



Unleashed



Marcus Lim

Head of Customer Advisory, SAP ANZ



Unleash the Next Era of Enterprise Management

Marcus Lim
Head of Customer Advisory, SAP ANZ



What Do We Hear From Our Customers



Economic Uncertainty and Geopolitical Tensions

Global economic risks, such as trade tensions and policy shifts, contribute to the uncertainties impacting cost-of-living pressures and inflation.



Workforce and Talent Development

A lack of skilled workers in many industries is constraining productivity. Talent development and retention is critical to addressing shortages.



Achieve Operational Excellence and Resiliency

Leaner, more efficient processes in business operations and reducing inefficiencies to enable faster execution is needed to address the productivity challenges and build resilience.

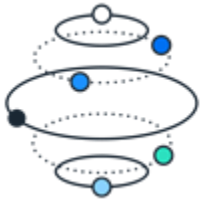


Technology, Digital Transformation and AI

AI, automation, and digital transformation are seen as essential for improving efficiency and business competitiveness.

The Reality in Many Organisations Addressing These Challenges

Four silo types are most common^(a)



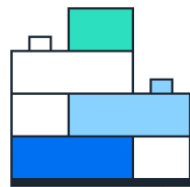
Data



Content



Technology



Functional

Silo cause underperformance^(b)

<30%

**Value obtained from Digital
Transformation**
McKinsey

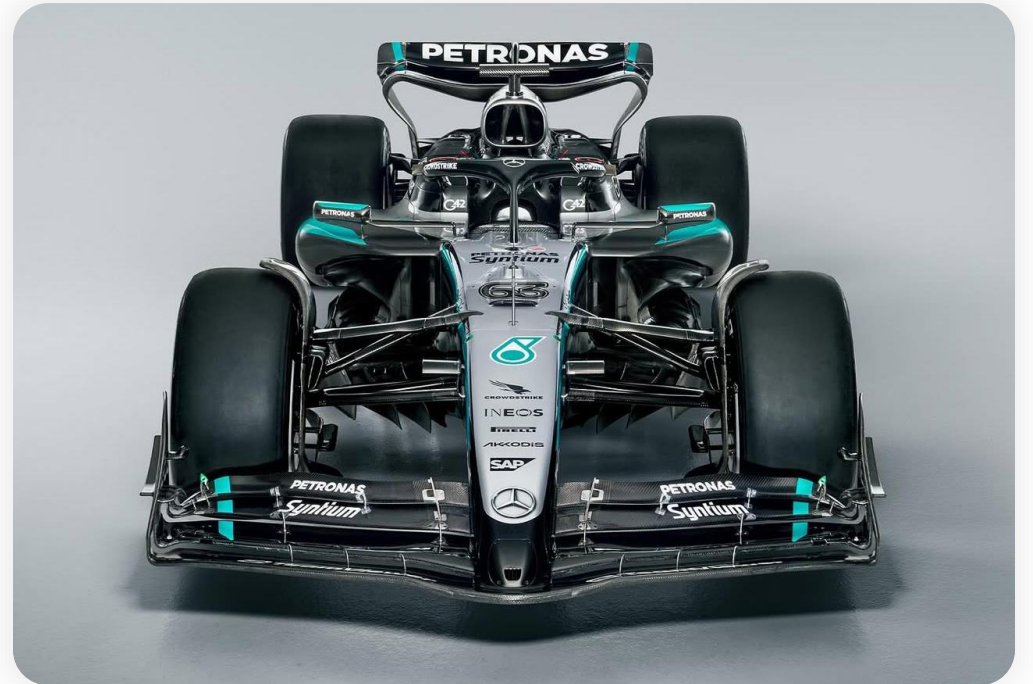
(a) 3 Ways You Can Eliminate Silos to Accelerate Digital Transformation, Inc.com

(b) Three new mandates for capturing a digital transformation's full value, McKinsey, 2022

Organisations Want Outcomes not Components

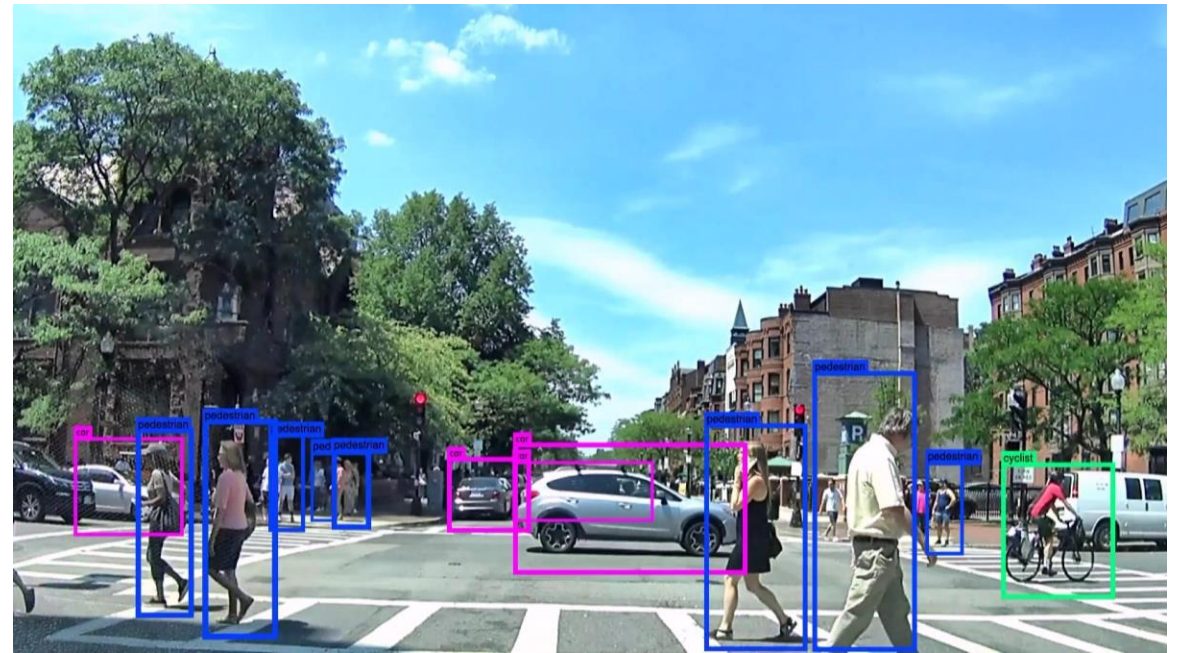


Components



Complete Solution

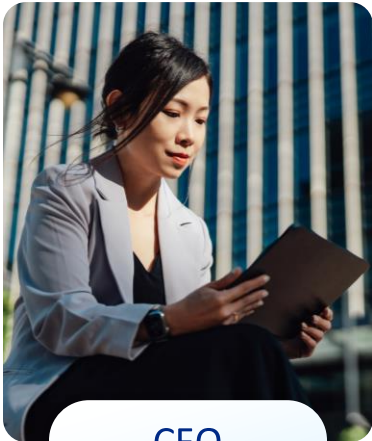
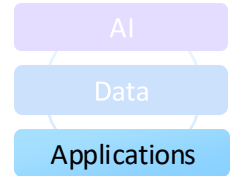
Business Suite 2000's



Business Suite 2025

Understanding the unprecedented challenges your business faces

Each challenge is unique, yet they all demand more intelligent and connected technology solutions to succeed



CFO

Steering transformation by balancing growth and profitability



CPO

Optimizing cost, quality, availability and sustainability



COO

Running resilient global supply chains amidst constant disruptions



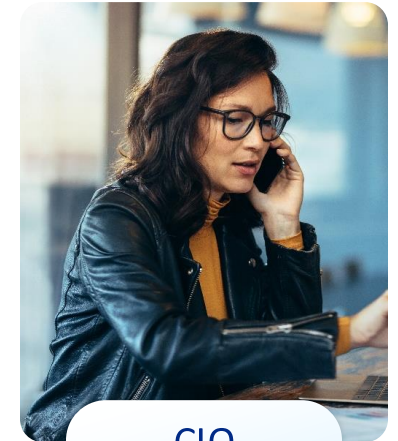
CHRO

Retaining and engaging talent as skills requirements evolve



CRO

Meeting rising customer expectations

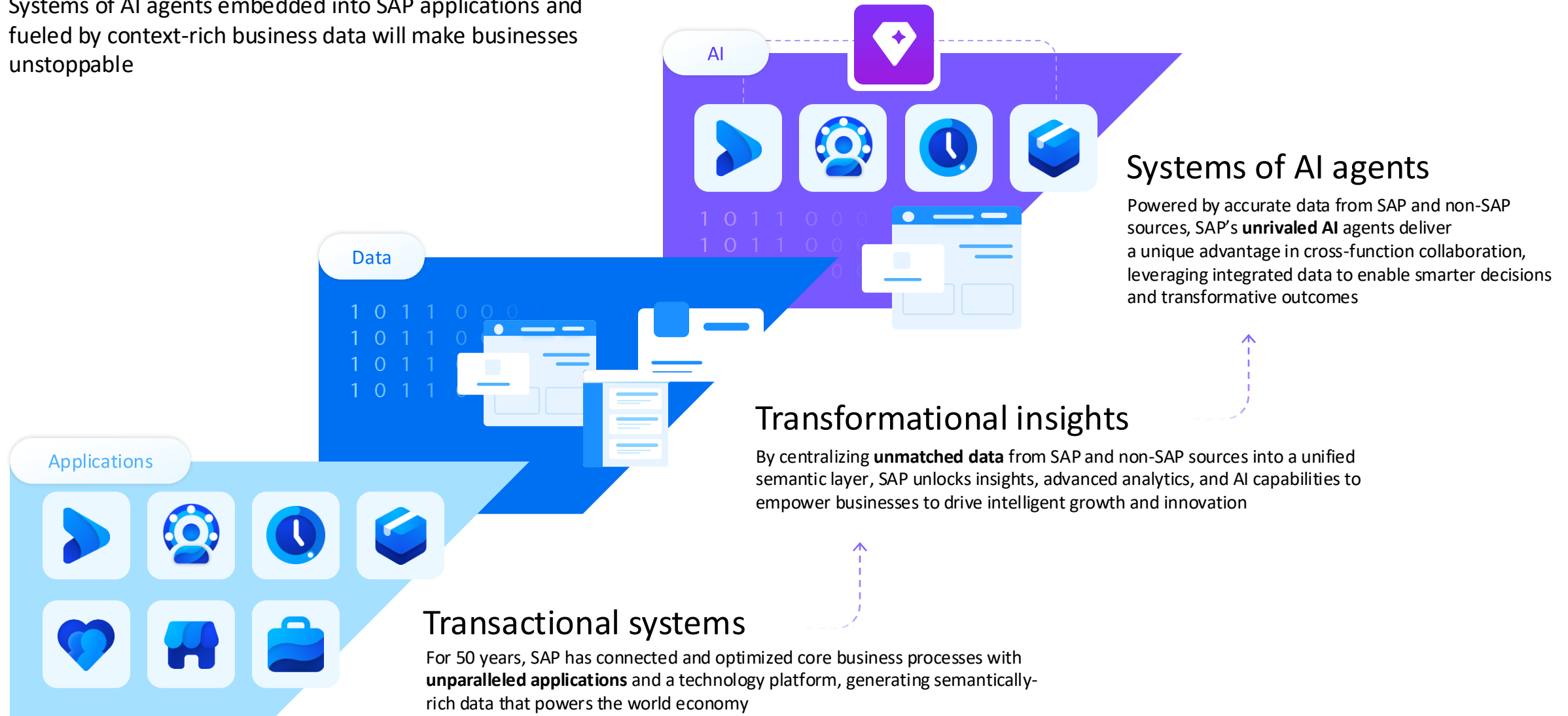


CIO

Delivering modernization and AI-powered innovation at the same time

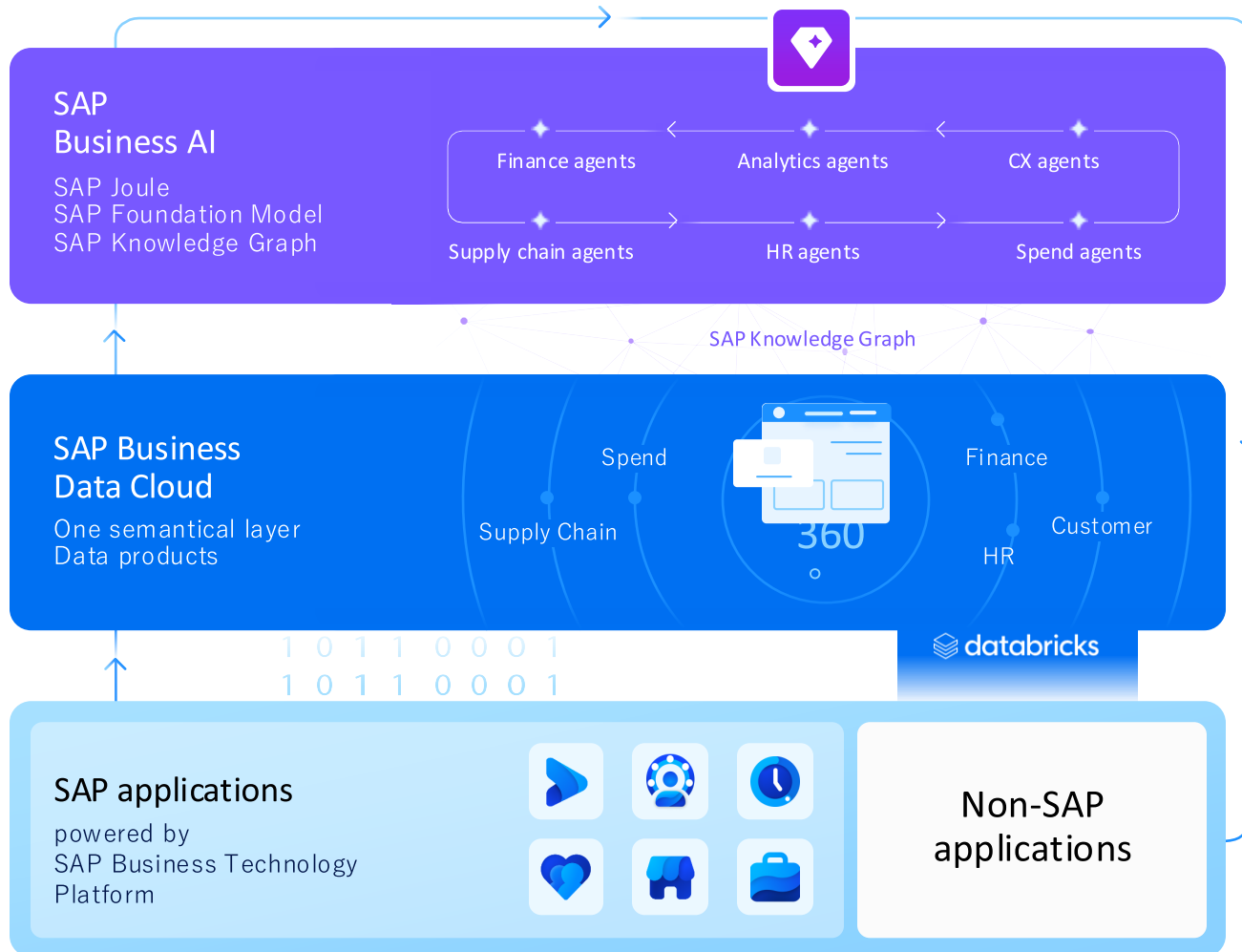
Meeting your challenges requires a new era of enterprise management

Systems of AI agents embedded into SAP applications and fueled by context-rich business data will make businesses unstoppable



Realizing our vision by bringing together applications, data, and AI

SAP is uniquely positioned to lead companies into this new era of enterprise management



Unrivaled AI

With **SAP Business AI** collaborative agents are deployed and orchestrated to enhance operations, drive real-time insights, and optimize decision-making at scale—unlocking capabilities others can't match

Unmatched Data

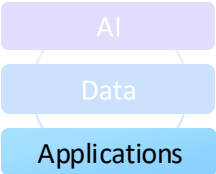
With **SAP Business Data Cloud**, the most valuable business data from every part of the business turns into a semantically-rich data treasure that fuels unrivaled AI-powered value

Unparalleled Applications

With **SAP's applications** and our technology platform, every part of the business is deeply connected, delivering end-to-end transformational value to business processes

Unparalleled Applications

SAP's applications and Business Technology Platform deliver comprehensive, connected and tailored solutions to meet your unique needs.



Comprehensive

Power end-to-end business processes with the most comprehensive, integrated portfolio of applications

Extensible and integrated

Easily connect and extend applications with generative AI powered development, automation, and integration solutions

Industry-specific

Tailored solutions for all industries, built to meet unique business needs

One suite of applications with seamlessly integrated business processes

Matching Resources

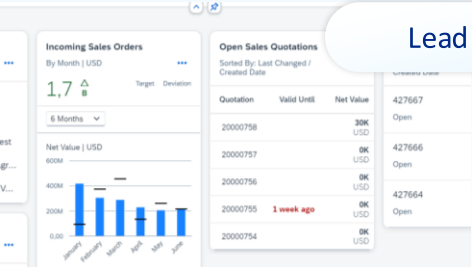
Advanced Skill Match is a score generated by the system. It is recommended to re...

Matching resources		
<input type="checkbox"/> Name	Total Match	Availability Match
<input type="checkbox"/> Joslin Holt	83.00%	100.00%
<input type="checkbox"/> Grace Morrison	81.00%	33.33%
<input type="checkbox"/> Michael Klein	85.66%	100.00%
<input type="checkbox"/> Jada Baker	85.66%	100.00%
<input type="checkbox"/> Carl Dixon	85.66%	100.00%

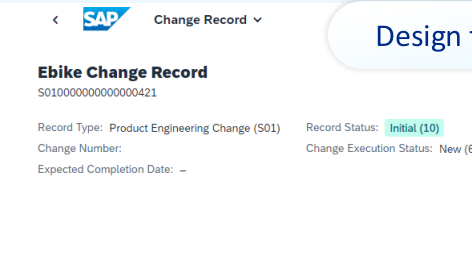
Hire to retire



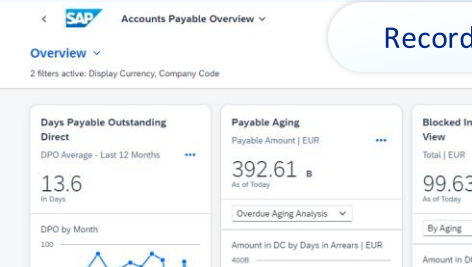
Procure to pay



Lead to cash



Design to operate



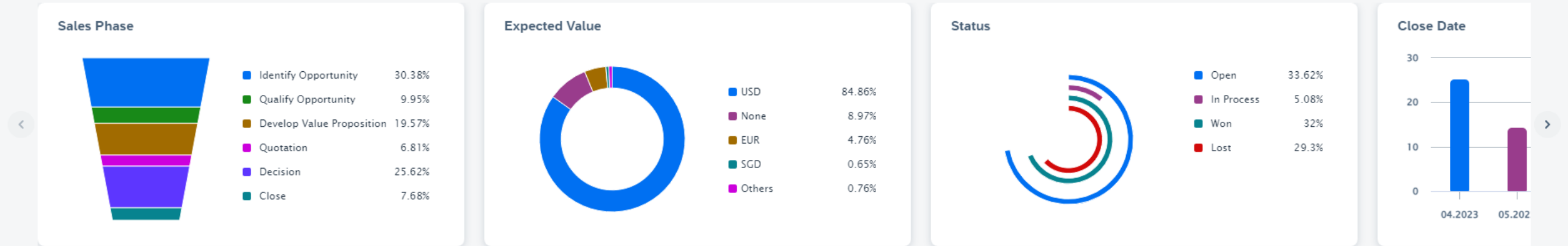
Record to report

Business Technology Platform



SAP Sales Cloud





My Team's Opportunities (284)

<input type="checkbox"/> Name	ID	Account	Sales Phase	Close Date	Owner	Phase Progress	Opportunity Score	Status
<input type="checkbox"/> Sustainability Key Deal	4094	Porcelanosa	Quotation	May 07, 2023	Mike Summers	Not Relevant	85	In Progress
<input checked="" type="checkbox"/> Media Corp Digital Services Project	4097	Media Corp	Quotation	May 01, 2023	Dwayne Ray	On Track	84	In Progress
<input type="checkbox"/> Upsell Opportunity in Q2	892	BlueChip Systems	Qualify Opportunity	Jun 18, 2023	Dwayne Ray	On Track	83	Open
<input type="checkbox"/> FMP Deal	507	Alpha Center	Close	May 16, 2023	Dwayne Ray	On Track	83	Won
<input type="checkbox"/> Upgrade Hand Towel Dispensers	693	Bluedrive	Quotation	May 24, 2023	Dwayne Ray	Not Relevant	79	In Progress
<input type="checkbox"/> Vakuum Prozessanlagen	1104	Pronto Goods	Quotation	Jul 20, 2023	Diane Williams	On Track	77	In Progress
<input type="checkbox"/> Q4 Deal BLR	1312	Silverboard Corporation	Decision	May 23, 2023	Kate Jacob	On Track	74	In Process
<input type="checkbox"/> Trade Fair Deal	247	Dresser-Rand	Develop Value Proposition	May 20, 2023	Mike Summers	On Track	73	Open

1 Selected

1

2

3

...

27

28

29

Opportunity

Set Status

4097 IN PROCESS 84

Media Corp

Opportunity

Overview Timeline

\$152,000

Expected Value

Dwayne Ray

Owner

Pipeline

Forecast Category

May 01, 2023

Close Date

20 days

in Quotation Phase

Insights

Days to Close

7 days

Expected Value Change

—

Status Change

1

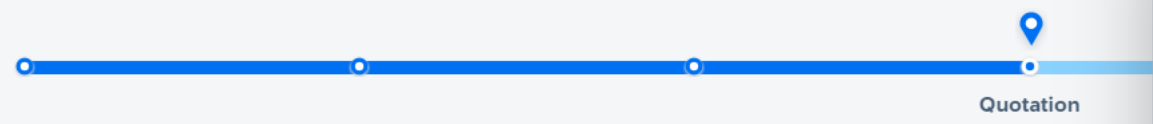
Times Closing Date Changed

0

Engagement

Opportunity | 4097

Media Corp Digital Services Proj...



General

Changes

Here are a few things you could do to accelerate the deal

You are ready to proceed. Progress

Develop Solution Proposal
May 01, 2023 Schedule

1 day since Yesterday
 Peter Gamoff

Planned

Looks like you don't have any upcoming events.

Latest Note

Share your takeaways from customer interactions.

Contacts (1)

Peter Gamoff

Primary Contact

1 day ago

Sales Team Members (4)

Dwayne Ray
Client Rep

Perry John
Forecast M

Peter Fischer
Account M

Gerald Weber
Sales En

New Chat

Today 12:44 PM

Dwayne Ray invited Perry John to the chat.

Perry: The CEO of Media Corp wants to move on the Digital Services project. Please work up an estimate in the 6 Mo / \$150k range. ✓Sent

Add a message...

SAP Sales Cloud

SAP S/4 HANA
Public Cloud


SAP SuccessFactors



Digital Media Assessment for Media Corp (S1910)

59.7 % Margin (Planned)

Customer: Media Corp (Atlanta, US)
Duration: 05/01/2023 - 11/30/2023
Project Manager: Perry John

Effort (Planned): 940 Hours
Cost (Planned): 46.35K USD
Revenue (Planned): 115K USD

Revenue (Sold): 0.00 USD
Margin (Sold): N/A
Stage: Contract Preparation



Information



Work Packages



Team



Billing



Attachments



Versions

Add Role Add Resource [Table Icon] [Settings Icon]

Role*	Delivery Organization	Work Package*	Work Item	Skills	Effort (Planned)*	Staffing Instruction	Staffed Resource	Cost (Planned)	Effort (Staffed)	Revenue (Planned)	Billing Control Category	Action	Requested Resource
Senior...	Service ...	Phase II...	Testing	Select	40 H	+	Not Staffed	2.6K USD	0 H	4K USD	Billable ▼	Analyze	Add Resource
Senior...	Service ...	Phase I:...	Solutio...	Select	100 H	+	Not Staffed	5K USD	0 H	10K USD	Billable ▼	Analyze	Add Resource
Projec...	Service ...	Phase I:...	Solutio...	Select	60 H	+	Not Staffed	3.3K USD	0 H	15K USD	Billable ▼	Analyze	Add Resource
Junior ...	Service ...	Phase II...	Docum...	Select	450 H	+	Not Staffed	18K USD	0 H	36K USD	Billable ▼	Analyze	Add Resource
Senior...	Service ...	Phase II...	Docum...	Select	150 H	+	Not Staffed	9.75K USD	0 H	15K USD	Billable ▼	Analyze	Add Resource
Projec...	Service ...	Phase II...	Docum...	Select	100 H	+	Not Staffed	5.5K USD	0 H	25K USD	Billable ▼	Analyze	Add Resource
Projec...	Service ...	Phase II...	Testing	Select	40 H	+	Not Staffed	2.2K USD	0 H	10K USD	Billable ▼	Analyze	Add Resource

Digital Media Assessment for Media Corp (S1910)






















59.7 % Margin (Planned)

Customer: Media Corp (Atlanta, US)
Duration: 05/01/2023 - 11/30/2023
Project Manager: Perry John


- Information


Work Packages


Team


Role*	Delivery Organization	Work Package*
Senior... 	Service ... 	Phase I:... 
Projec... 	Service ... 	Phase I:... 
Junior ... 	Service ... 	Phase II... 
Senior... 	Service ... 	Phase II... 
Projec... 	Service ... 	Phase II... 
Senior... 	Service ... 	Phase II... 
Projec... 	Service ... 	Phase II... 

Resource

Search 

Resource: 

Role Match(Yes/No): 

Resource Role: 

Go

Adapt Filters (1)

Filter: Duration (06/01/2023 - 10/31/2023), Hours (150 H), Role (Senior Consultant)

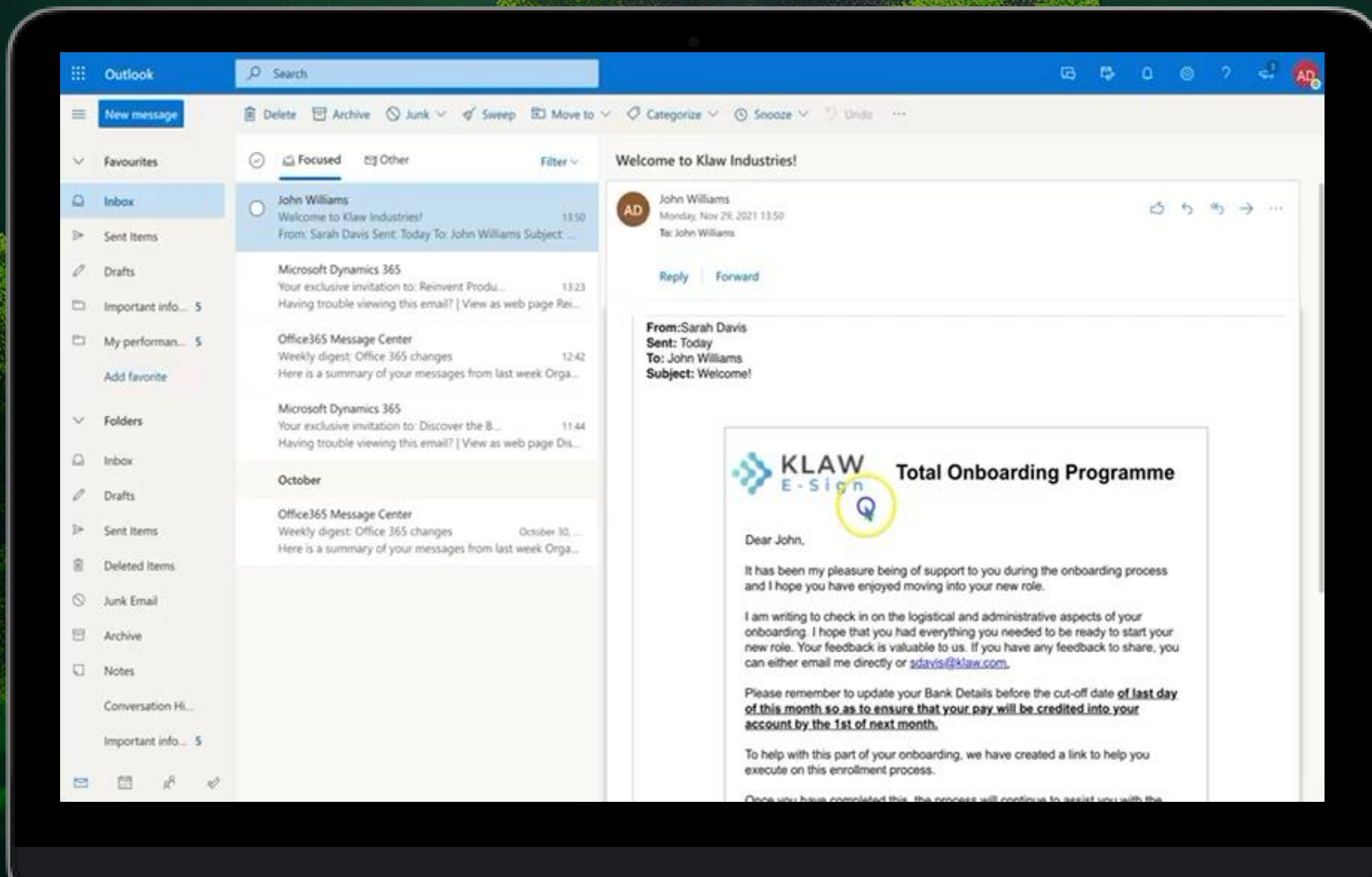
Resources (40)

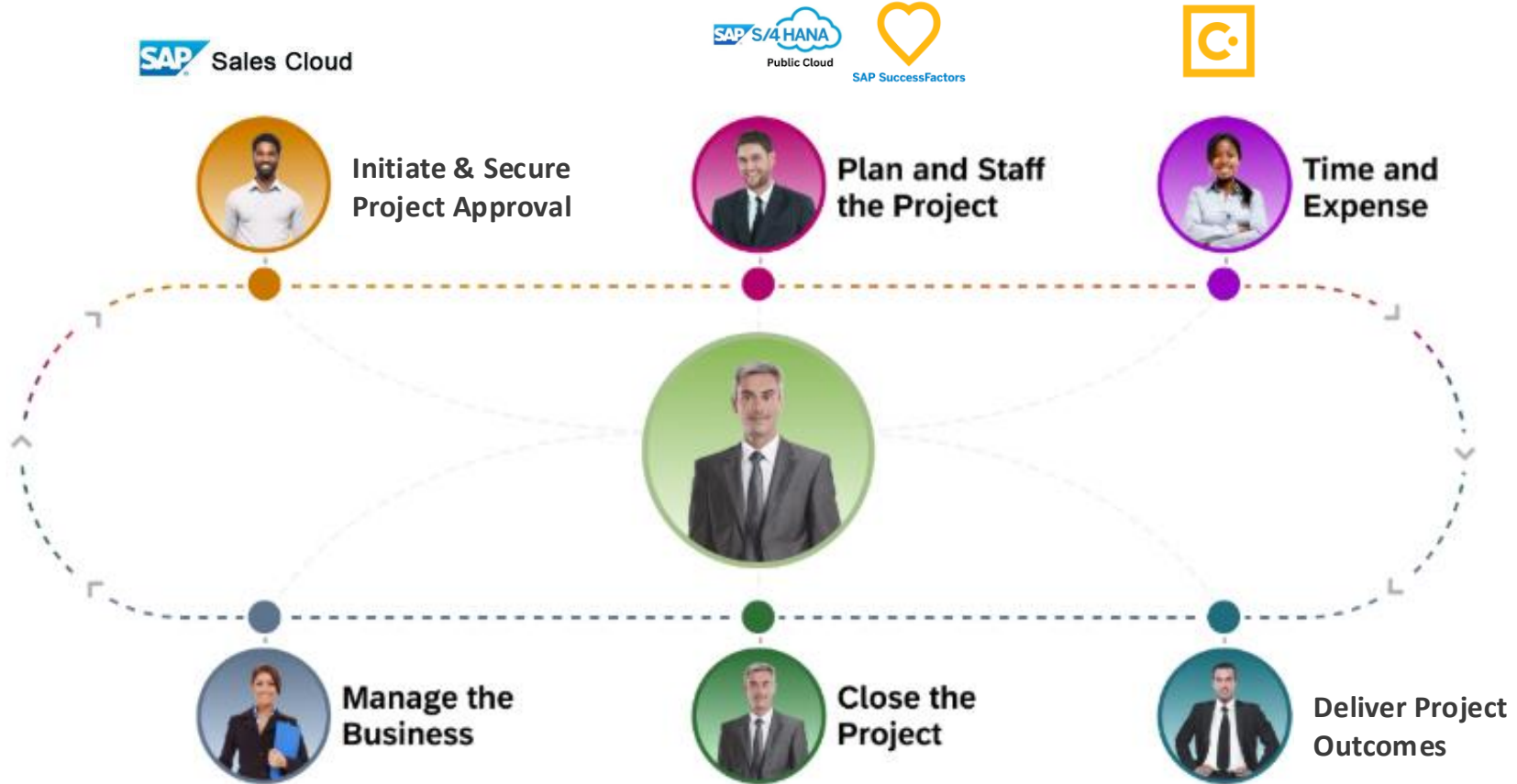
Picture	Resource	Role	Availability Hours	Service Organization	Availability (Total Hours)	Total Match
<input checked="" type="radio"/> 	Joslin Holt	Senior Consultant	184 H	Service Organization United States (1710)	100%	<div><div>100%</div></div>
<input type="radio"/> 	Abitha Bowles	Senior Consultant	85 H	Service Organization United States (1710)	85%	<div><div>92%</div></div>
<input type="radio"/> 	Andrea Hernandez	Senior Consultant	65 H	Service Organization United States (1710)	65%	<div><div>82%</div></div>
<input type="radio"/> 	Hester Gale	Senior Consultant	64 H	Service Organization United States	64%	<div><div>81%</div></div>

Add to Role

Close

Accelerate Onboarding







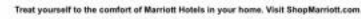
Receipt Viewer



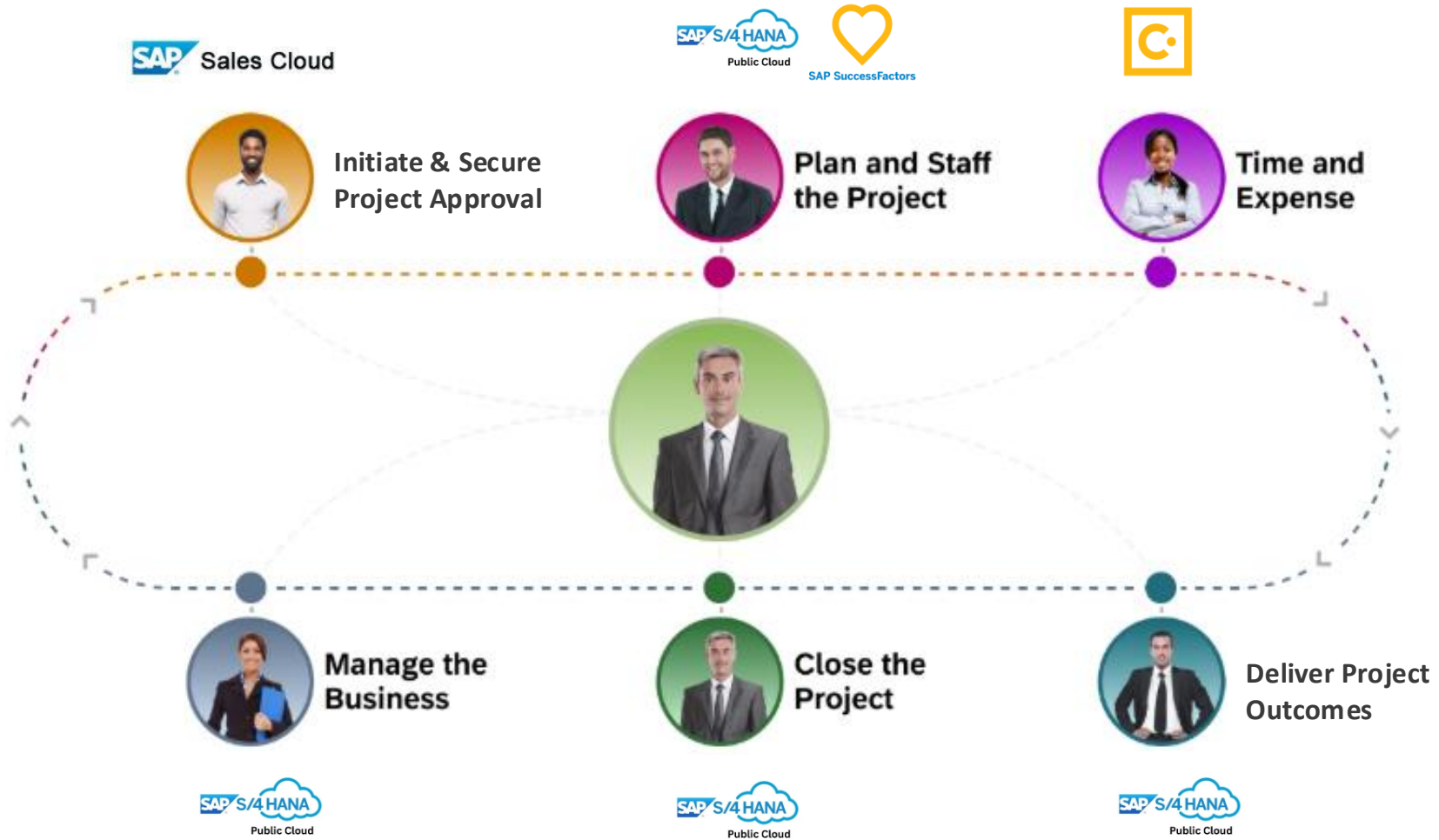
635	DATE	11/05	04/02/19	07-40	19093
CONK	NO COMPANY NAME	DATE	03/31/19	17-28	ACCT#
17170 RADCLIFFE PL					
WILLOWDALE MO 63125250					
201	PASSPORT	VSX0000000000000219			
12/05	12/05/19				MBV# XXXXXX1530

DATE	REFERENCES	CHARGES	CREDITS	BALANCES DUE
02/11	ROOM 19	635.1	110.00	
02/11	STATE TX	635.1	6.00	
02/11	LODGE TX	635.1	3.30	
02/11	STV TAX	635.1	168.88	
04/07	STATE TX	635.1	6.37	
04/07	LODGE TX	635.1	3.34	
04/07	CITY TAX	635.1	4.54	
04/07	STV TAX		252.06	
PAYMENT RECEIVED BY: VISA		XXXXXXXXXXXX000219		

Your Marriott Bonvoy points/miles earned on your eligible earnings will be credited to your account. Check your Marriott Bonvoy Account Statement for updated activity. See members.marriott.com for new Marriott Bonvoy benefits.

[illegible]

Replace



FSV:*

YPS2 (SAP Best Prac... x

🔗

Ledger:

0L (Ledger 0L) x

🔗

Company Code:

🔗

Project:

S1910 (Digital Medi... x

🔗

Fiscal Period:

🔗

Fiscal Year:

🔗

Customer Group:

🔗

Adapt Filters (3)

Go

Navigation Panel

Dimensions

⚙️ ▾

Search Dimensions

Q

Rows

⚙️

Customer

≡

≡

Project

≡

≡

Columns

⚙️

Measures

≡

≡

Available Fields

Billable Control

≡

≡

Business Transaction T...

≡

≡

Company Code

≡

≡

Cost Analysis Resource

≡

≡

Cost Center

≡

≡

Customer Group

≡

≡

Customer Supplier Ind...

≡

≡

Division

≡

≡

Fiscal Period

≡

≡

Fiscal Year

≡

≡

Fiscal Year Period

≡

≡

Full Name

≡

≡

G/L Account

≡

≡

Item Text

≡

≡

Ledger

≡

≡

Origin Profit Center

≡

≡

Personnel Number

≡

≡

Product

≡

≡

Product Sold

≡

≡

Product Sold Group

≡

≡

Profit Center

≡

≡

Sales Employee

≡

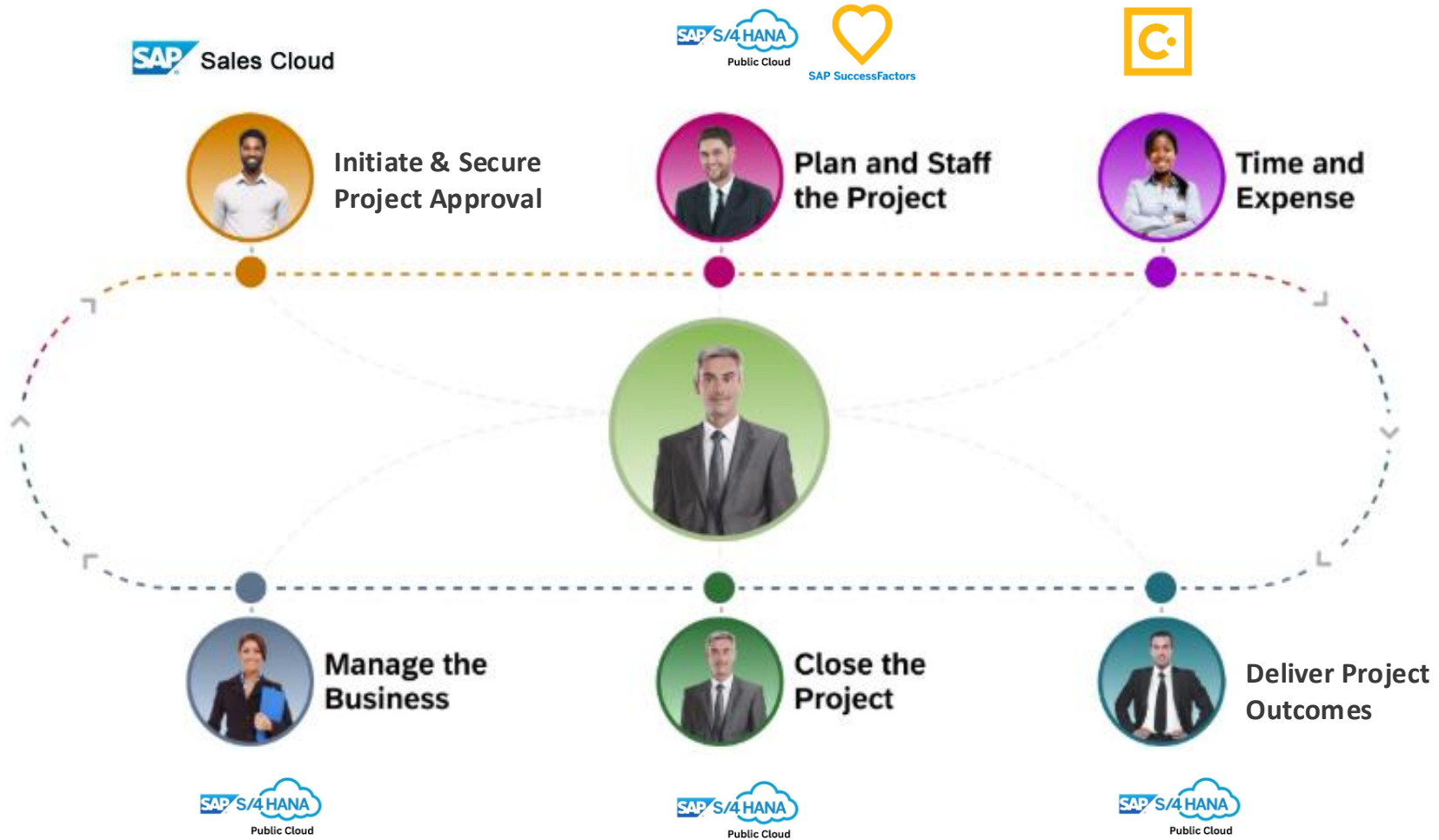
≡

Sales Organization

≡

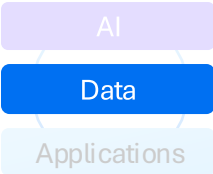
≡





Unmatched Data

With SAP Business Data Cloud, your most valuable business data from every part of your business turns into a semantically-rich data treasure that fuels unrivaled AI-powered value for your business



Unleash Transformative Insights

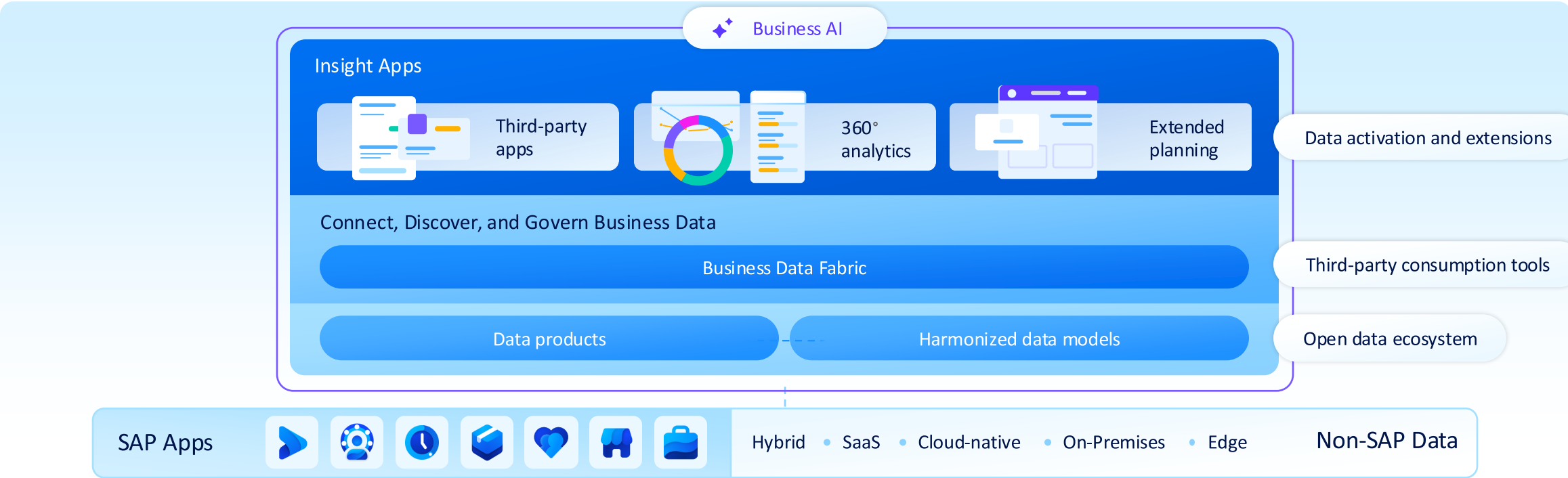
Make faster, smarter decisions with business-ready data and context grounded in industry-standard best practices

Connect All Your Data

Harmonize all mission-critical data with an open data landscape and give a complete, actionable view of the organization

Foster Reliable AI

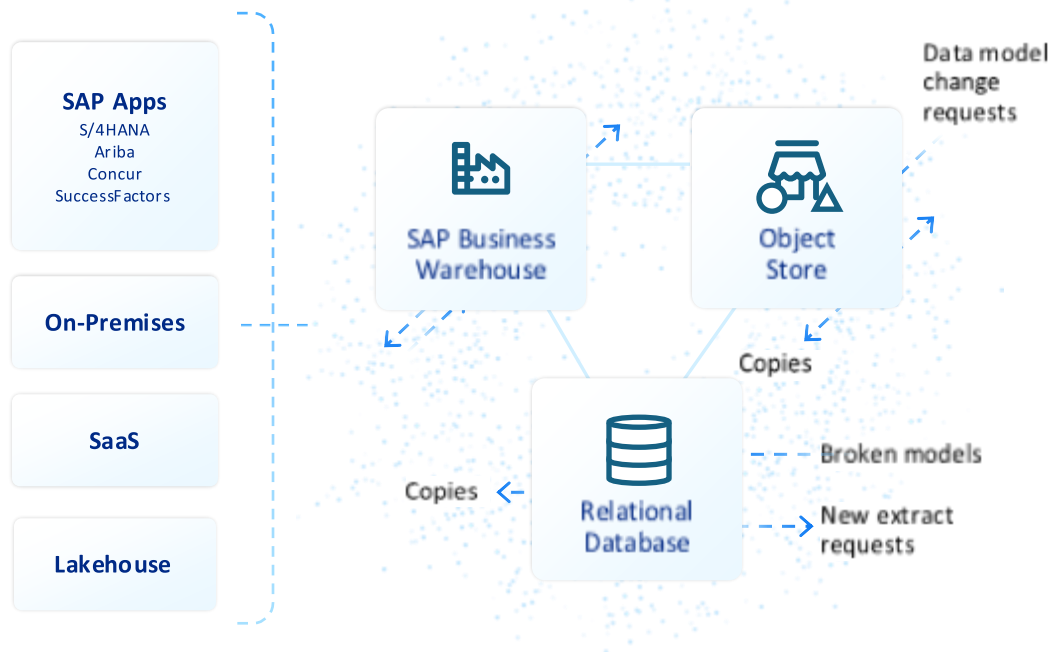
Ensure data across applications and operations have a foundation for generative AI that is reliable, responsible, and relevant



Accelerating Insights to Action

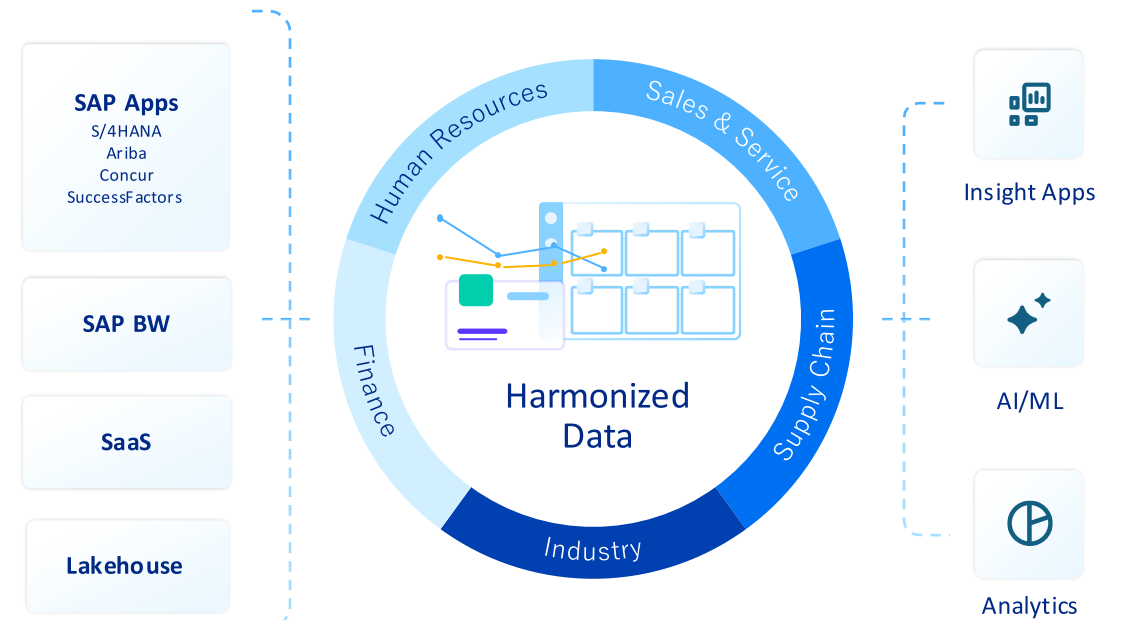
Current

The hidden tax of data extracts and ongoing maintenance



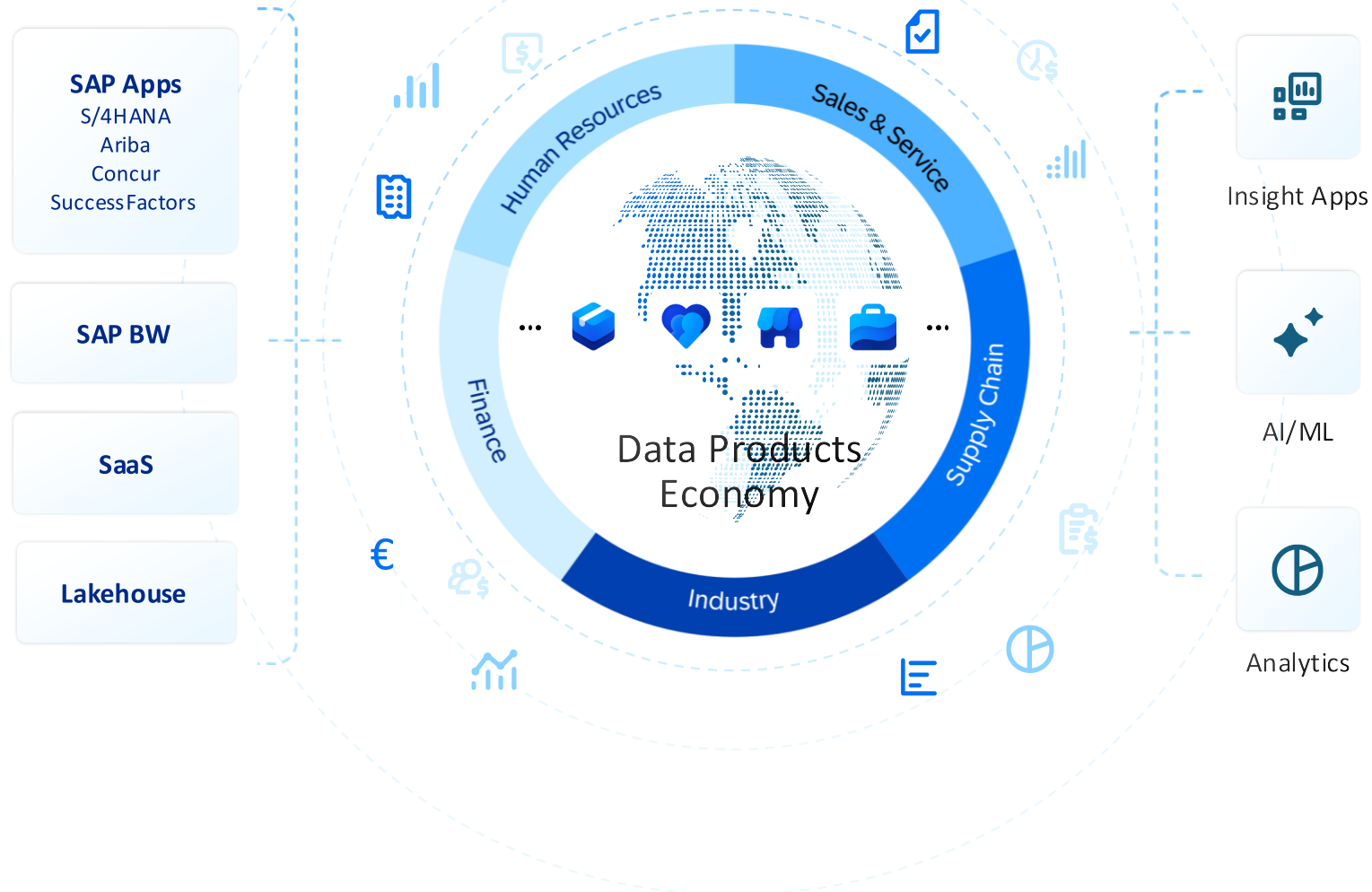
Future

Immediate data-to-decision with SAP Business Data Cloud



Business Data Cloud creates a new data economy

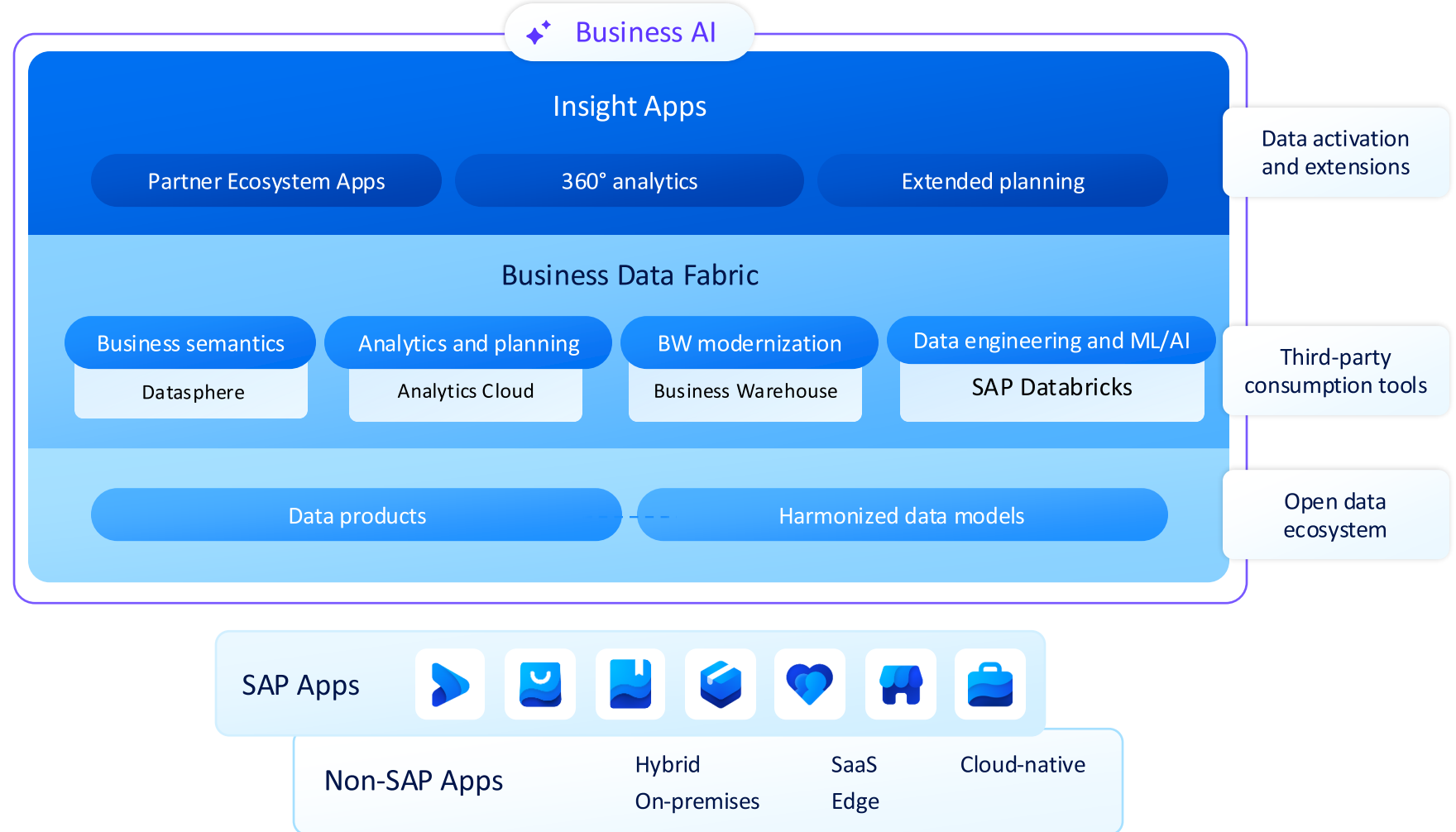
Customers and partners can generate unique data products, AI models, Insights Apps, and fully participate in SAP's data economy



SAP Business Data Cloud

A comprehensive strategy for enterprise data

Delivering the Best TCO with a Clear Path Forward for all SAP Customers

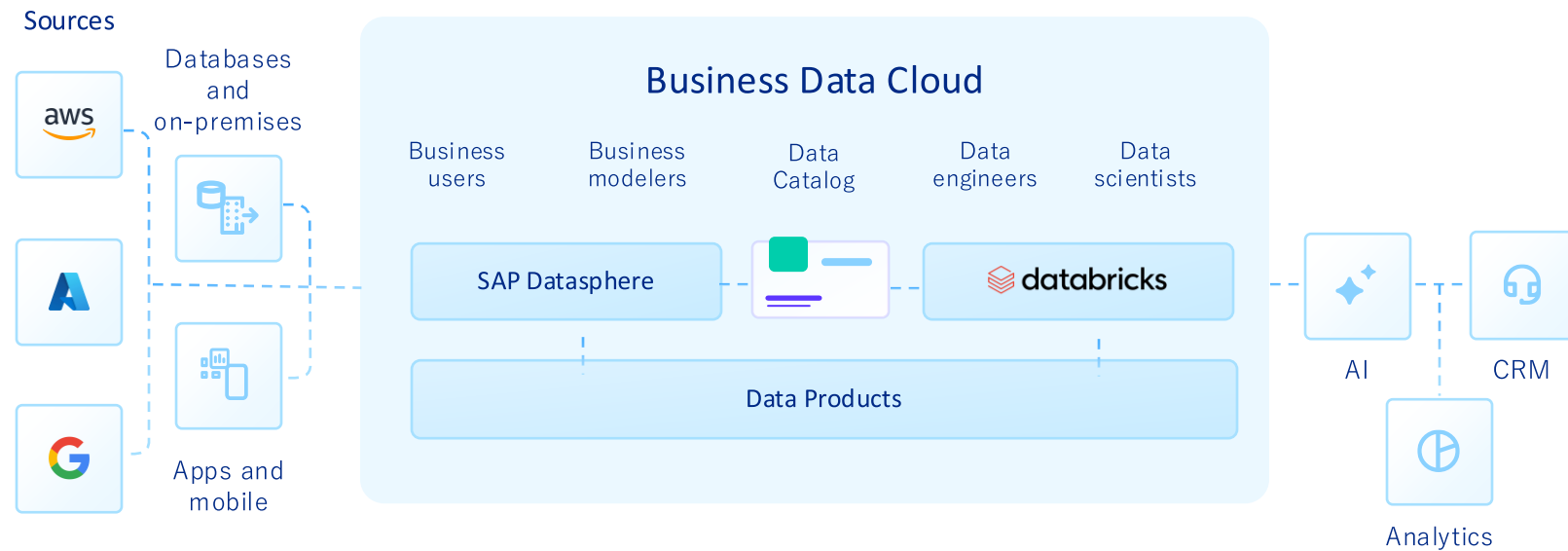


Build AI/ ML applications that understand your SAP data

Databricks is a market leader for data engineering, data science and AI/ML on top of their Lakehouse platform

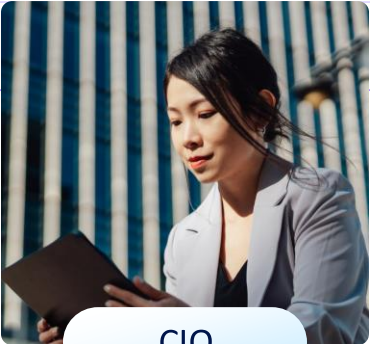
SAP Databricks

- Brings industry leading data engineering, data science and AI/ML capabilities to SAP data
- Natively integrated with SAP Business Data Cloud
- Brings industry leading data engineering and data science capabilities to SAP's Business Data Fabric
- Optimized to work with SAP Datasphere and SAP Data Products allowing for zero-copy data exchange



Insight Apps across all SAP Application Pillars

Partner
Ecosystem Apps



CIO



CFO



CHRO



CRO



COO

Core Enterprise Analytics

- Working Capital
- Finance Foundation
- Sales Analysis
- Enterprise Asset Mgt
- Service Analysis
- Solution Business
- ++

Spend Analytics

- Spend Control Tower
- Procurement analysis
- Supplier risk analysis
- Contract Management
- Consolidated Spend analysis
- ++

People Analytics

- Employee Central
- Learning
- Skills
- Recruiting
- Talent
- ++

Customer Analytics

- Customer Data Platform
- Customer Management
- Sales planning & analysis
- Stock forecasting
- ++

Supply Chain Analytics

- Order Management
- Inventory and Costing
- Procurement
- Manufacturing
- ++

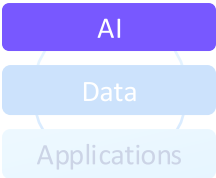
Spendscape
by McKinsey

DataRobot

pwc ...

Unrivaled AI

With SAP Business AI enhances operations, drives real-time insights, and optimizes decision-making at scale—unlocking capabilities others can’t match



Introduce AI as the new UI

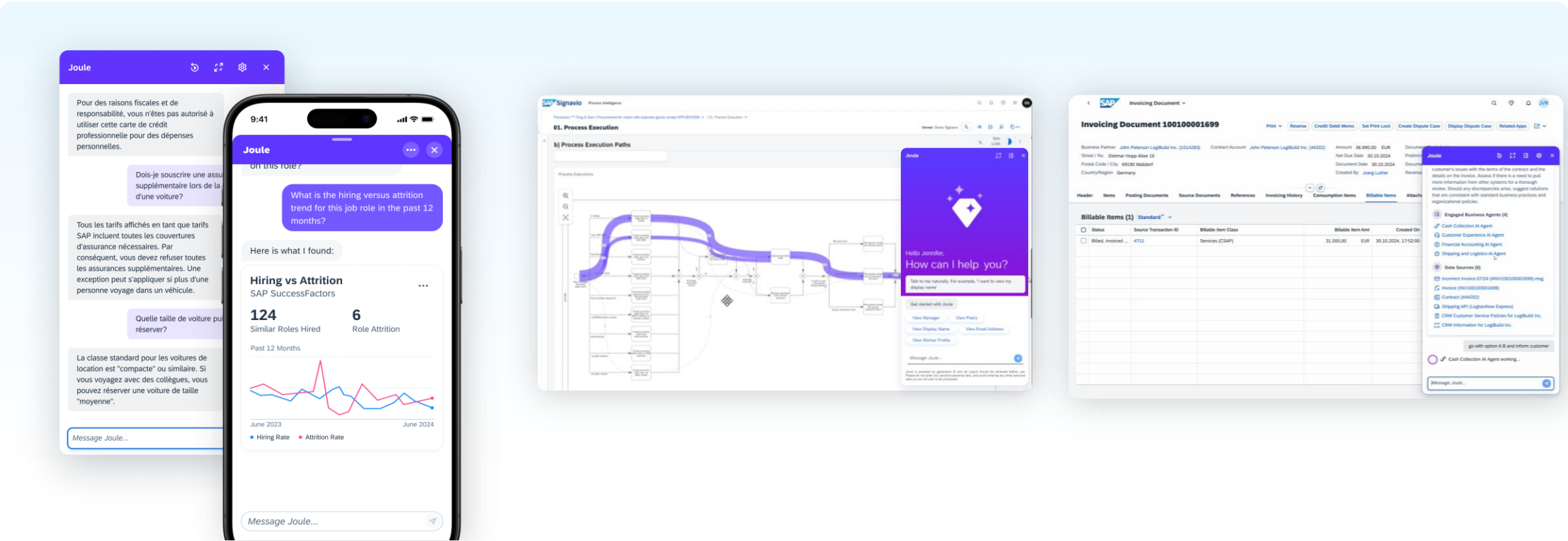
Rethink user experience with intuitive and persona-based AI that guides you in every interaction while delivering unmatched outcomes, at scale.

Accelerate Cloud Transformation

Supercharge your SAP journey with AI-powered tools that accelerate your move to the cloud, fast and efficiently.

Innovate with Impact

Amplify your potential and innovate like never before with advanced AI agents collaborating across the entire enterprise and generative AI that understands the context of your business.



130+

embedded AI use cases

delivered in 2024

More than

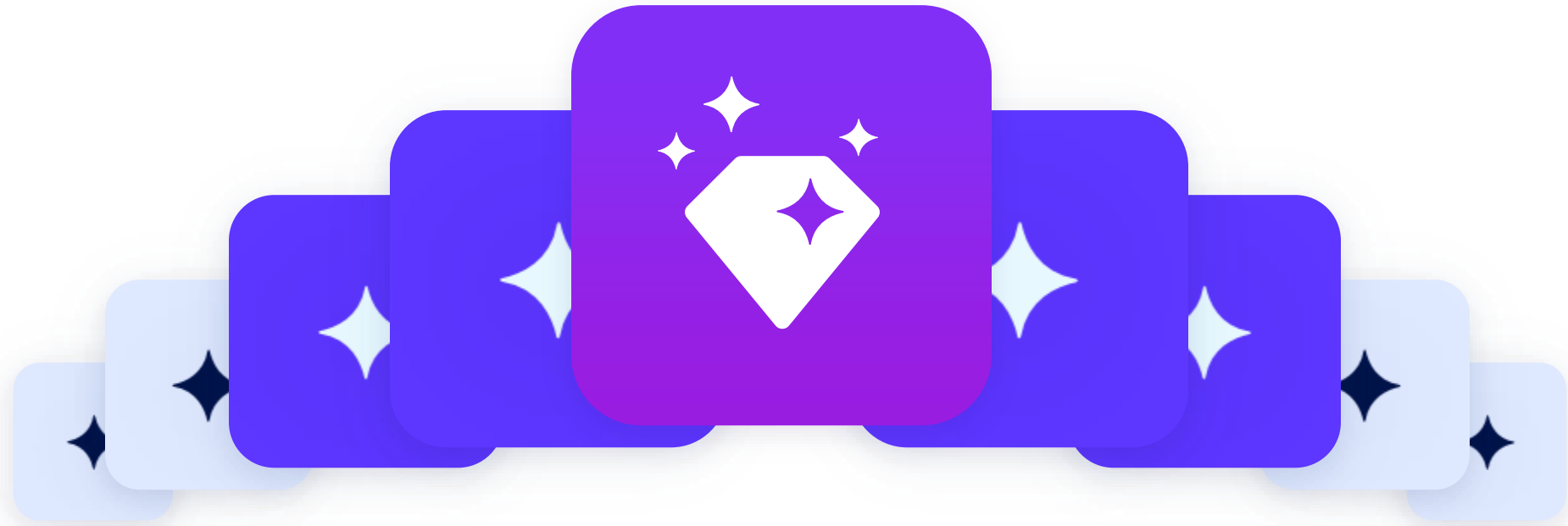
\$155 million

in potential savings

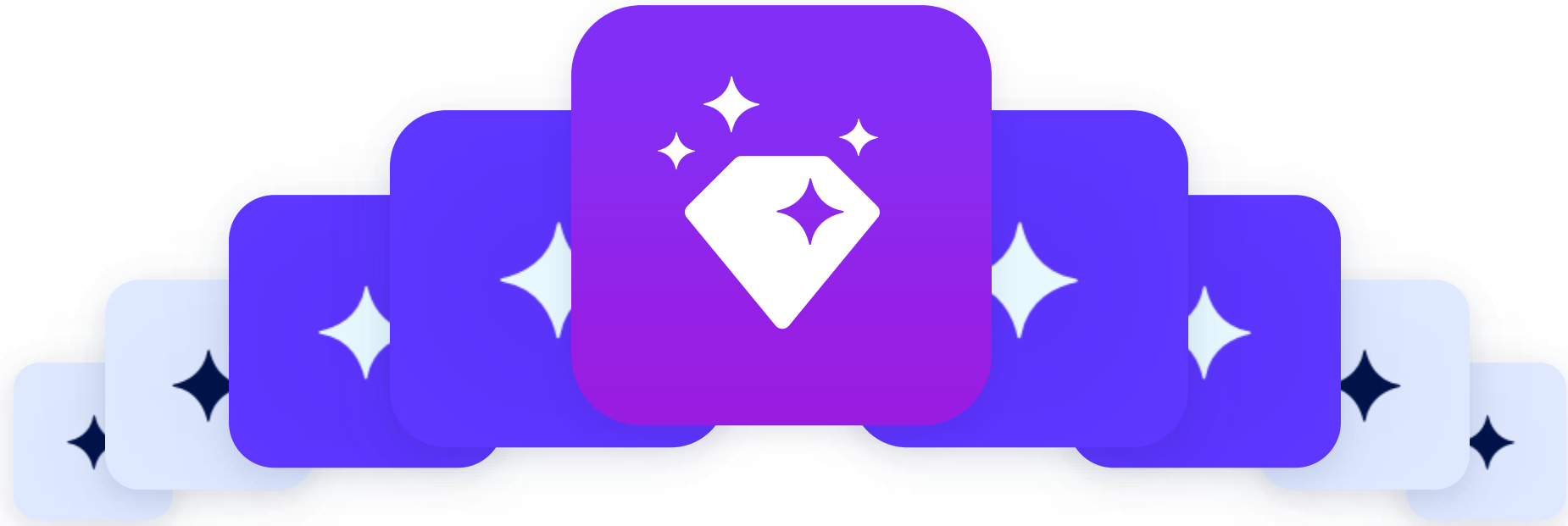
Joule Agents



Joule Agents

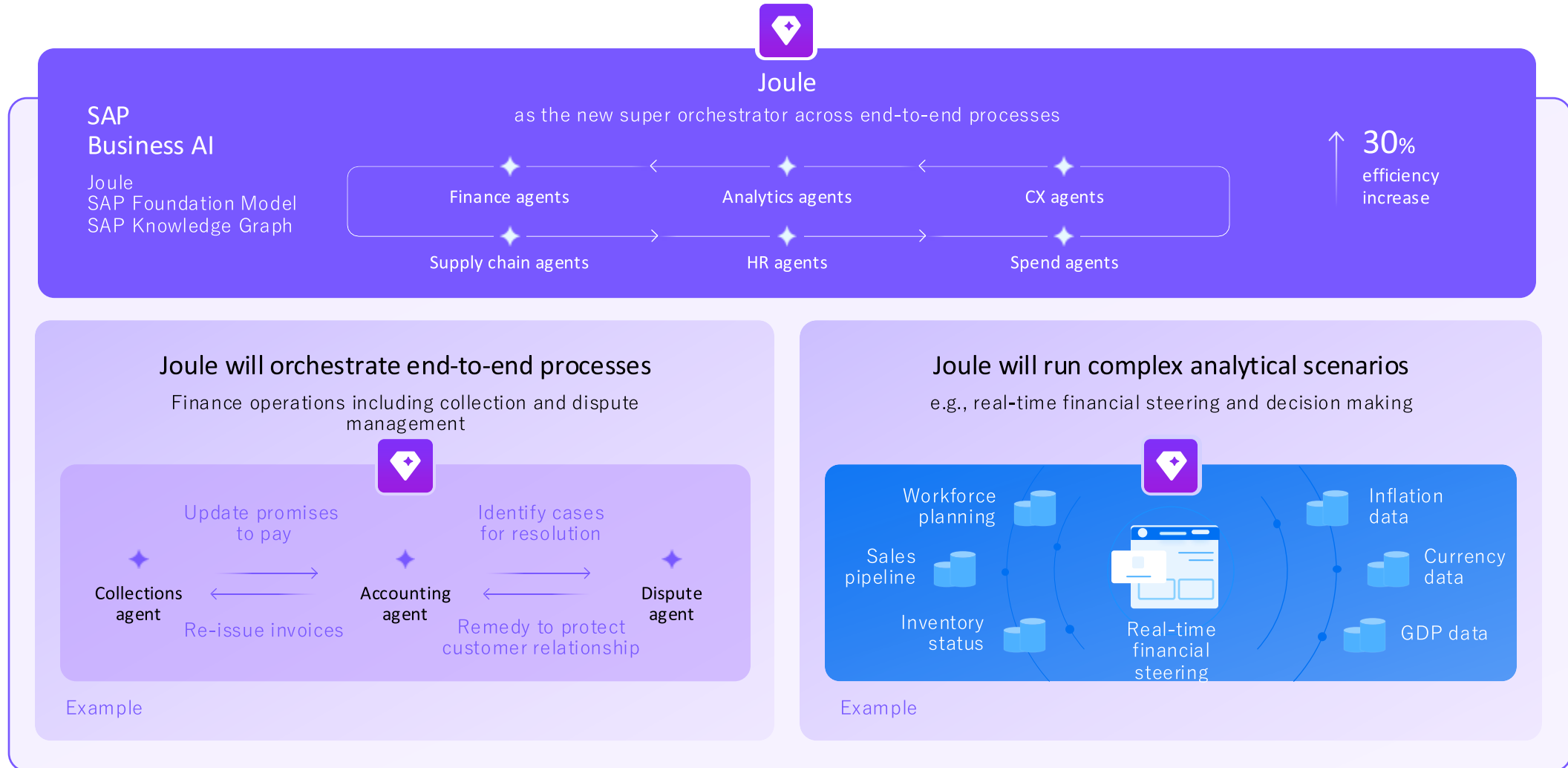


Joule Agents



Systems of AI agents

Orchestrating across end-to-end processes and optimizing end-to-end planning



Dispute Resolution with Joule Agents



Dispute management
agent



Sourcing
agent



HR advisor &
self-service agent



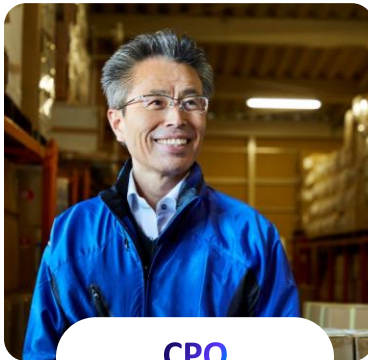
CFO



CRO



COO



CPO



CHRO



CIO



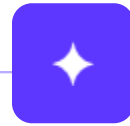
Accounts receivables
agent



Service rep
agent



Spare parts
agent



Category manager
agent



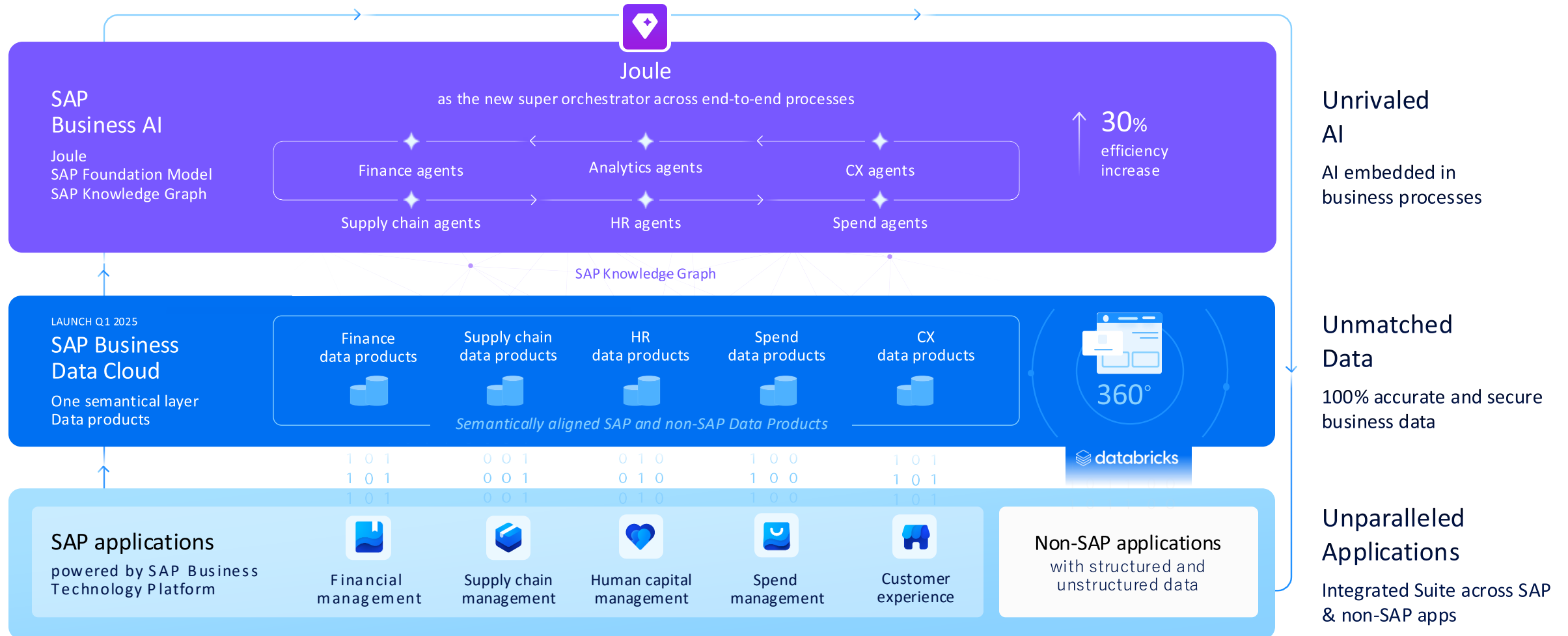
Recruiting
agent



ABAP code
agent

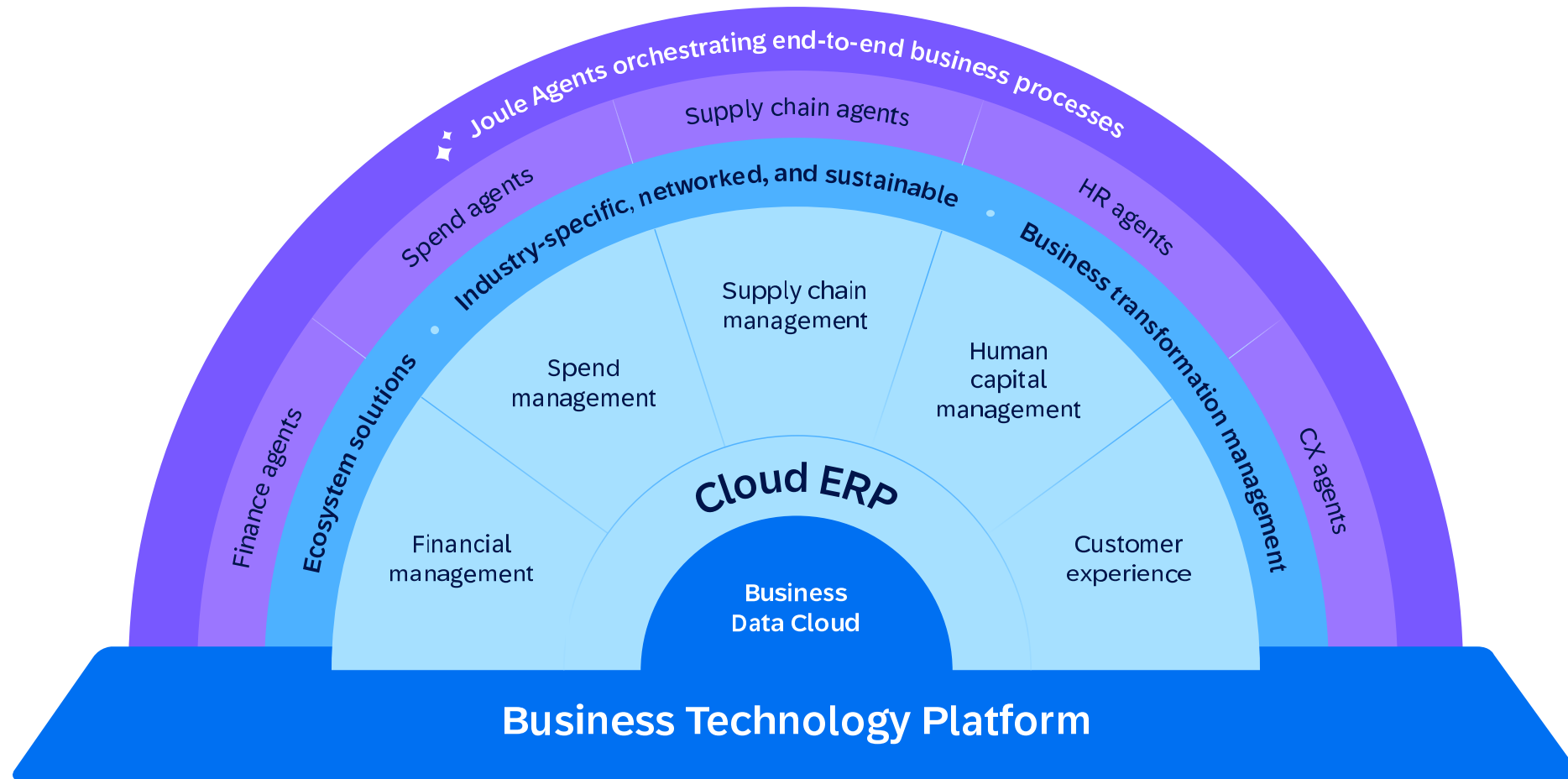
Bringing together applications, data, and AI

SAP brings all components together to lead the way into the next era of enterprise management



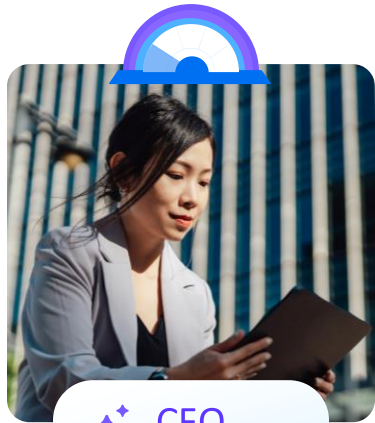
SAP Business Suite

The future of enterprise management



Solving individual challenges. Unleashing collective power.

SAP Business Suite delivers AI-powered value to every part of your business. But the real magic happens when everything comes together.



✦ CFO

Leverage **AI-powered financial forecasting** to enhance planning and balance growth with profitability



✦ CPO

Use **AI-driven supplier insights** to optimize supplier selection and manage procurement risks



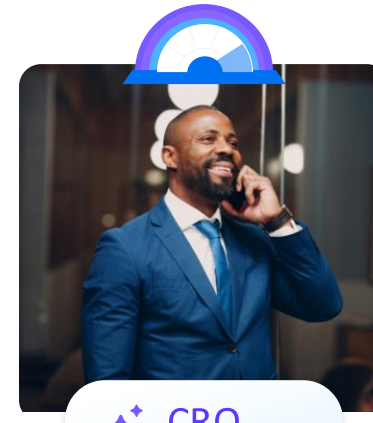
✦ COO

Harness **AI-powered analytics** to predict and respond to supply chain disruptions in real time



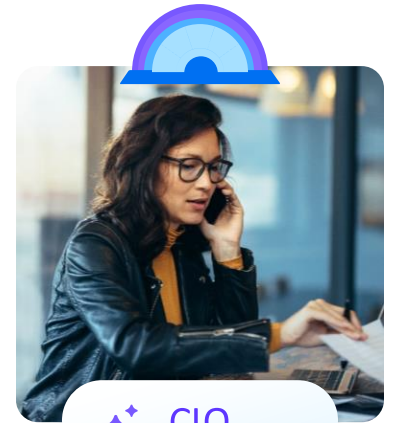
✦ CHRO

Utilize **AI-infused workforce insights** to identify and address skills gaps



✦ CRO

Apply **AI-enabled personalization** to customer interactions and predict sales opportunities



✦ CIO

Deliver IT modernization and AI-powered innovation with the **SAP Business Suite**

We need to put AI at the heart of what we do
(not just the products)



SAIP

Thank you!

