demand-driven replenishment	▪ Email draft recommender	▪ Resume ranking for contingent workforce	▪ Assisted development goals	▪ Business rule mining
▪ Business Integrity screening	▪ Forward scheduling	▪ Account synopsis for sales	▪ O'Net labelling	▪ Feedback actions	▪ Intrusion detection
▪ Goods and invoice receipt matching	▪ Field service scheduling	▪ Lead booster	▪ Category management	▪ Create/approve spot awards	▪ Code generation
▪ Mobile expense entry	▪ Asset prediction & optimization	▪ Subject line generation	▪ Hotel receipt itemization	▪ View pay statement via Joule	▪ Vector engine
	▪ Slow-moving materials prediction	▪ Churn prediction	▪ Travel cost estimates	▪ Job analyzer	
	▪ Delivery note processing	▪ Customer lifetime value scoring			
		▪ 13 role specific AI tools			

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

Procurement

SAP Ariba Category Management
- ✓ Content recommendations in category tools

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

SAP Fieldglass
- ✓ Job Description Generation
- ✓ Job Description Translation
- ✓ Statement of Work Description Generation

Supply chain

SAP Digital Manufacturing
- ✓ Visual Inspection

SAP Transportation Management
- ✓ Intelligent Goods Receipt Analysis (Pilot)

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

SAP Sales Cloud
- ✓ Email Draft Recommender
- ✓ Account Synopsis for Sales
- ✓ Lead Booster

SAP Emarsys
- ✓ AI Subject Line Generator (Pilot)

Human resources

SAP SuccessFactors
- ✓ Joule availability
- ✓ Job Description Generation
- ✓ Assisted Interviews & Feedback
- ✓ AI person insights for compensation discussions (preview)
- ✓ Generative AI for performance goals (preview)
- ✓ Generative AI for development goals (preview)
- ✓ Generative AI for Feedback Actions (preview)

SAP Fieldglass
- ✓ AI-enhanced SOW description generation (Beta)
- ✓ AI-enhanced job description generation (Beta)
- ✓ AI-enhanced translation of job Description (Beta)

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
- ✓ AI Assistant (Beta)

Product Release Highlights

SAP Sales & Services Cloud

Case Summarization

Email Draft Creation

Intelligent Leads Navigator

Account Synopsis

Speed up processing of handed over case by up to 50%

Reduce manual effort of drafting emails by 90%
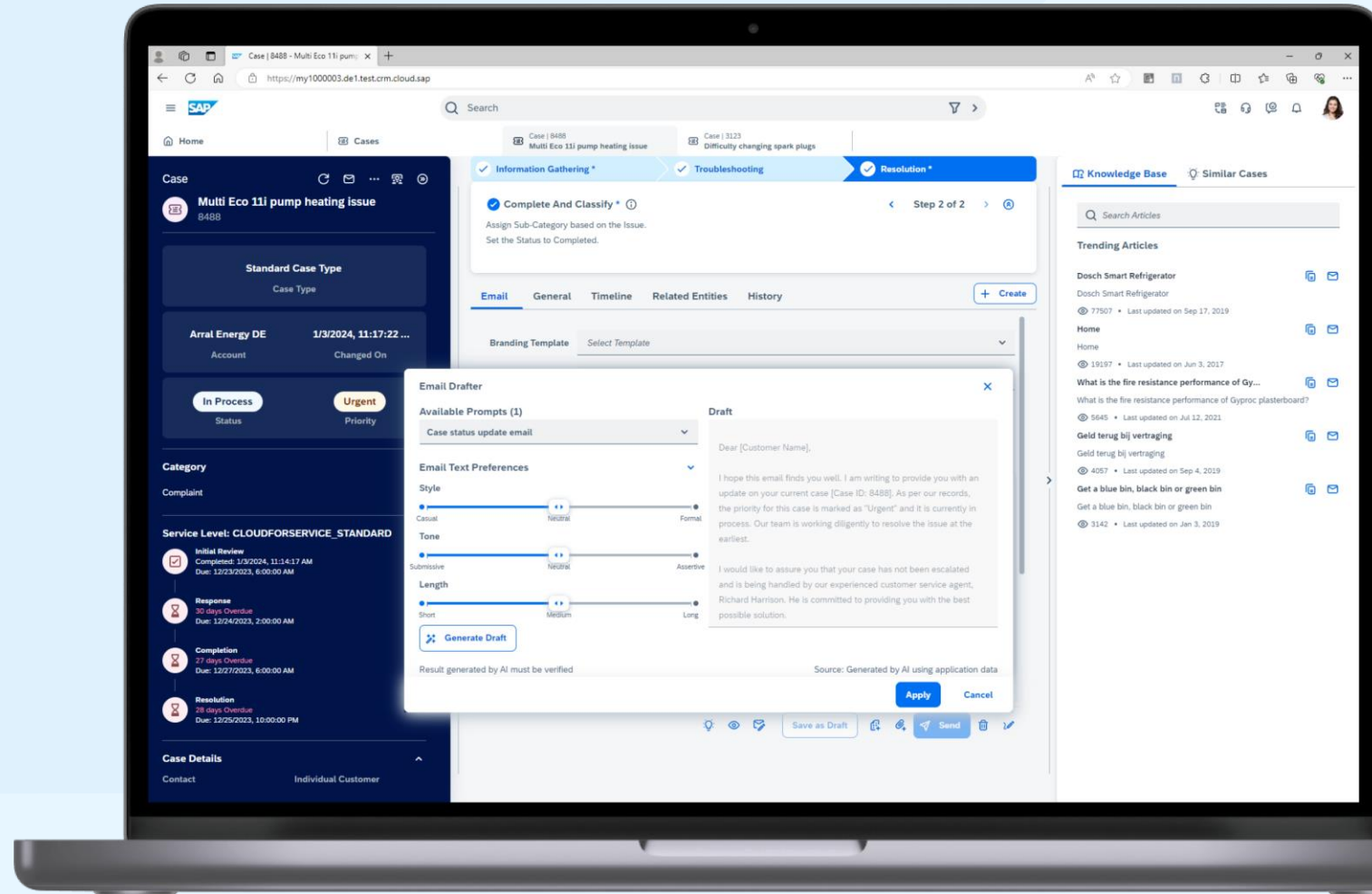
Product Release Highlights

SAP SuccessFactors

Job Description Generation

Assisted Interview Preparation & Feedback

Learning in Viva with Co-Pilot

2x anticipated higher job description quality through use of relevant data for generation

54% increase in employee time spent learning
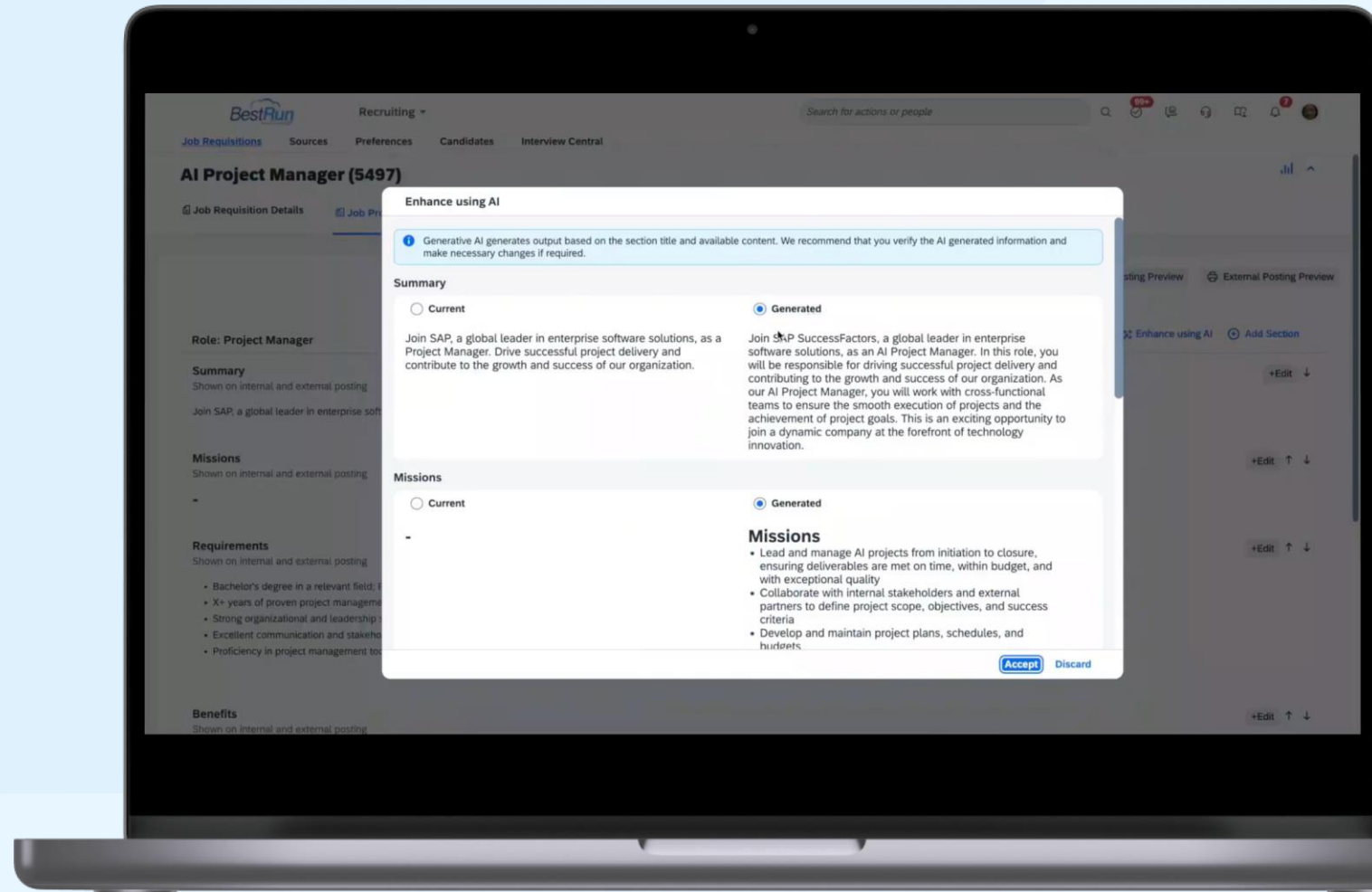
Product Release Highlights

Joule for
User Enablement

▶ **Up to 10 minutes time saved for help inquiries**
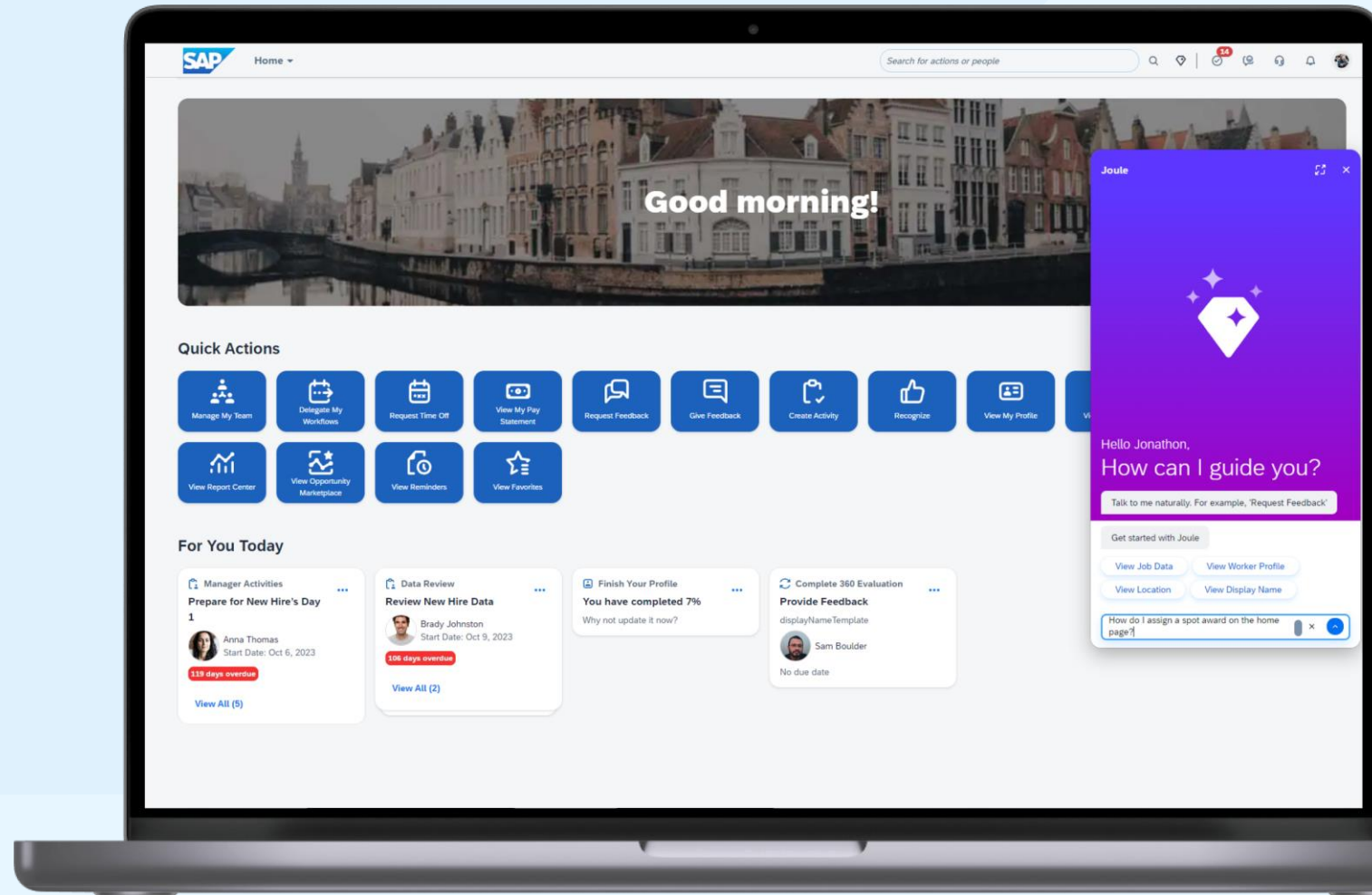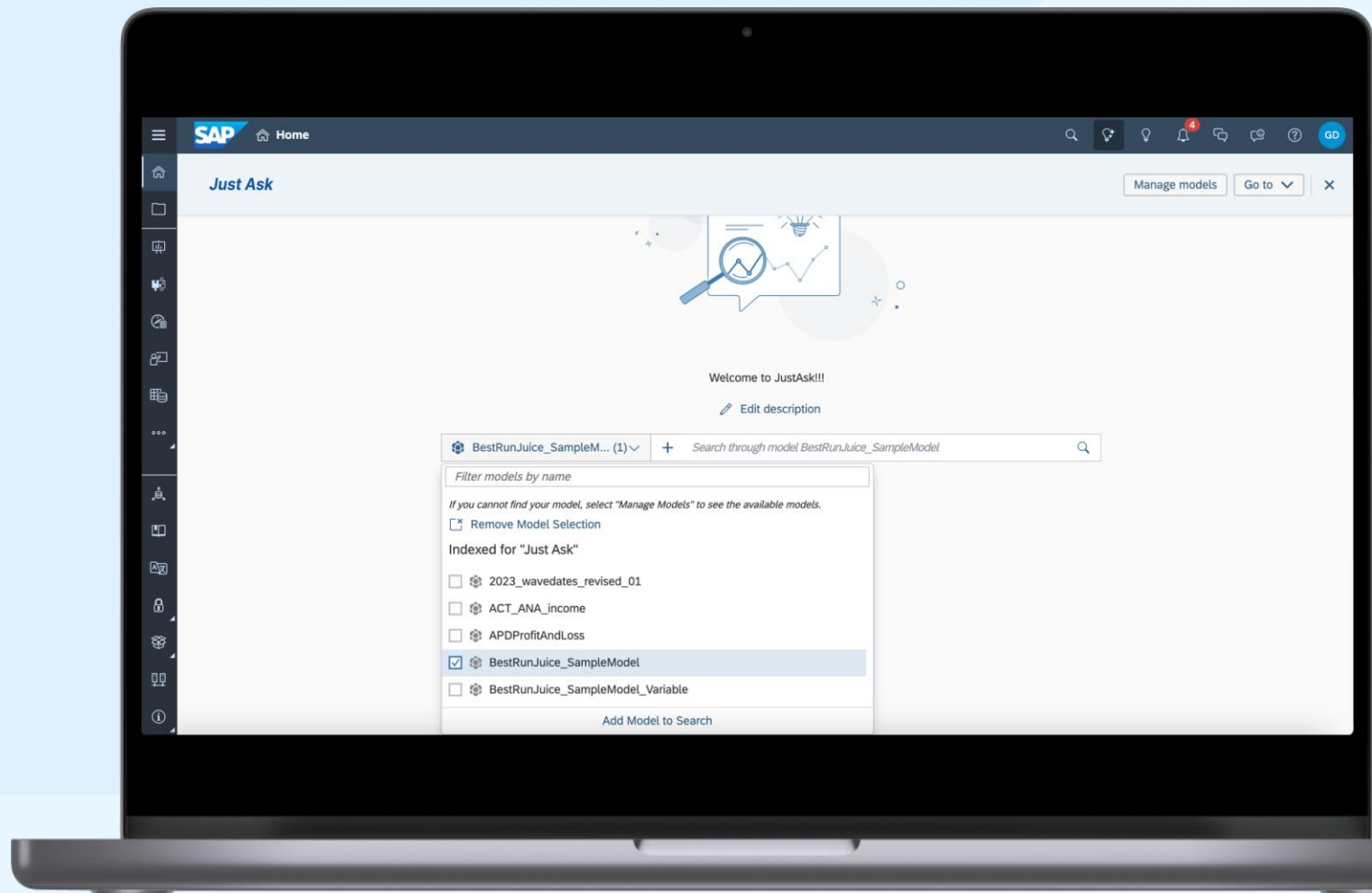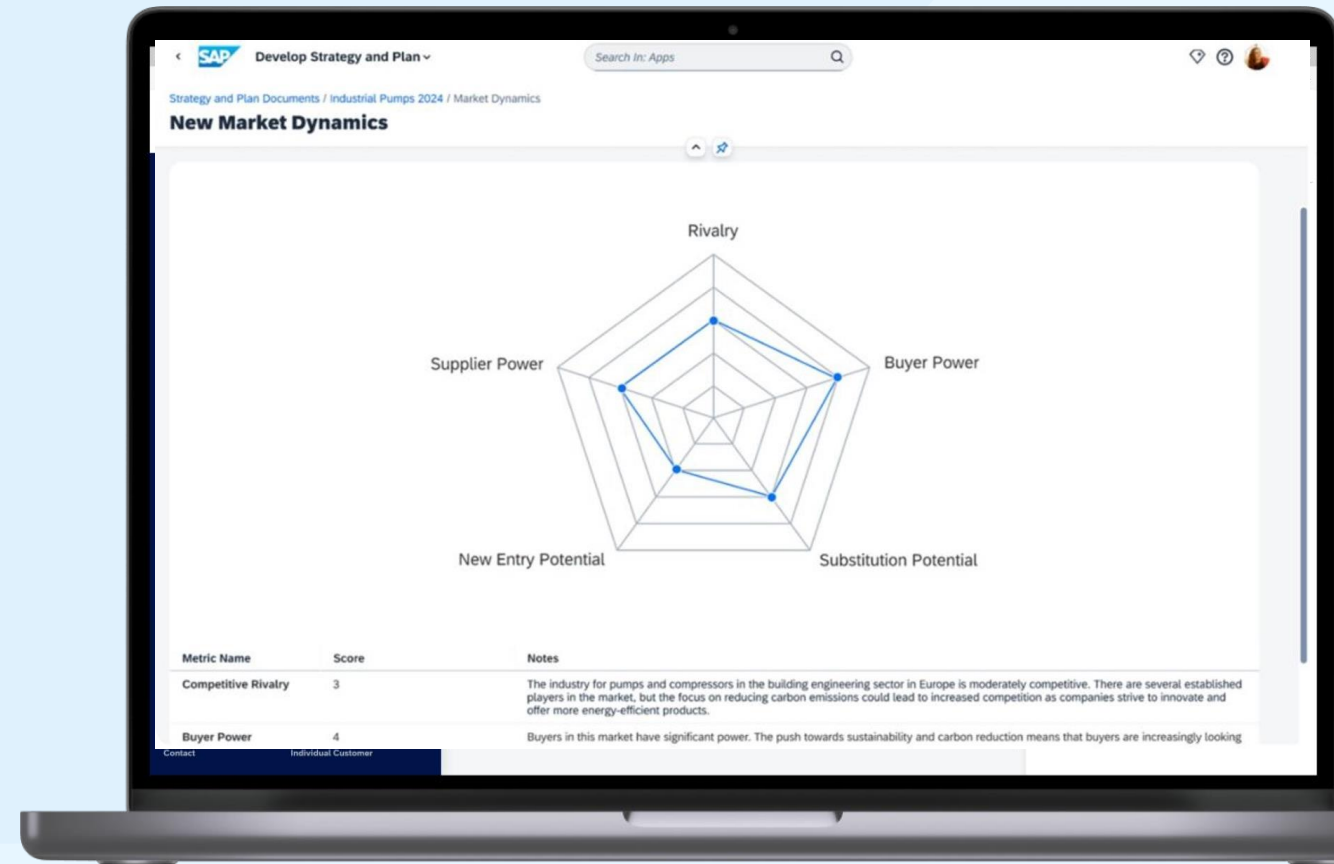
Expedite freight verification and documentation

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
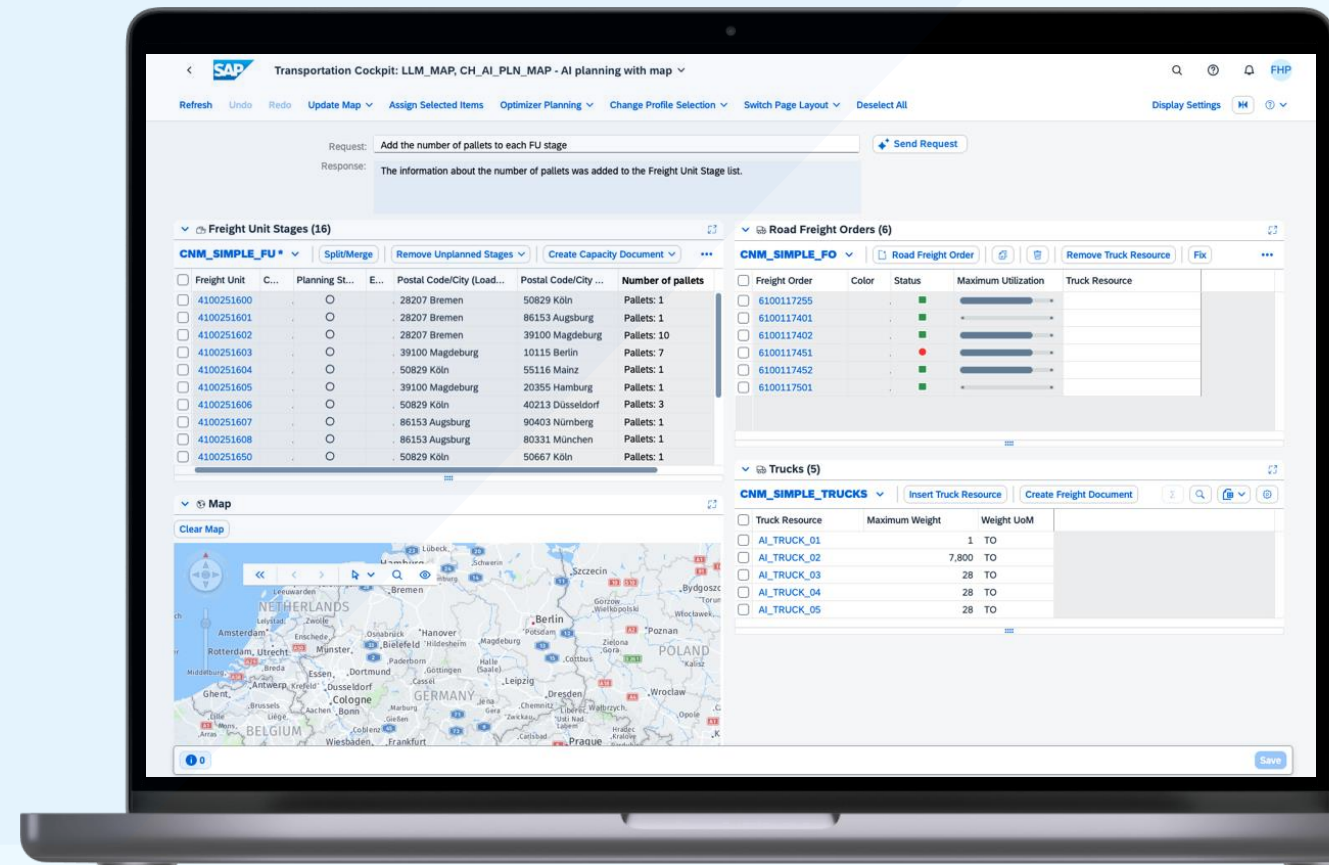
SAP Transportation Management

How
we build...

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
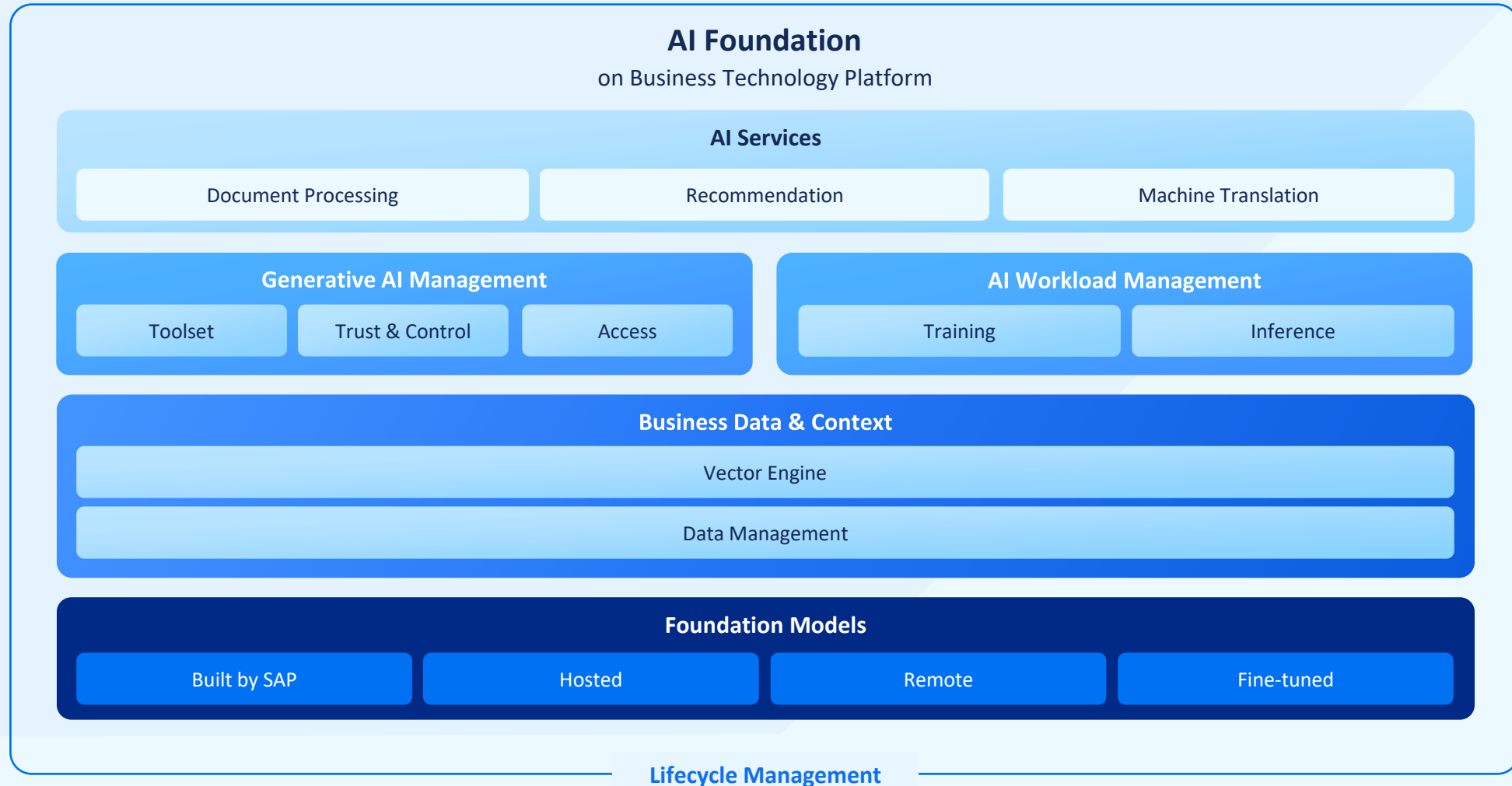
Product Release Highlights

Document Information Extraction Premium Edition

▶ **Effortlessly automate processing of documents of any type and language**

▶ **Extended language support with over 40 languages**
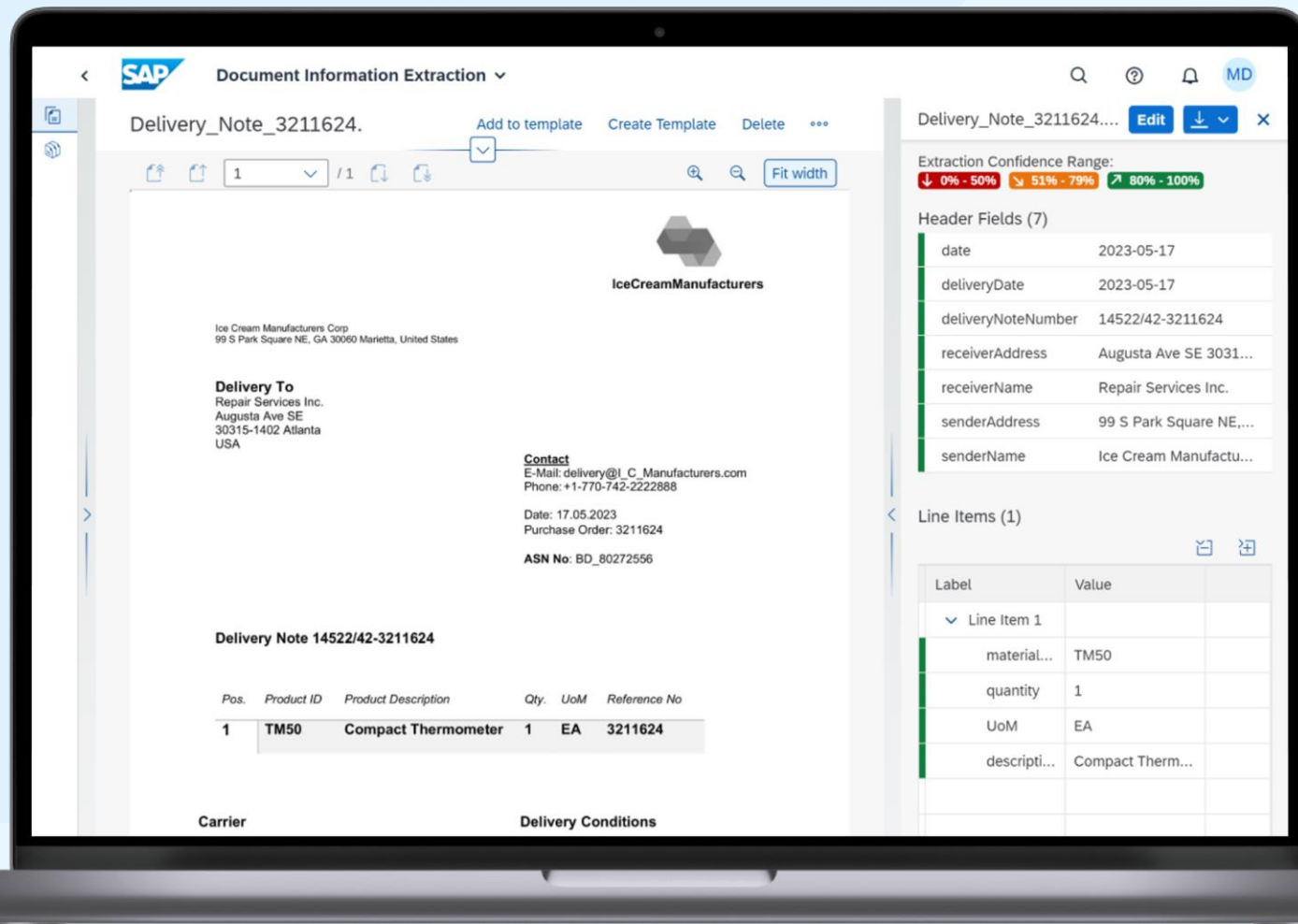
City of Hamburg

DOX Premium

With the help of digital innovation and integrated solutions, they created a comprehensive digital platform for financial support throughout the federal territory.

> 2.7 million

Documents automatically
Evaluated and classified

47,000

Cultural aid applications filed
on the platform so far

up to 33,104

Hours of manual document-related work
reduced in order to spend them
on high-value tasks

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
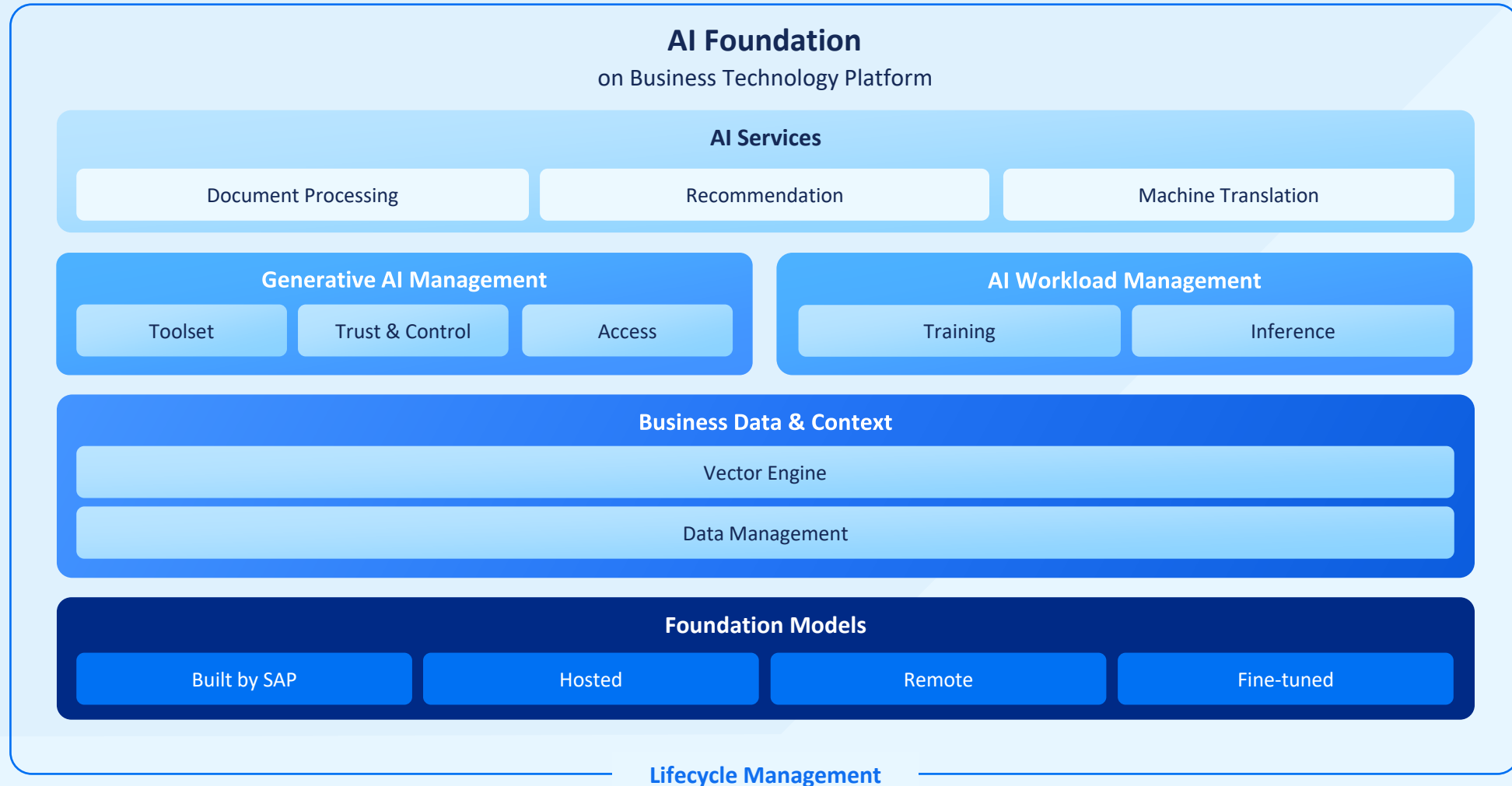
Generative AI Hub Stack

Integrate AI into applications

Joule	Applications & Extensions

Generative AI Hub

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 AI Launchpad			
SAP AI Core			
SAP HANA Cloud			

Business Data and Context	Vector Engine	• Embeddings • Similarity Functions	Application Data

How
you build...

Build & Extend with Generative AI

Example Architecture

SAP Business Technology Platform

End User

SAP Fiori UI

SAP Identity & Authentication

Runtime
CAP Application
App Logic
LangChain

SAP Private Link Service

AI Foundation
SAP HANA Cloud *(Vector Engine)*
Document Information Extraction
Generative AI Hub

Cloud ERP
Supply Chain Management
Human Capital Management
...

Foundation Models
Azure OpenAI
GCP Vertex AI
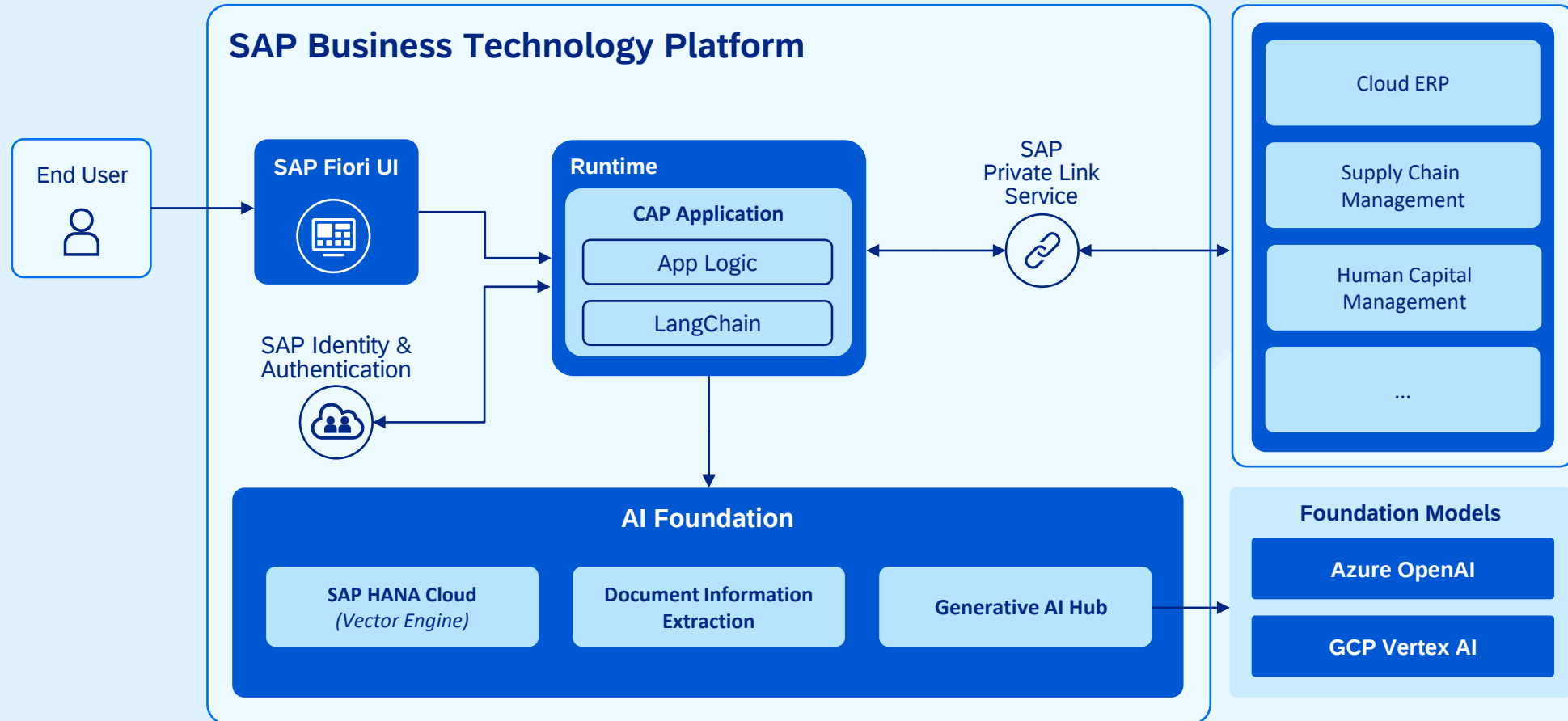
How
we sell...

Unlock value for your business.

Base AI
included in existing licensing

Premium AI
purchased on top

unlock additional high-value cases
through generative AI

AI units **provide you** with full flexibility.

You purchase

All services are white-labeled and contracted on SAP paper
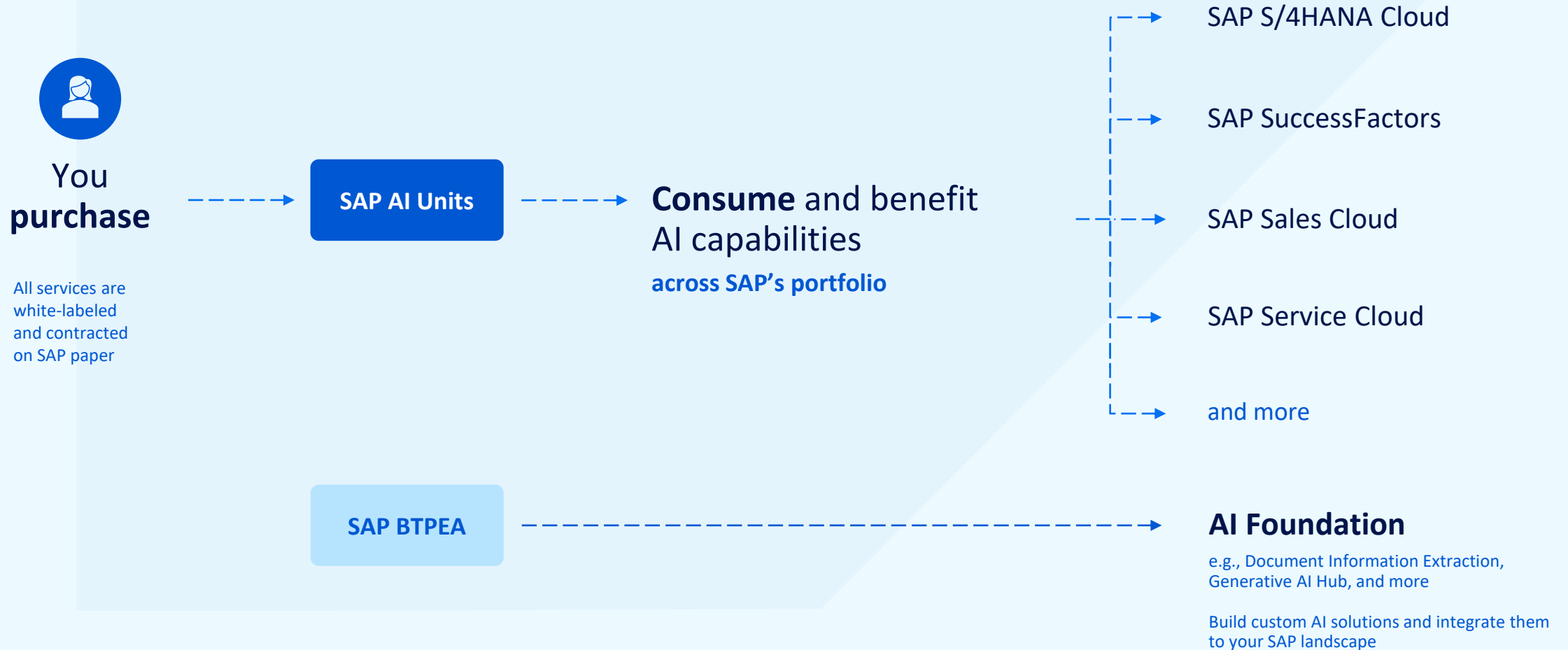
SAP AI Units → **Consume** and benefit AI capabilities **across SAP's portfolio** →

- → SAP S/4HANA Cloud
- → SAP SuccessFactors
- → SAP Sales Cloud
- → SAP Service Cloud
- → and more

SAP BTPEA → **AI Foundation**

e.g., Document Information Extraction, Generative AI Hub, and more

Build custom AI solutions and integrate them to your SAP landscape

What's coming

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
Joule: Availability
SAP Product Lifecycle Management
Joule: Availability

IT and platform

SAP Build Code
Refactoring Existing CAP Code using
Generative AI
Document Information Extraction
Document classification (List of values)
Generative AI Hub
Automated Grounding of Prompts with RAG

Industries

SAP Intelligent Product Recommendation
CRM Sales Pipeline Intelligence
SAP Intelligent Agriculture
Farming Intelligence

Human resources

SAP SuccessFactors
Generative AI Writing Assistant for Feedback
Actions
Assisted Q&A
Generative AI for Performance Goals
Generative AI for Development Goals
AI Person Insights for Compensation Discussions

Sales and marketing

SAP CX AI Toolkit
New Generative AI Capabilities
SAP Sales Cloud
Insights Through Visit Surveys

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
SAP Concur
Travel and Expense Policy Guidance
SAP Spend Control Tower
First Release

Q3 2024

ERP and finance

SAP S/4HANA Cloud Public Edition
Joule: Navigational Assistance to Public Sector
Management Applications
SAP Signavio
KPI Recommender
Process Recommender for SAP S/4HANA

Supply chain

SAP Asset Performance Management
Visual Inspection for Asset Condition Monitoring
SAP Product Lifecycle Management
AI-assisted Master Data Tagging for 3D Visualization

Procurement

SAP Ariba
Intelligent Sustainability Scorecard in the Supplier Profile
Summary
SAP Spend Control Tower
Premium Plus Edition Release

Sales and marketing

SAP Sales Cloud
Guided selling – leverage ML-based opportunity closing
date predictions

IT and platform

Document Information Extraction
Boosting accuracy quality based on user feedback
Document translation
SAP Build Process Automation
Generative AI for Process Automations

Industries

SAP Returnable Packaging Management
Generative AI-powered Receipt of Account Statements in PDF
Format

Q4 2024

ERP and finance

SAP S/4HANA Cloud Private Edition
Joule: Project Assistant Capabilities – Navigational and
Transactional Skills
SAP Enterprise Service Management
Shared Services Automation for Finance

Supply chain

SAP Digital Manufacturing
Train Your Own Visual Inspection Machine Learning Models
SAP Field Service Management
Joule: Availability
SAP S/4HANA for manufacturing logistics
Inbound Cargo Registration –Two-step Goods Receipt

Human resources

SAP SuccessFactors
Writing Assistant
Text Analyzer
Assisted Recognition Messages
Assignment Creation
Detailed, 360-degree Report Generation

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

SAP Cell and Gene Therapy Orchestration
Control Tower for Advanced Therapies

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

*All releases are not necessarily GA. SAP reserves the right to release for testing in environments like EAC, beta, RTC, POC etc.

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

32% INCREASED PROCESS EFFICIENCY

SAP White Paper | PUBLIC

SAP Business AI
Reinventing How Businesses Run

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Thank you! Any Questions?

Dr. Tomasz Janasz

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Please remember to complete
your session evaluation.

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