

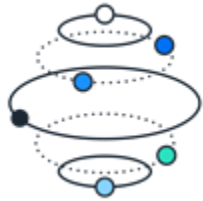


SAP Bring Out Your Best The **A**gentic, **I**nnovative Enterprise

Peter Moore
CRO Enterprise Cloud APJ

The Reality in Today's Business

Four silo types are most common^(a)



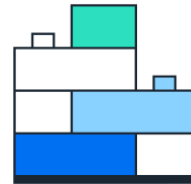
Data



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

Business Suite Evolution



Technological mega trends



Super
computing



Cyber
security



Cloud
computing



Physical-virtual
convergence



Hyper-
connectivity

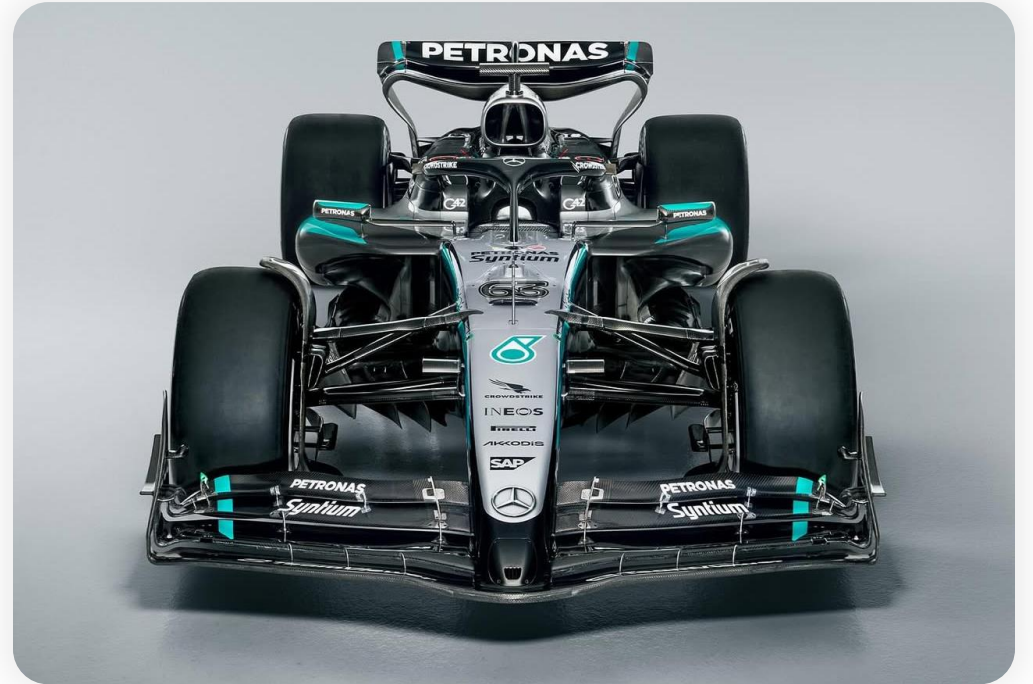


Artificial
intelligence

Customers Wanted Outcomes not Components



Components



Complete Solution

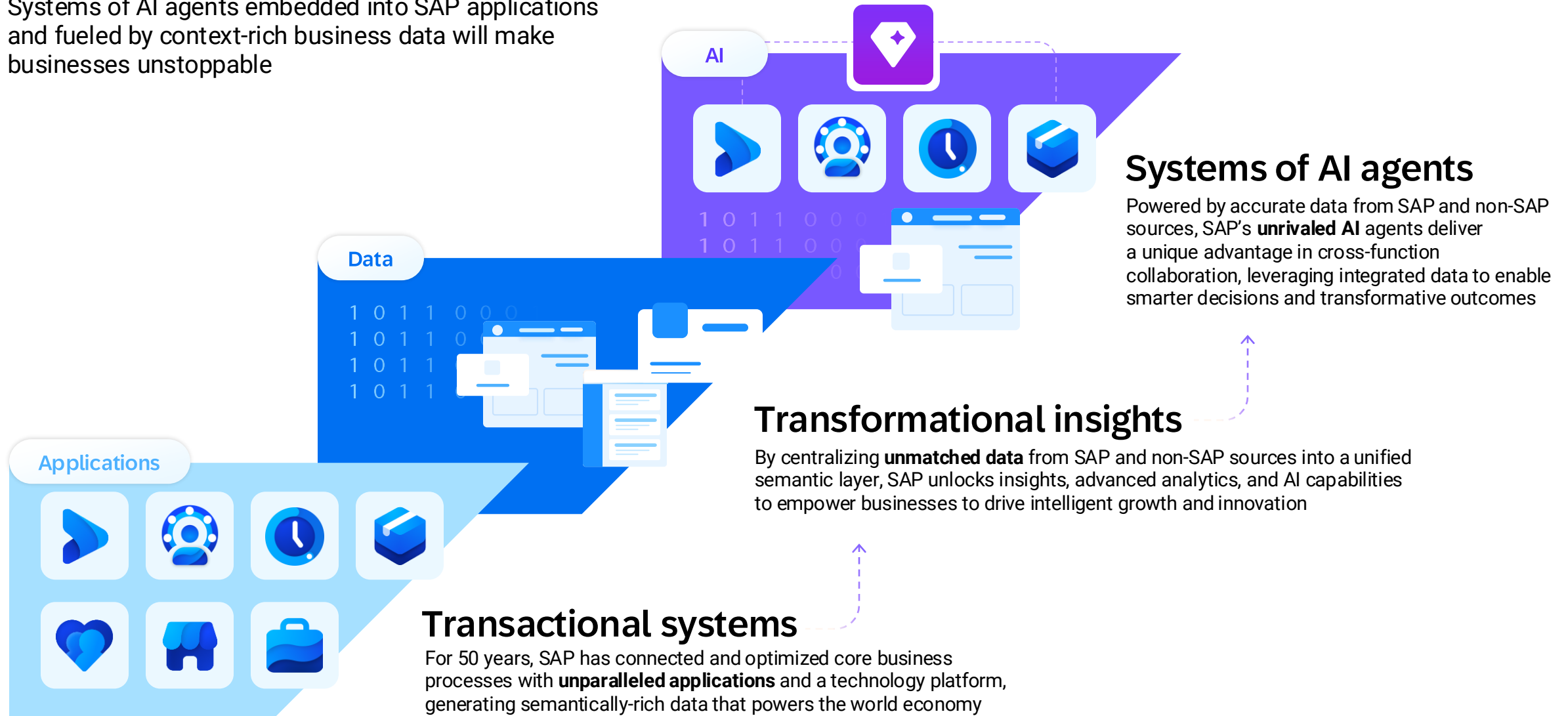
Business Suite 2000's



Business Suite 2025

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



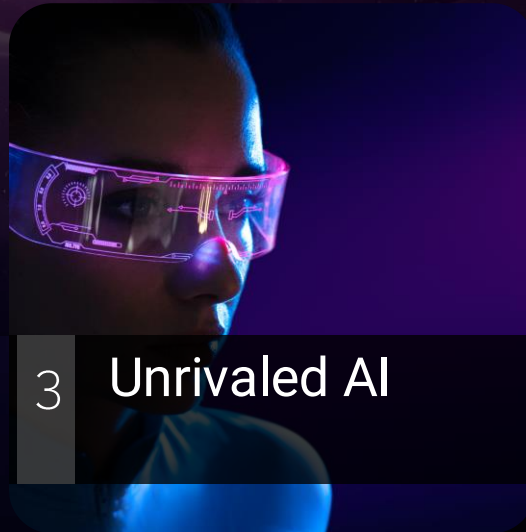
Bring Out Your Best In Every Business



1 Unparalleled
Applications



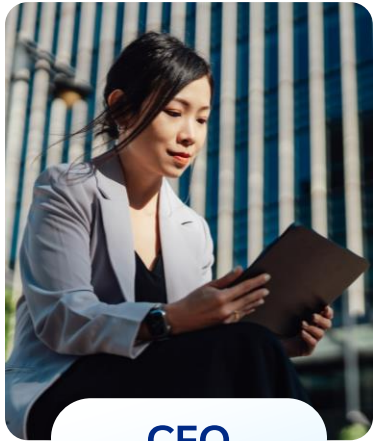
2 Unmatched Data



3 Unrivaed AI

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



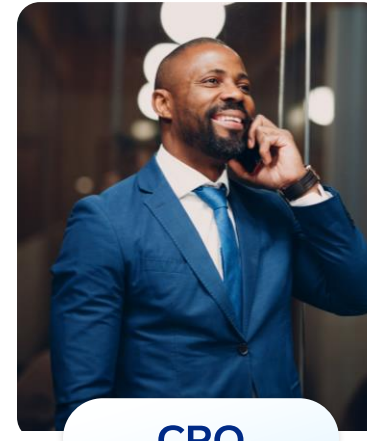
COO

Running resilient global supply chains amidst constant disruptions



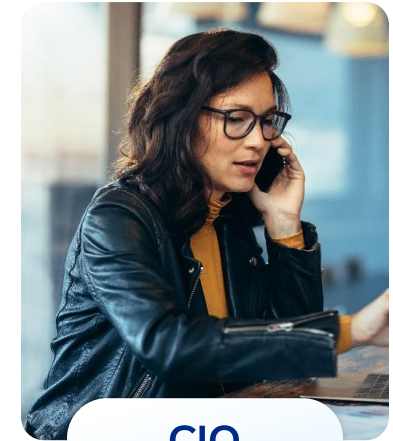
CHRO

Retaining and engaging talent as skills requirements evolve



CRO

Meeting rising customer expectations

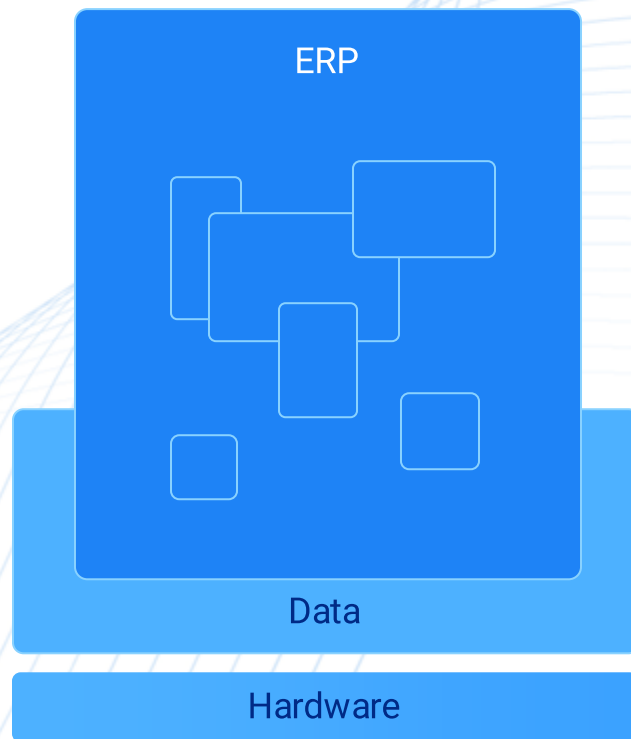


CIO

Delivering modernization and AI-powered innovation at the same time

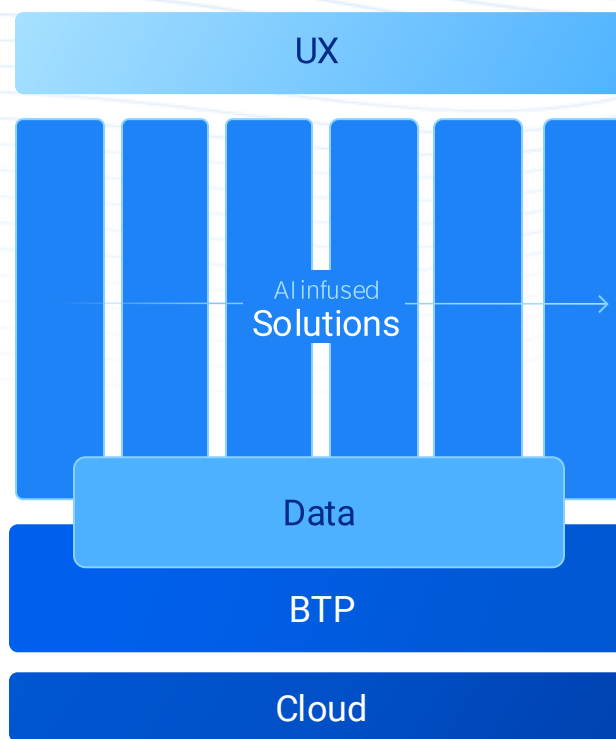
Past

Execute transactions



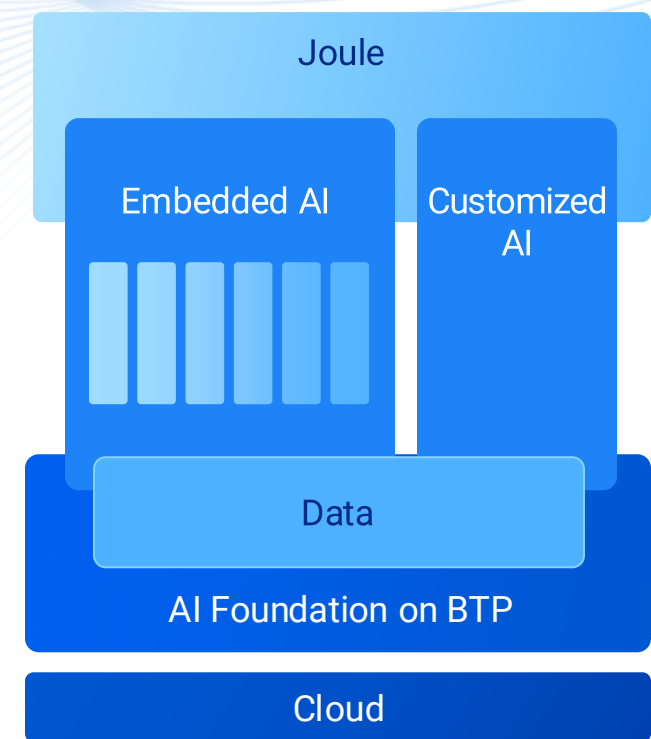
Present

Run smart processes

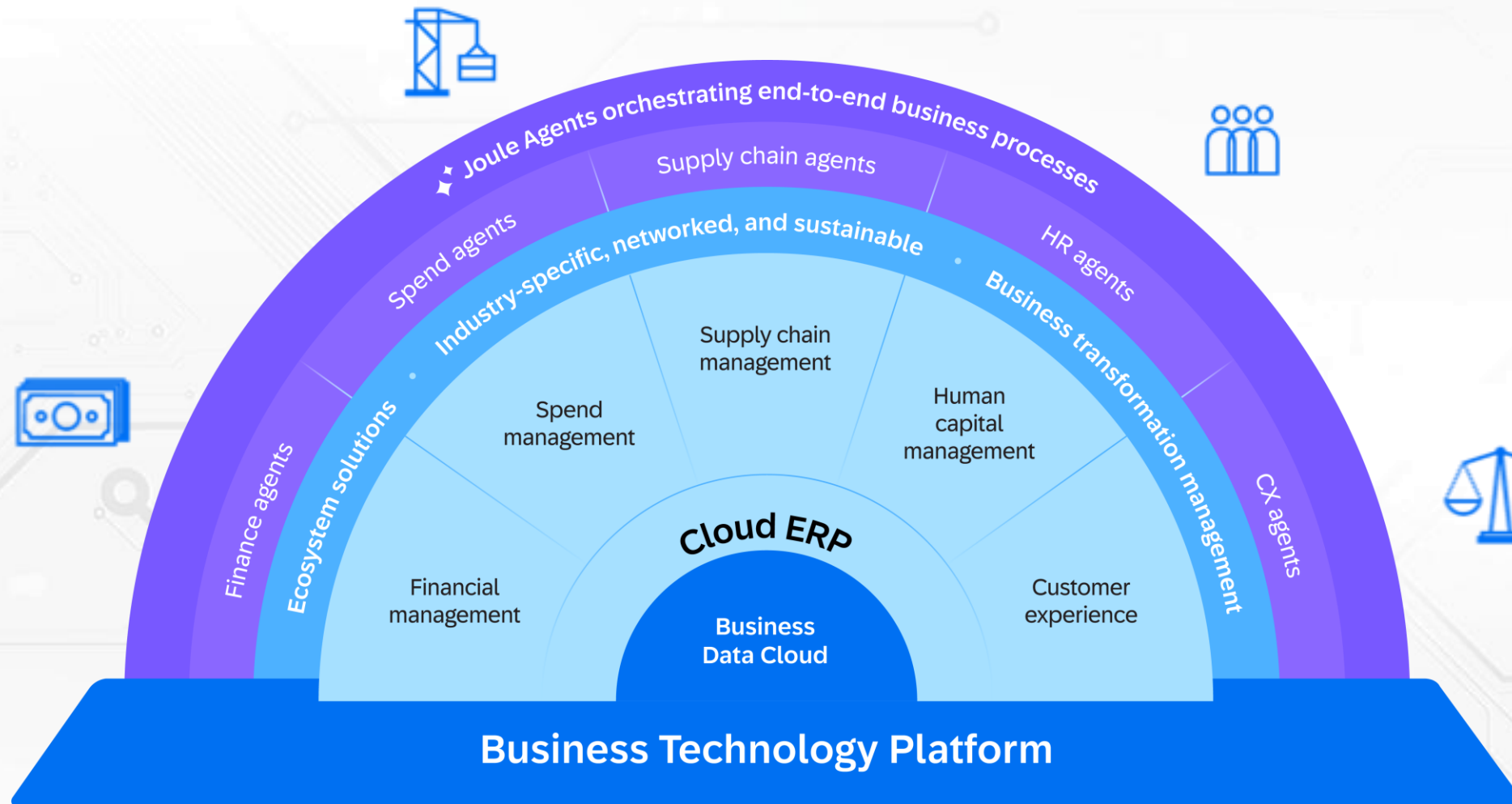


2025+

Deliver AI-driven outcomes



Introducing the Business Suite





SAP Sales Cloud



🔄 My Team's Opportunities ▾

Accounts ▾

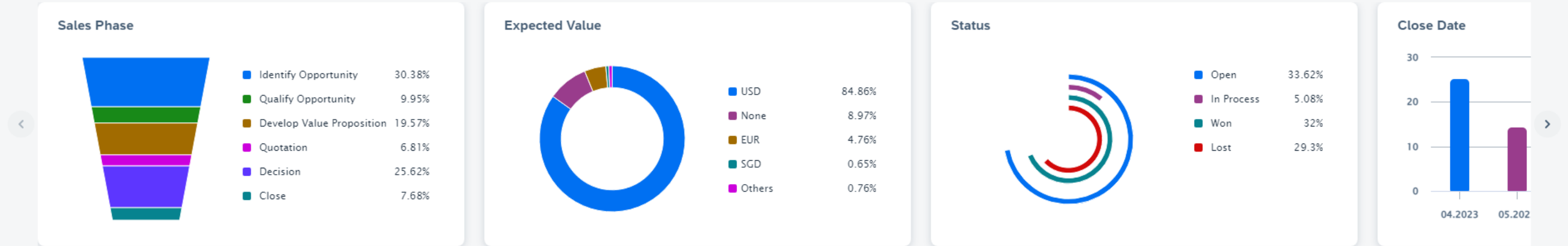
Close Date ▾

Sales Cycle ▾

Sales Phase ▾

Status ▾

🔍 ⌕ 📅 📊 🗨️



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

Dwayne Ray

Expected Value

Owner

Pipeline

May 01, 2023

Forecast Category

Close Date

20 days

in Quotation Phase

Insights

Days to Close

7 days

Expected Value Change

—

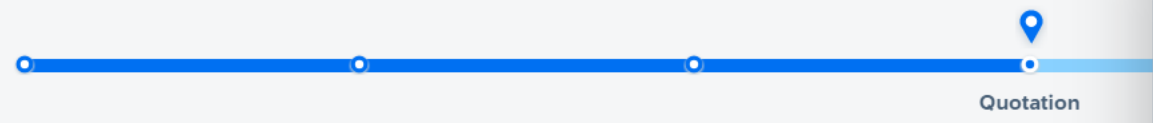
Status Change

1

Times Closing Date Changed

0

Engagement



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
 Perry John
 Peter Fischer
 Gerald Weber

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



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

[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

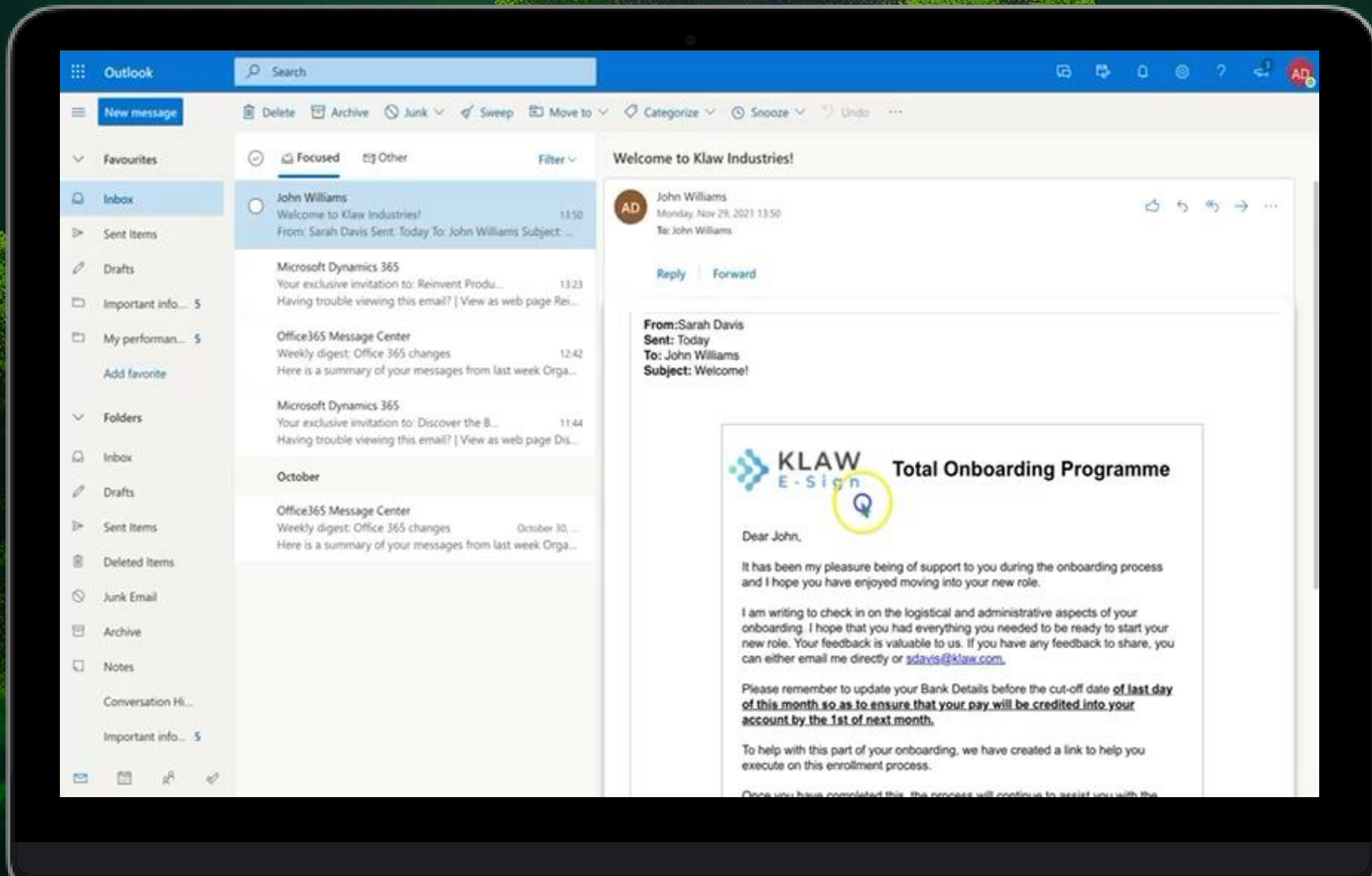
Add Role

Add Resource



ing Control	Action	Requested Resource
Category		
table ▼	Analyze	Add Resource X
table ▼	Analyze	Add Resource X
table ▼	Analyze	Add Resource X
table ▼	Analyze	Add Resource X
table ▼	Analyze	Add Resource X
table ▼	Analyze	Add Resource X

Accelerate Onboarding







Receipt Viewer



GUEST FOLIO

E35		118.00	04/02/19	07:40	19003
CONK	NAMC	DAT#	DEPART	TIME	ACCT#
	NO COMPANY NAME		03/31/19	17:28	
TYPE	17315 RADCLIFFE PLAC		ARRIVE	TIME	
201	WILLOWMOO MO 630252350	PASSPORT:			
FIDNUM	XZD0003	VSKXXXXXXX000000000219			MEN# XXXXX1535

DATE	REFERENCES	CHARGES	CREDITS	BALANCE DUE
02/01	ROOM TR	\$15.00		
02/01	STATE TX	815.00		
02/01	LODGE TX	615.00		
02/01	CITY TAX	4.54		
04/01	ROOM TR	\$15.00		
04/01	STATE TX	118.00		
04/01	LODGE TX	615.00		
04/01	CITY TAX	4.54		
04/01	CITY TAX	815.00		
04/02	CASH-YS		252.06	
PAYMENT RECEIVED BY VISA		XXXXXXXXXXXX0219		

See our "Privacy & Cookie Statement" on [Marriott.com](#)

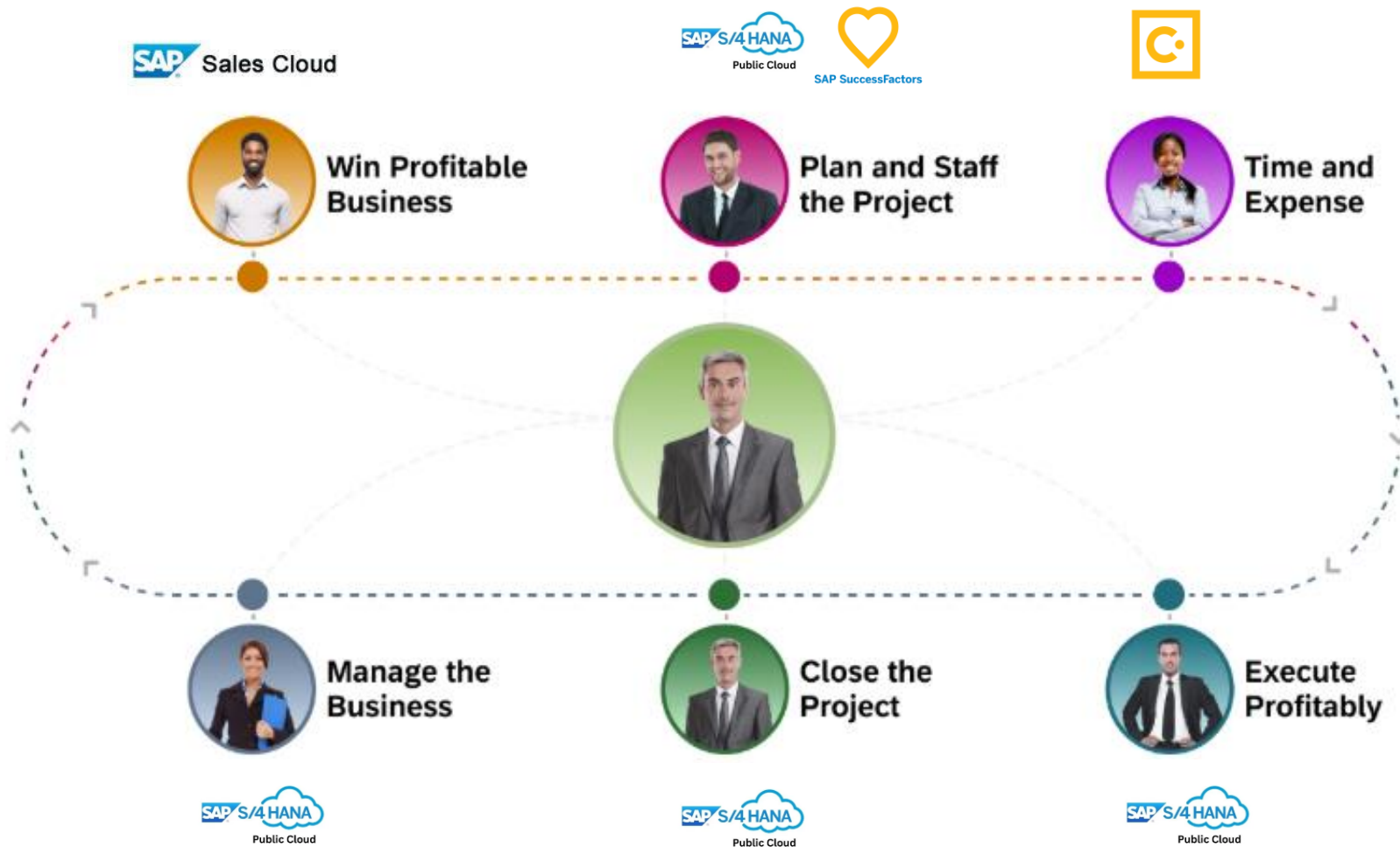
Your Marriott Bonvoy points/miles earned on your eligible earnings will be credited to your account. Check your Marriott Bonvoy Account Statement for updated activity. See members.marriott.com for new Marriott Bonvoy benefits.

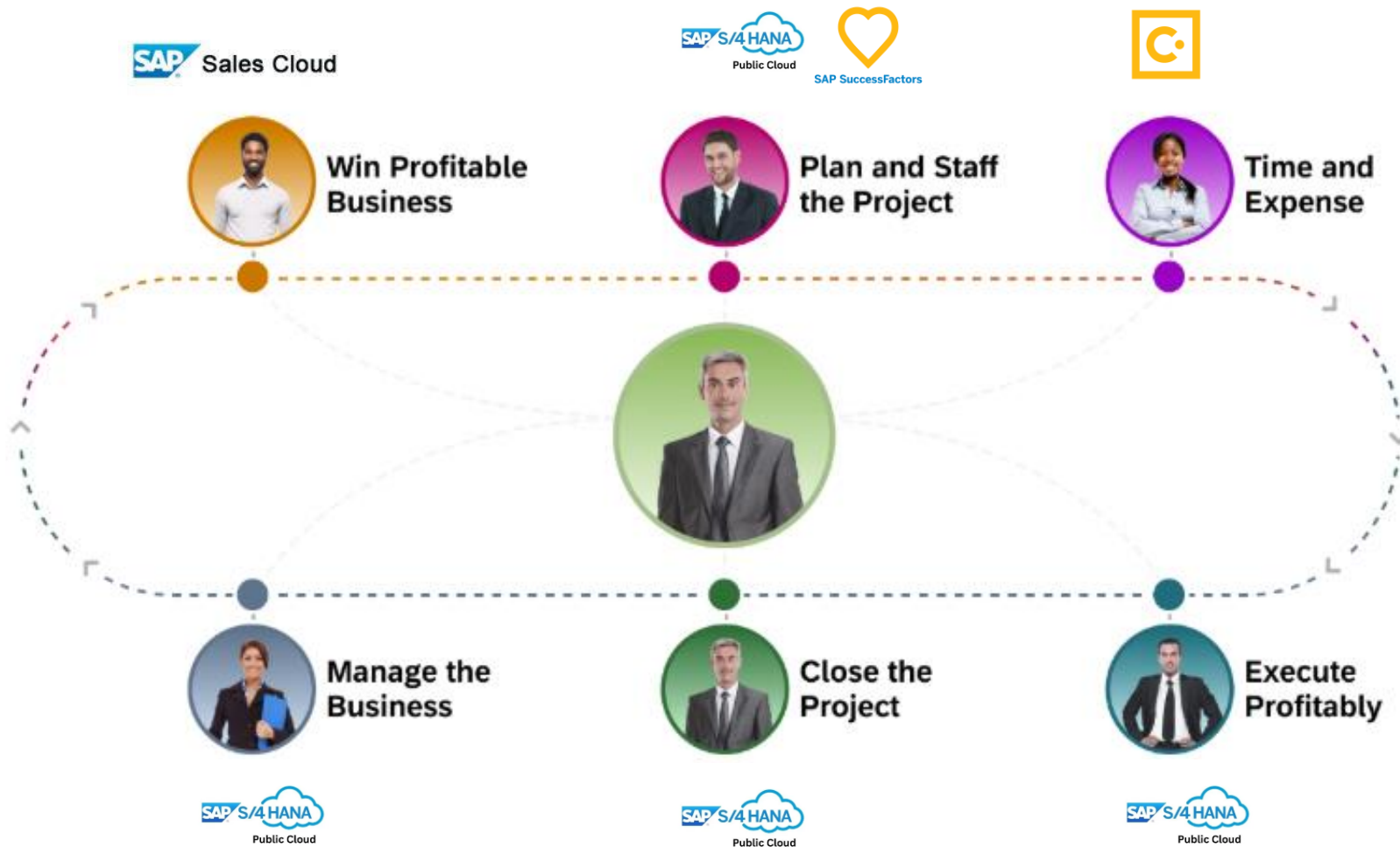
[illegible]

Equation 2

OPERATED UNDER LICENSE FROM MARRIOTT INTERNATIONAL, INC. OR ONE OF ITS AFFILIATES

Replace





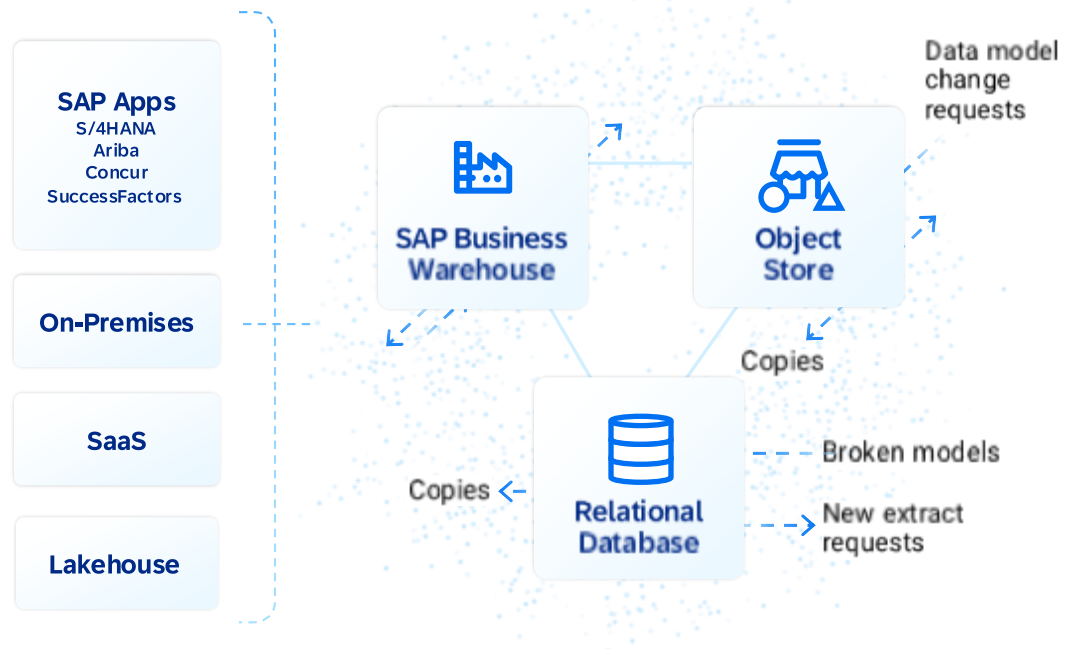


Unmatched Data

Accelerating Insights to Action

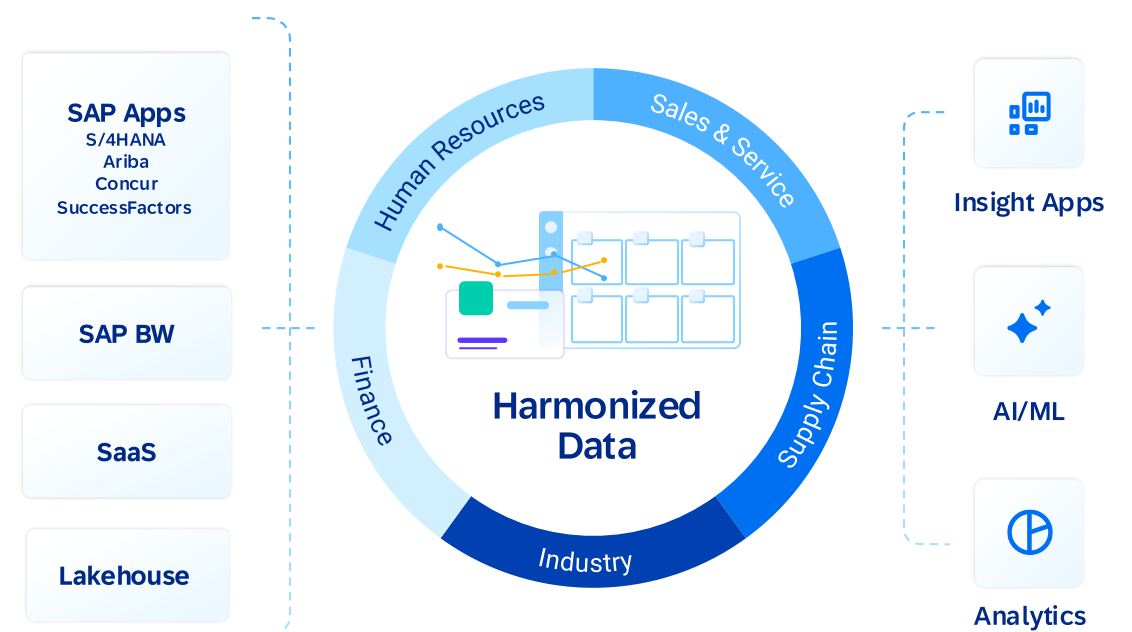
Current

The hidden tax of data extracts and ongoing maintenance



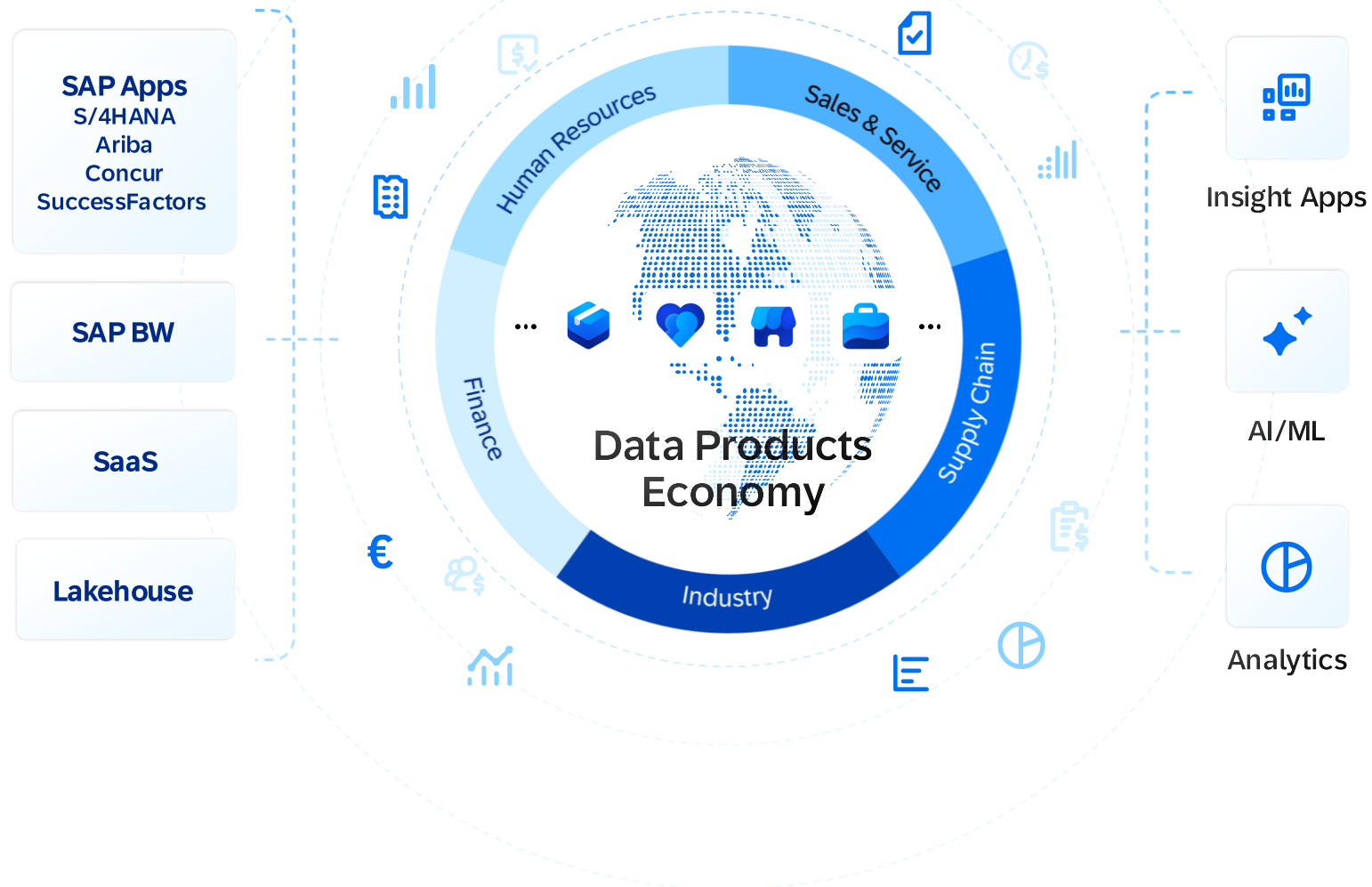
Future

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

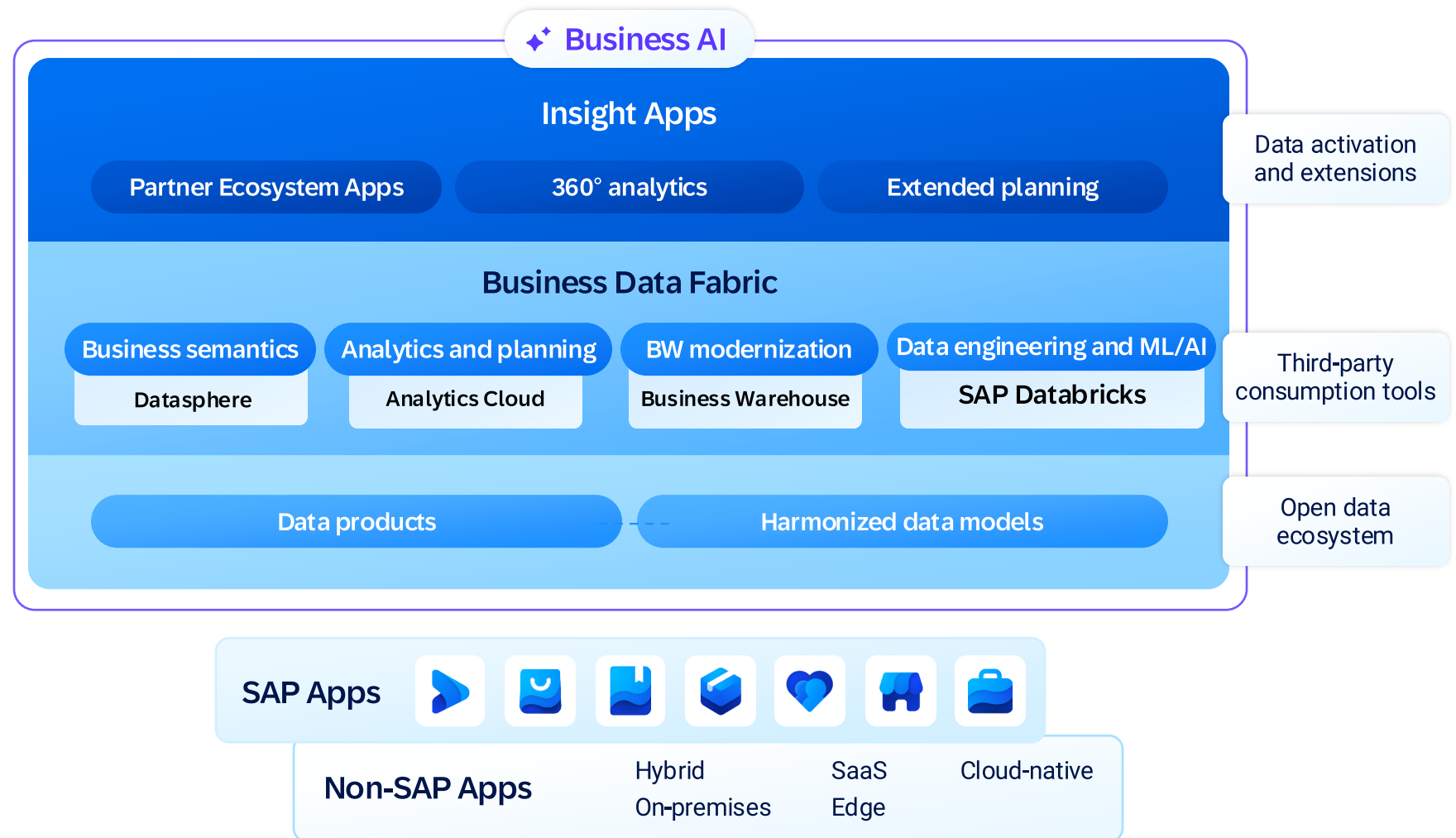


SAP Business Data Cloud

A comprehensive strategy for enterprise data

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

Global Launch – 13 Feb 2025

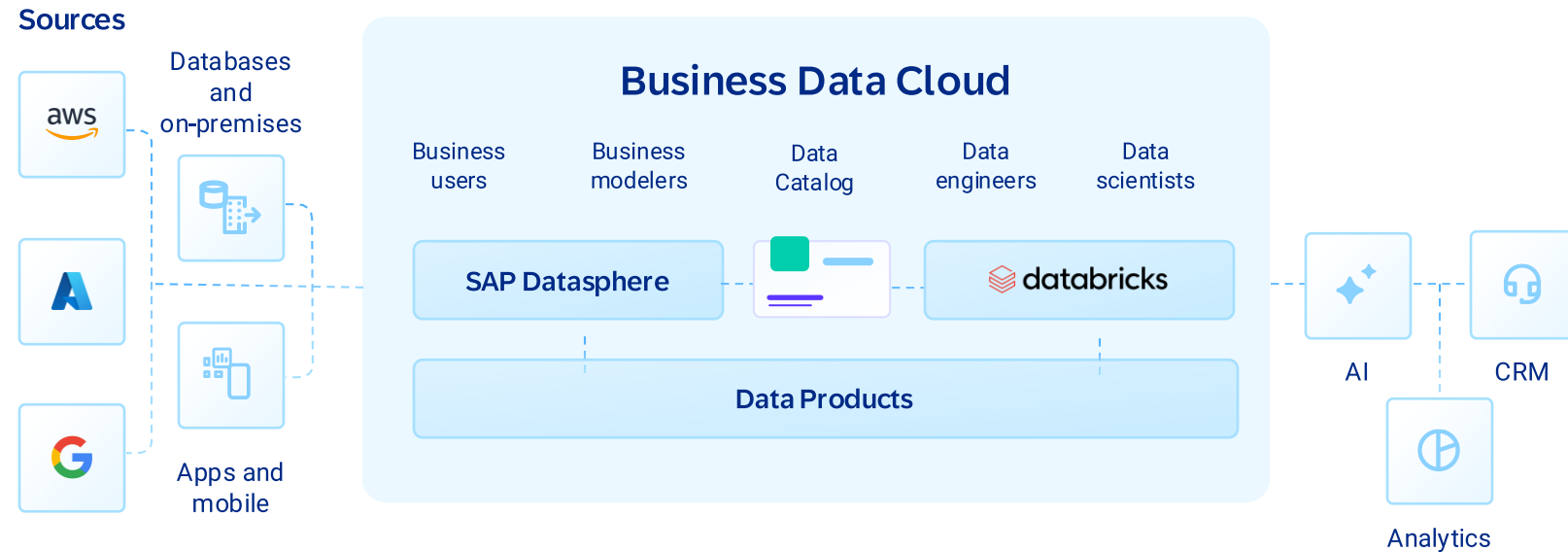


Build AI/ ML applications that understand your SAP data

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
- ++



DataRobot



...

A glowing orange 'AI' logo is positioned on top of a dark, square microchip. The chip's edges are lined with a grid of small, bright blue lights. The background is a dark, isometric view of a complex circuit board with various components and glowing points of light.

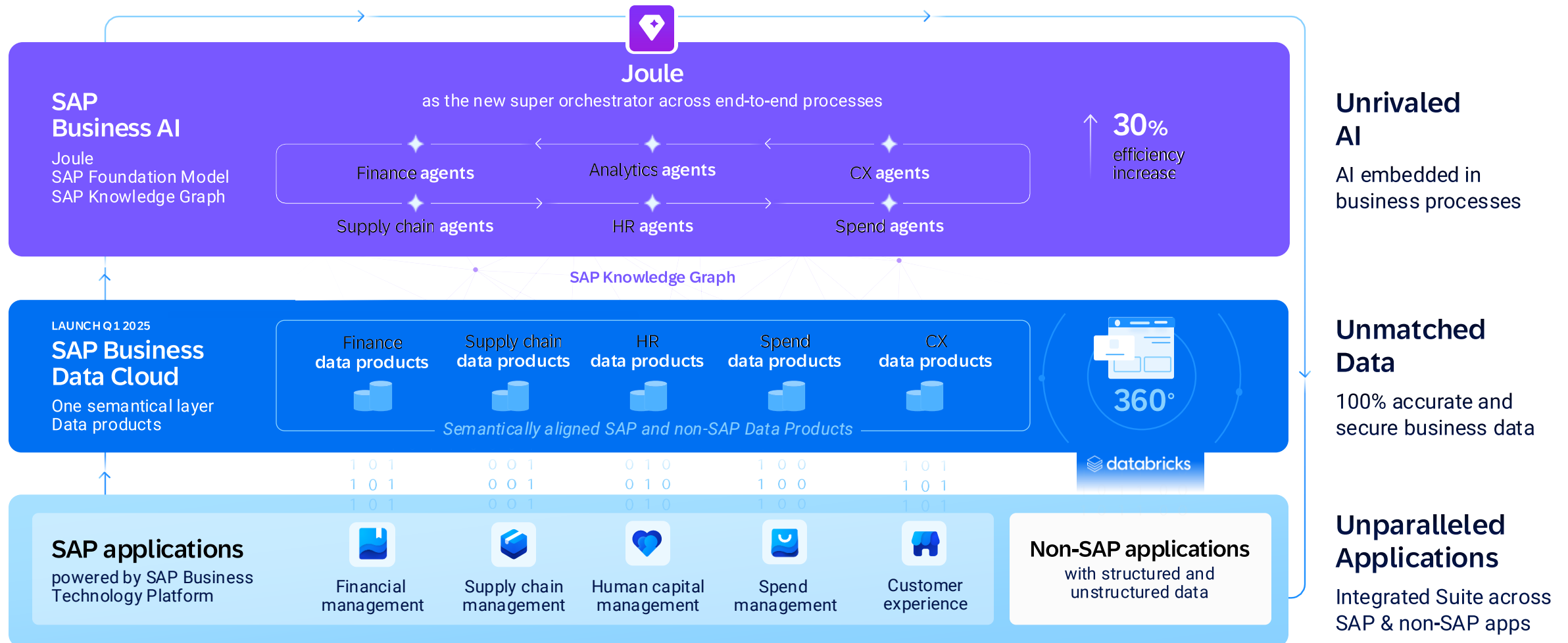
AI



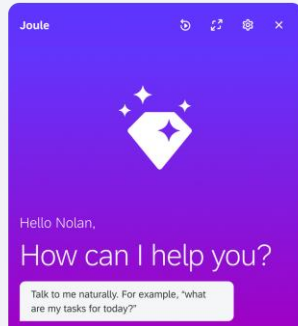
Unrivaled AI

Bringing together applications, data, and AI

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



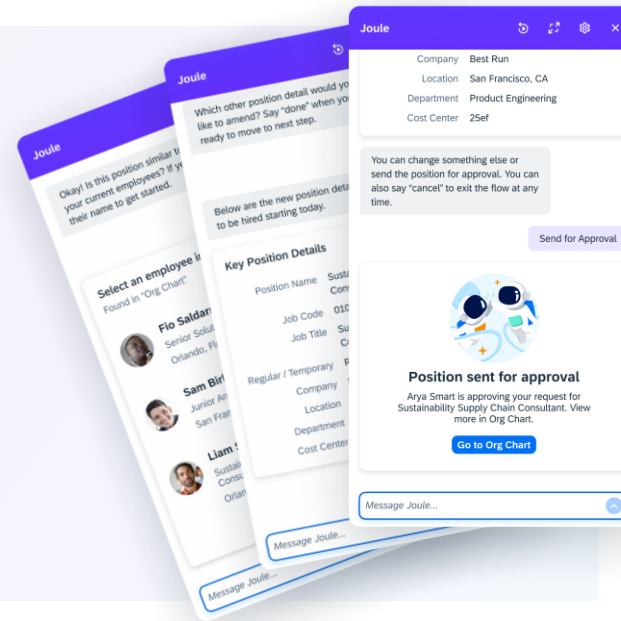
SAP's **new**
user experience




embedded
across the suite

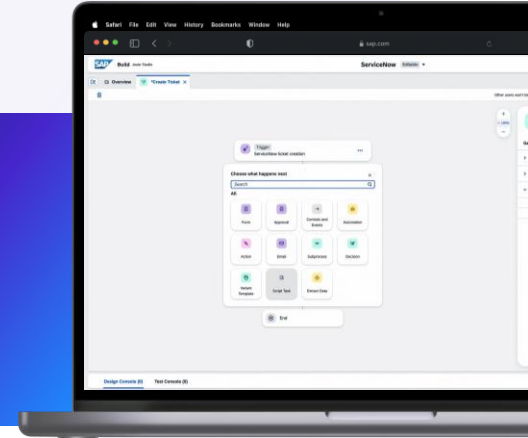
available
on mobile

integrated



Joule studio
in SAP Build

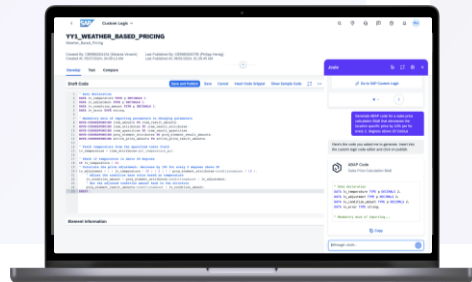
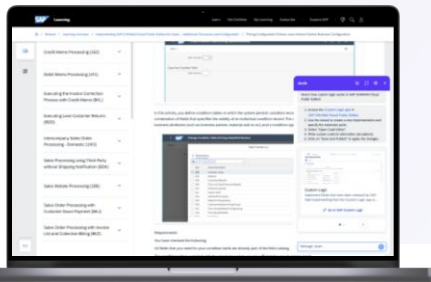

Build your
own skills



Joule

for consultants

for developers



Today

130

Generative AI use cases

AI Foundation
on SAP BTP

75

new capabilities

empowering customers & partners
to build tailored AI experiences

by end of 2025

400

embedded AI use cases

Our 2025 goal

30%

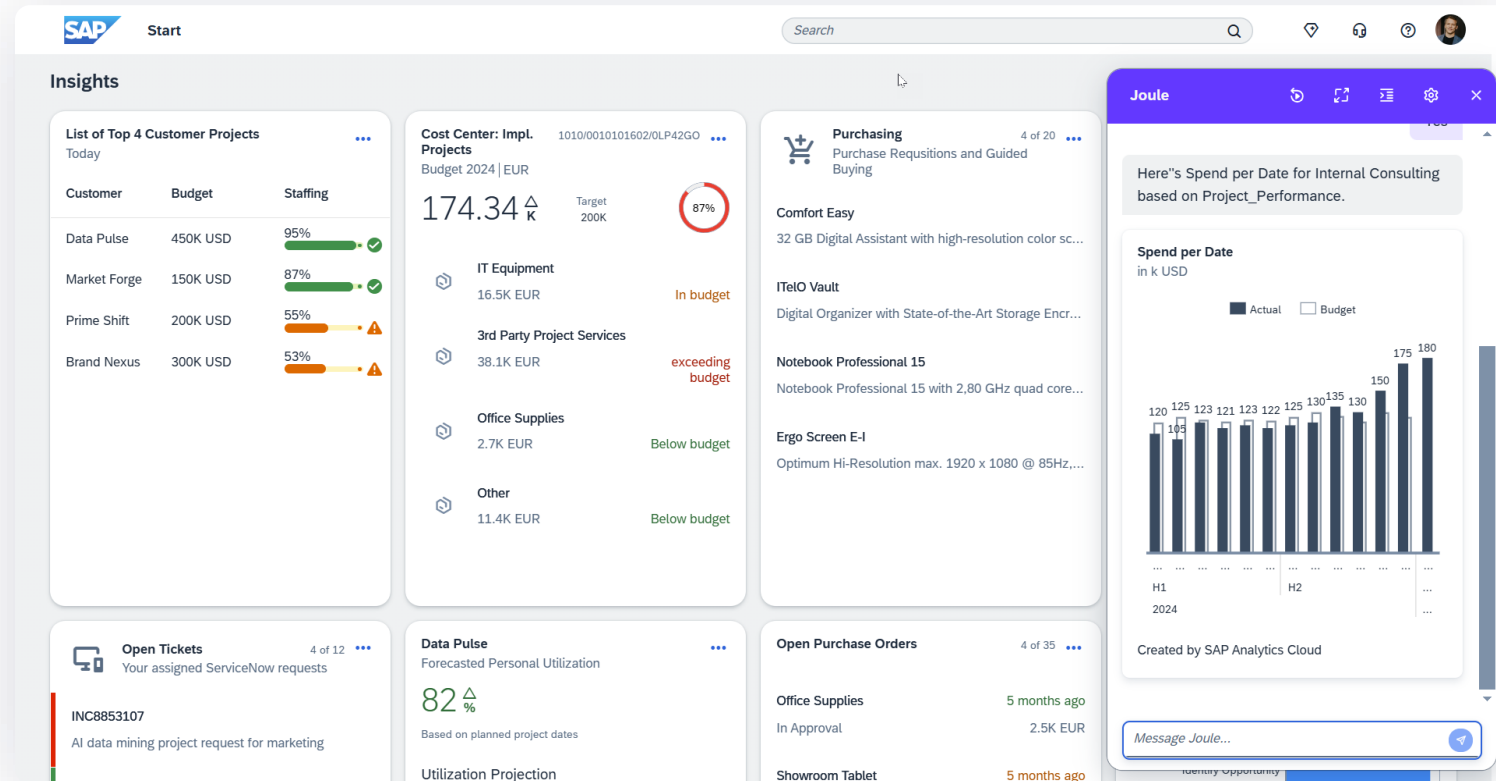
Increased productivity for
the top personas*

More than

155m\$

in potential savings for a
company of 20,000 employees.

AI is the new UI



34,000 customers

are already benefitting from SAP Business AI



**Intelligent
Q&A**

CX

355k
queries



**AI Assisted
Performance Goals**

HCM

75k
goals generated



**Skills
Management**

HCM

29k
skills extractions
of resume



**Hotel
Itemization**

Concur

27k
hotel itemizations



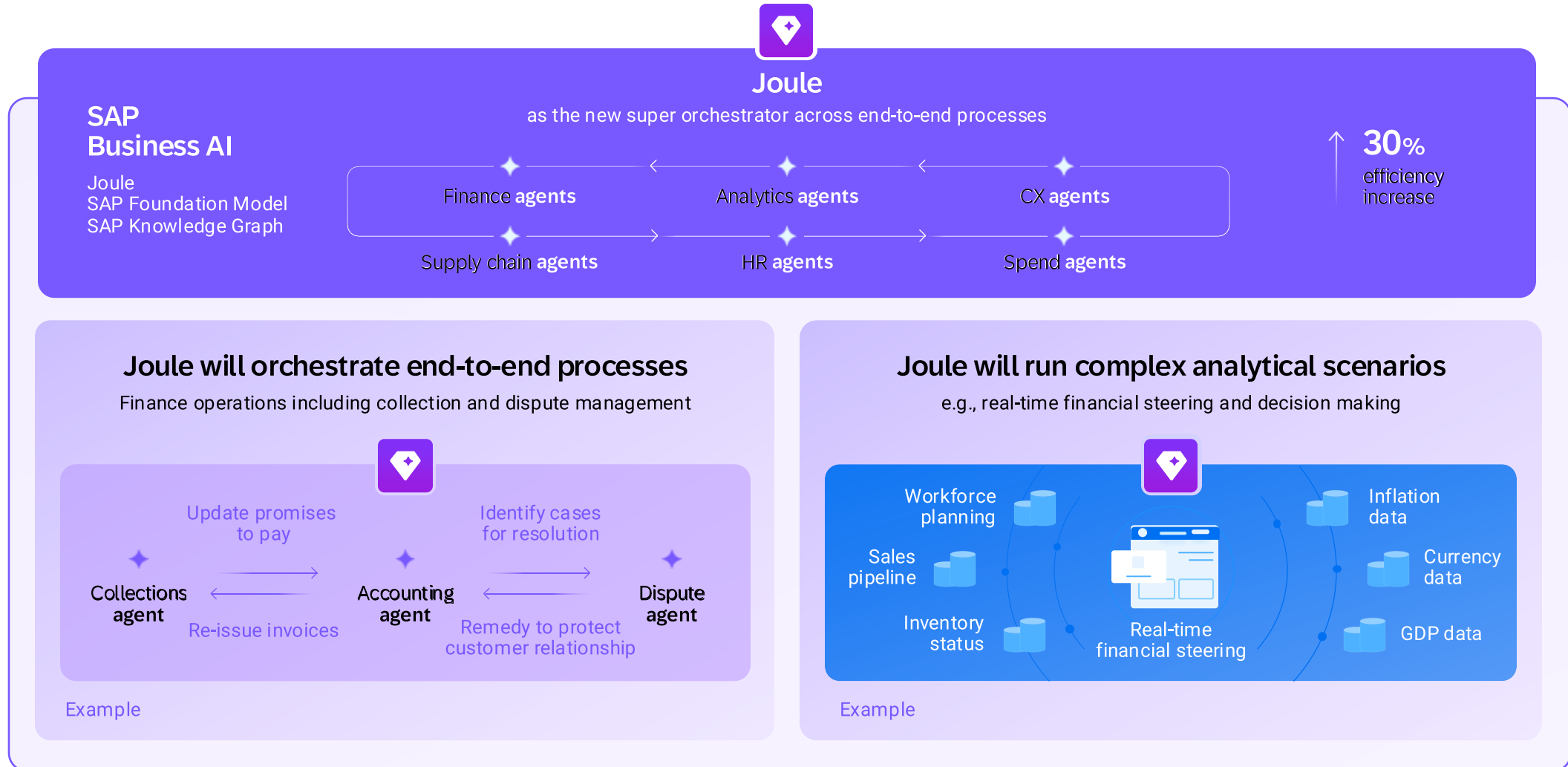
**Joule
for Consultants**

Joule

500+
conversations in
the first week

Systems of AI agents

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



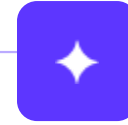
Dispute Resolution with Joule Agents



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

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

The SAP logo is centered on a blue rectangular background that has a diagonal cut on its right side. The letters 'S' and 'P' are white, while the letters 'A' and 'I' are yellow. The background of the entire slide is dark blue with abstract, glowing digital patterns and light effects.

As leaders, it's time to rethink roles

Parts of our job are obsolete

Other parts are supercharged

It's time to figure out which is which!



The background is a dark, almost black, space filled with vibrant, multi-colored particle trails. These trails, in shades of teal, yellow, and orange, curve and swirl around a central dark void, creating a sense of dynamic movement and energy. Scattered throughout the scene are numerous small, out-of-focus circular light spots, or bokeh, in various colors including teal, yellow, and red, which add depth and a magical quality to the overall composition.

Thank You!