

RISE with SAP + SAP Business AI AI Built for Business

Vinay V
Reinhard Taucher
SAP

INTERNAL – SAP and Partners Only



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Fast-changing business environments drive the need for greater agility and innovation

Transformation Drivers



AI accelerates achieving business goals



AI represents a huge value creation potential across industries, many organizations are actively looking into expanding their adoption

Generative AI could add
\$2.6 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

33%

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

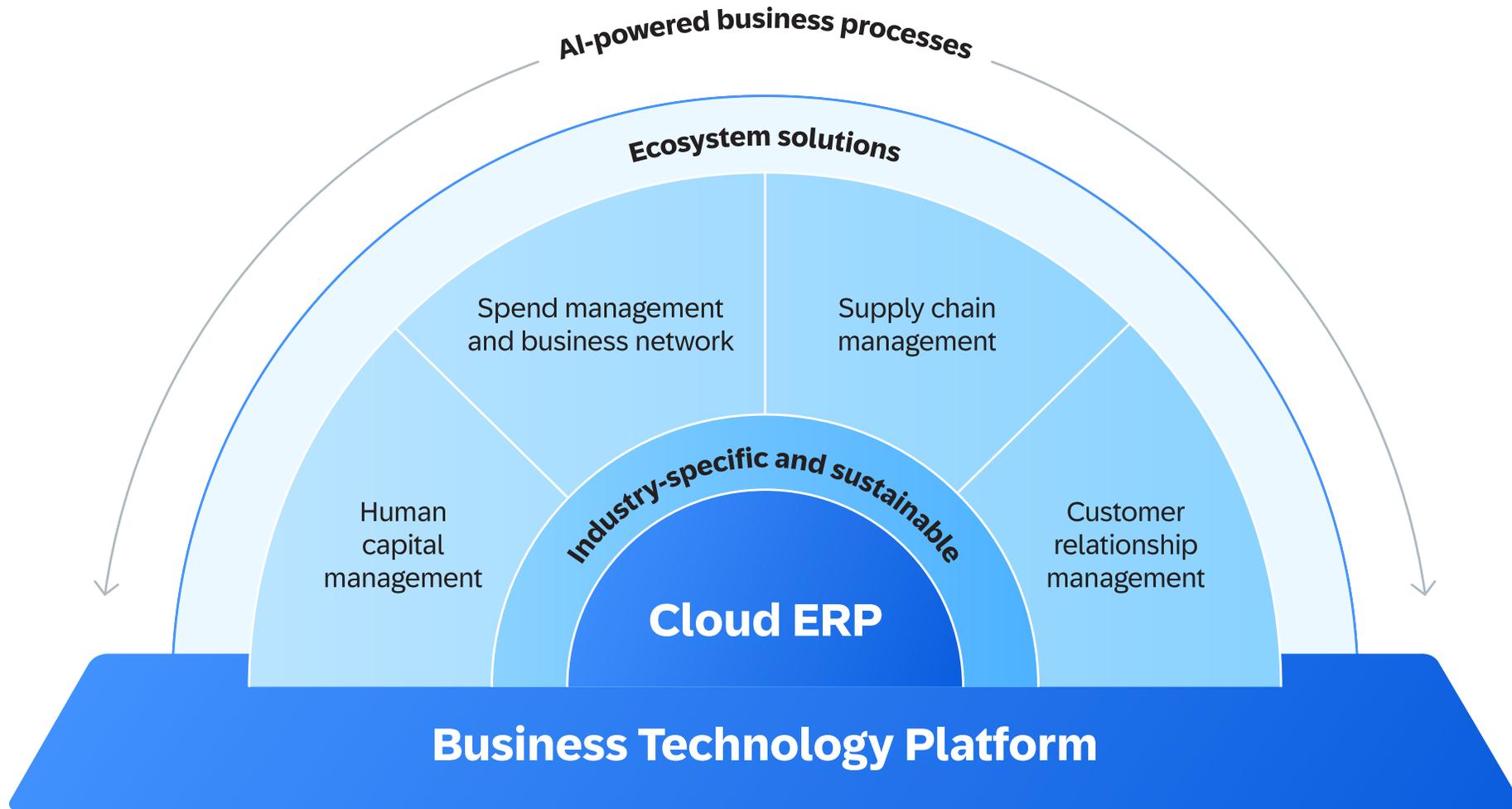
40%

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

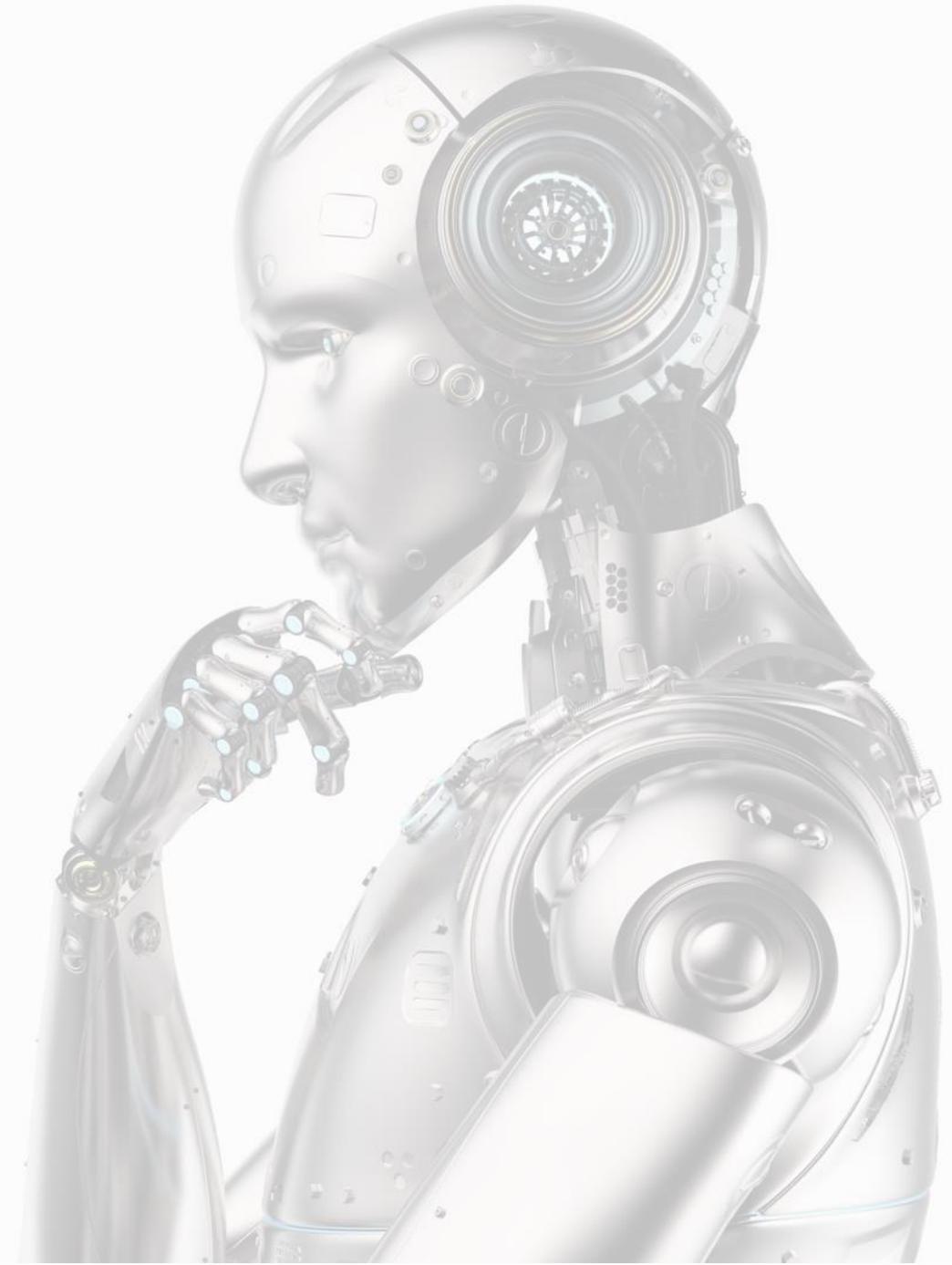
60%

organizations with AI adoption are using gen AI

SAP Portfolio



Where do we stand at **SAP** today?



SAP is committed to AI as a pillar for future innovation

“24,000+
customers

>\$1B investment via
venture capital

\$6.1B in annual total
R&D investment

3 direct investments in
Generative AI leaders



ANTHROPIC

cohere

Our business AI is embedded across the portfolio

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

Deliver and scale world-class AI for your business

without the costly build and infrastructure maintenance

“ 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



Business

SAP drives continuous innovation leading to short time-to-value, cost savings and measurable business outcomes



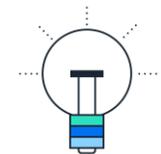
Data

SAP helps enhance data quality and ease of access, leading to reliable, unbiased outcomes



Skills

SAP handles the ideation-to-adoption process, minimizing the need for investments to maintain resources and skills



Technology

SAP seamlessly integrates AI into SAP Cloud ERP business processes with adherence to highest ethical and regulatory standards

Drive business growth and foster innovation with a cloud ERP powered by AI



Business

**Accelerate processes
and optimize decisions**

AI-powered processes and data-driven insights and recommendations to make faster, safer decisions



People

**Multiply productivity
and increase efficiency**

Transform work through automation and simplified user experiences to drive business outcomes

AI helps your...

Business

Reinvent customer service

with personalized experiences that address customer needs quickly

Boost finance excellence

with AI that helps optimize working capital and closing functions

Drive operational excellence

by optimizing manufacturing and asset performance and elevating product quality

Advance intelligent order fulfillment

by streamlining and automating the order fulfillment process

People

Empower end users

to eliminate redundant tasks and increase efficiency

Interact with your business

using natural language for informational, navigational and transactional assistance

Uncover insights

that would otherwise be challenging or time-consuming to discover

Go Beyond with Artificial Intelligence (AI) and Generative AI (Gen AI) with RISE

Built to create measurable results in every part of your business

Accelerate business processes through context aware AI

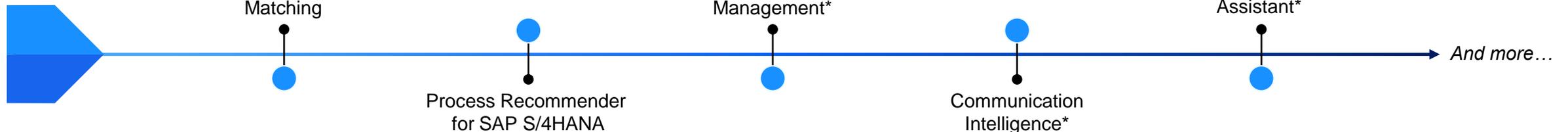
Manage risk through responsible, AI-enhanced decision making

Amplify productivity through AI-augmented user experiences

“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

(Planned)
AI innovations



*Planned innovations

Introducing Joule, the AI copilot that truly understands your business.

Joule, the copilot that revolutionizes how you interact with SAP business systems including SAP S/4HANA making every touchpoint count and every task simpler.

The screenshot displays the SAP S/4HANA user interface. At the top, the SAP logo is visible, along with a 'Lab Preview' watermark. The navigation bar includes 'my Home', 'Sales Orders', 'Technical Monitoring', 'ABAP Dictionary', 'Business Process Management', and 'Enterprise Event Enablement'. The main content area is divided into two sections: 'Sales Orders' and 'Technical Monitoring'. The 'Sales Orders' section contains several cards: 'Manage Sales Orders Version 2' (with a value of 1,69 k), 'Create Sales Orders', 'Import Sales Orders', 'Manage Sales Orders' (with a value of 1,69 k), 'Track Sales Orders', and '[Obsolete] Sales Order Fulfillment Resolve Issues' (with a value of 2,3). The 'Technical Monitoring' section includes cards for 'SQL Statement Analysis', 'Application System Overview', 'Database System Overview', 'Table Analysis', 'Work Process Analysis', and 'Capture Request Statistics'. A purple 'Joule' chat window is overlaid on the right side of the screen. It features the Joule logo (a white diamond with four stars) and the text: 'Hello Rodrigo, How can I assist you?'. Below this, there is a text input field with the placeholder 'Write a reply...' and a 'Talk to me naturally.' button. At the bottom of the chat window, a disclaimer reads: 'Joule is powered by generative AI and all output should be reviewed before use. Please do not enter any sensitive personal data, and avoid entering any other personal data you do not wish to be processed.'



- 1.** Driven by our values
- 2.** Design for people
- 3.** Business beyond bias
- 4.** Transparency and integrity
- 5.** Quality and safety standards
- 6.** Data protection and privacy
- 7.** Societal challenges

SAP's **guiding principles** for artificial intelligence

- 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 artificial intelligence.

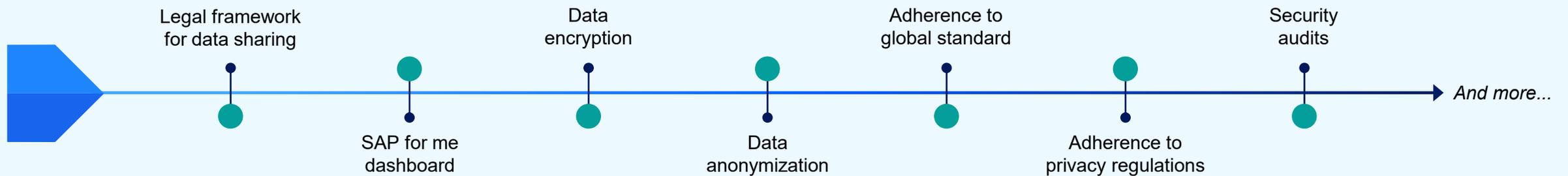
AI built on leading ethics and privacy standards

From trust to trustworthiness

Full transparency and control over your data through a central dashboard

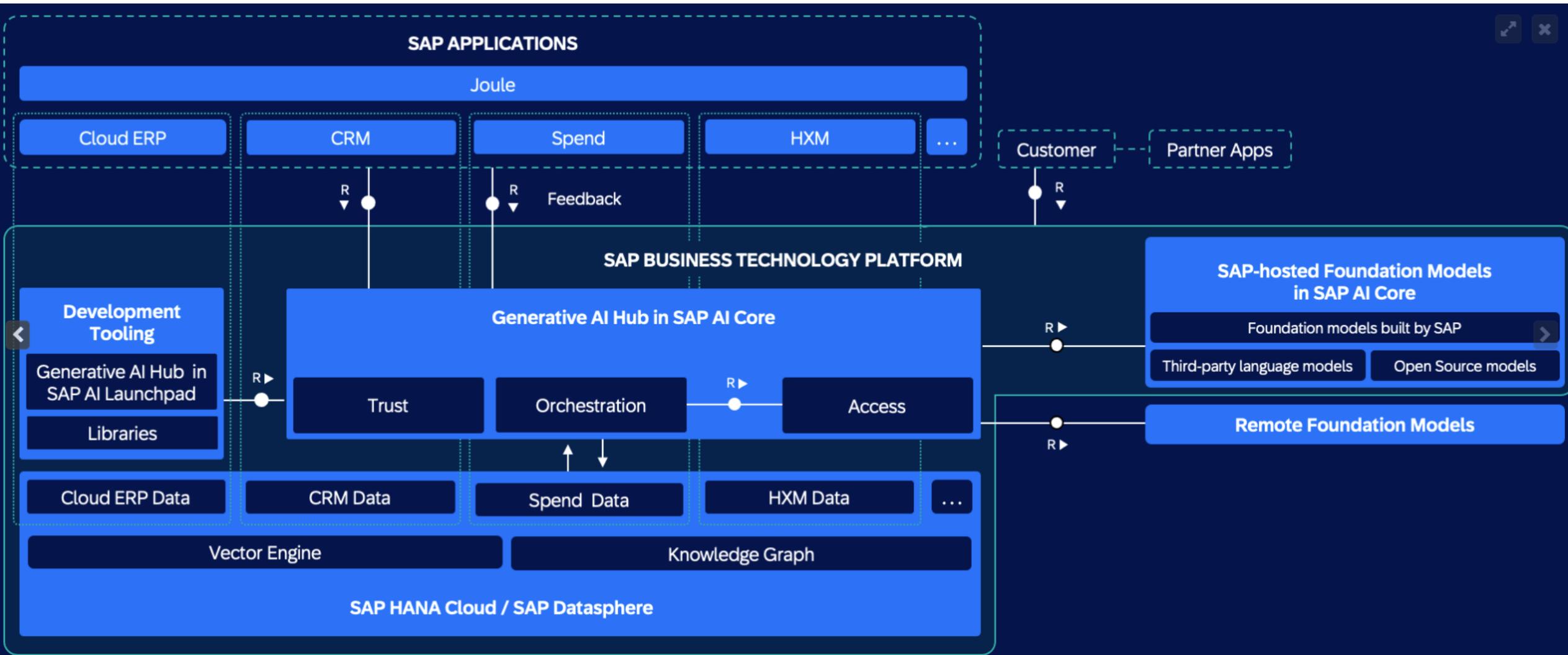
Anonymized customer data combines accuracy with uncompromised security

Security and data privacy at the core of our systems and processes from the beginning



Generative AI at SAP

Architecture overview



RISE With SAP & Ecosystem

SAP BUSINESS AI

Premium AI

RISE Premium Plus

& / Or

AI Unit Add-on

- Unlock premium AI capabilities applicable to your preferred scenarios across your SAP Cloud applications

Basic AI

Included in SAP Cloud Applications

- Access AI capabilities as part of your existing SAP Cloud applications

BTP AI Services

BTP Cloud Platform Enterprise Agreement

- Build custom AI solutions and integrate them to your SAP landscape

Ecosystem AI

SAP Store

- Procure best-of-breed AI solutions from SAP's ecosystem

SAP Business AI fundamentally changes the way in which companies operate



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

vielen Dank!
Thank you!

