



SAP Leonardo Live

Not just another business conference

Revolutionize the Enterprise Space with Conversational AI and Chatbots

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CUSTOMER

Present

Messaging apps have
surpassed social networks



Users are reaching
“app fatigue”

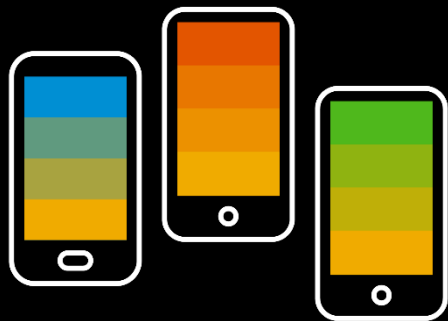


Reduction in
development costs



~\$230 million
in chatbot funding in 2016

The future



3,000,000,000
smartphone users



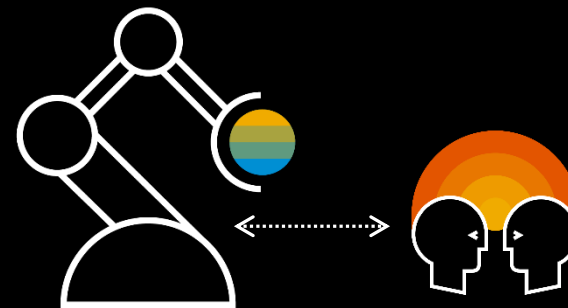
85%

Bot-based
human-to-business
communications



30%

No-screen
communications



More conversations
with bots
than the spouse

Conversational artificial intelligence (AI) at SAP

How about allowing **users to interact** with software without requiring any training?

What if **intelligent application interactions** helped us make business systems consumable?

The journey toward enterprise AI

Basic chatbots

- Built by developers using **predefined rules**
- **Terminal-like** commands
- Basic task fulfillment, such as:
 - Get status
 - Approve workflow
 - Yes/no flows
- Isolated applications, usually single channel

AI assistants

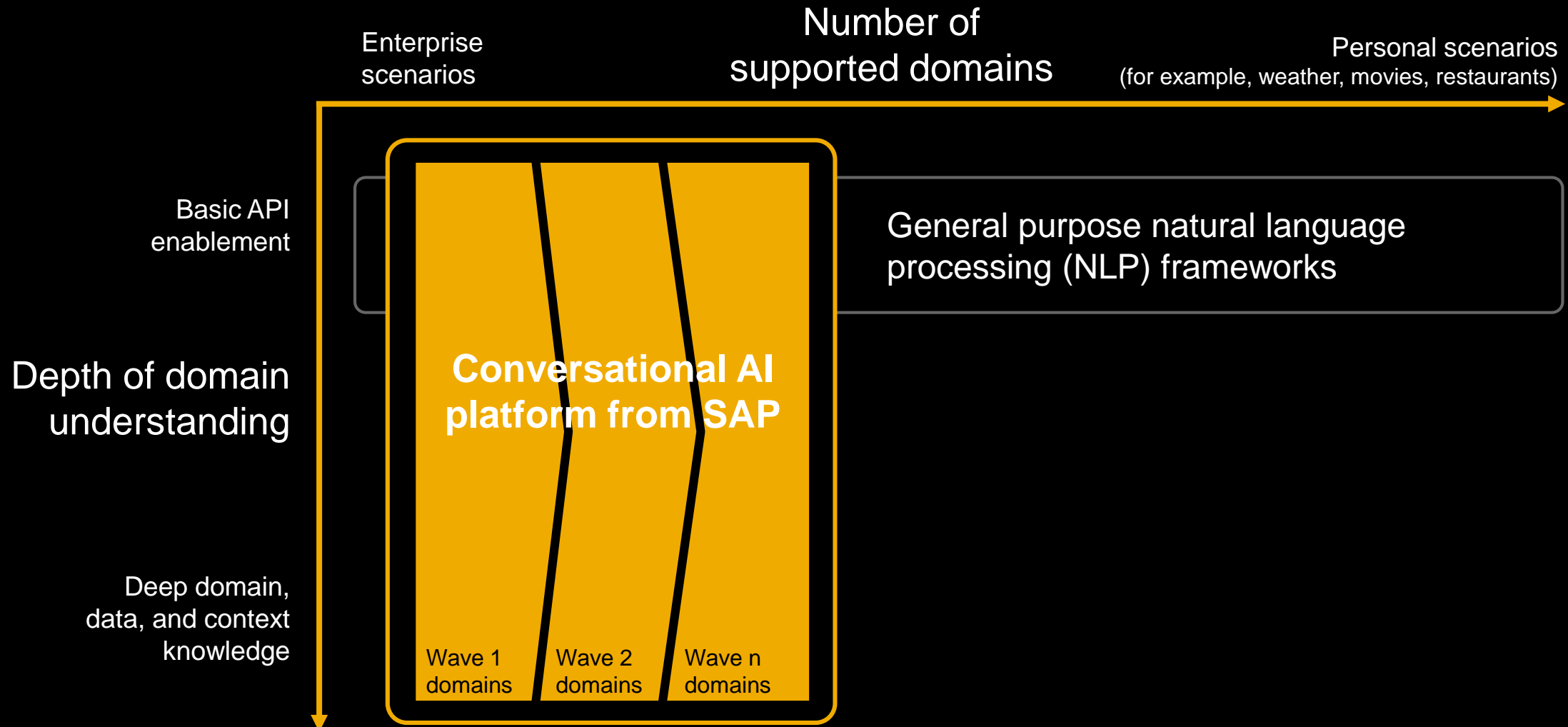
- Trained using **machine learning and data**, not code
- **Robust voice and text understanding** of more than they were taught
- **Contextual, personalized** actions, user memory
- **Aggregate bots** cohesively, expose them through any channel
 - Messaging platforms (such as Slack)
 - Smart speakers (such as Echo)
 - Phones (such as Siri)

Enterprise AI

- **Systems learn how users work**; users don't have to learn how systems work
- Comprehensive understanding of **unstructured/structured data**
- **Autonomous discovery and optimization** of processes
- **Act autonomously and proactively**; users focus on high-value work

We're here today.

SAP's unique edge to conversational AI



SAP's unique edge to conversational AI

Crowdsourced input phrases

From SAP domain experts (internal and external), business analysts, user feedback, and more



Curated questions and answers

Frequently asked questions, Smalltalk



SAP's domain corpora

Training and help, policy and process documents, knowledge bases, support tickets, topic modeling, and more



SAP metadata

API documentation, field attributes, smart templates for SAP Fiori apps, and more



User context

History, location, time, role, sequence, and more



Learning from
various sources
of structured
and unstructured
enterprise data

Conversational AI at SAP



Deep natural language understanding and insights

- AI enables computers to learn how users work.
- Users no longer have to learn how business solutions work.
- AI is built on 45 years of business process expertise and content.



Using voice and chat to get the job done

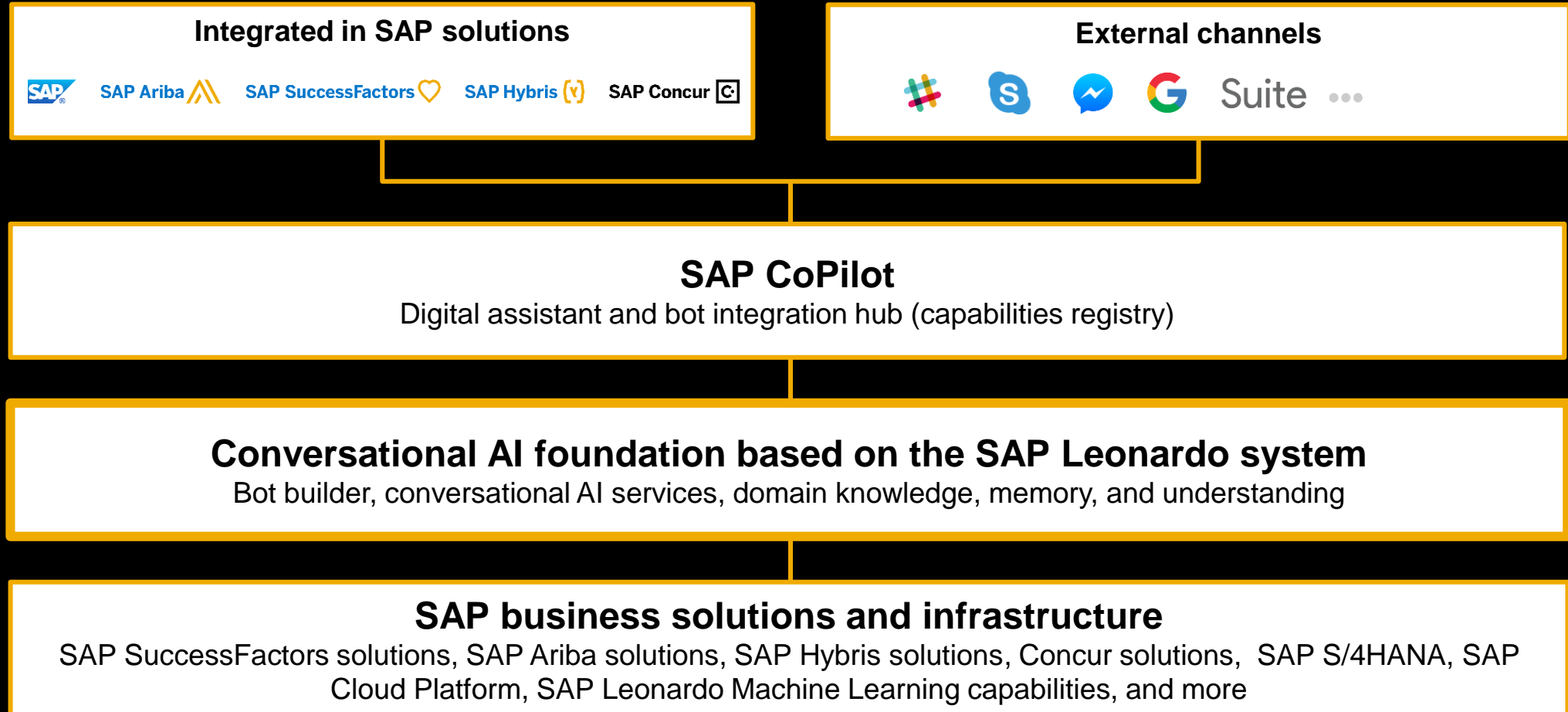
- Faster task execution, less frustration
- Ability to build custom conversational apps
- SAP CoPilot digital assistant across SAP
- Anywhere, anytime, any channel
- Messengers, smart speakers, and more



Engaging conversational applications

- Conversational analytics
- Conversational commerce
- Conversational HR
- Conversational customer service
- Conversational travel
- And many more ...

Conversational AI landscape from SAP



Chatbots for the enterprise



Accuracy



Context awareness

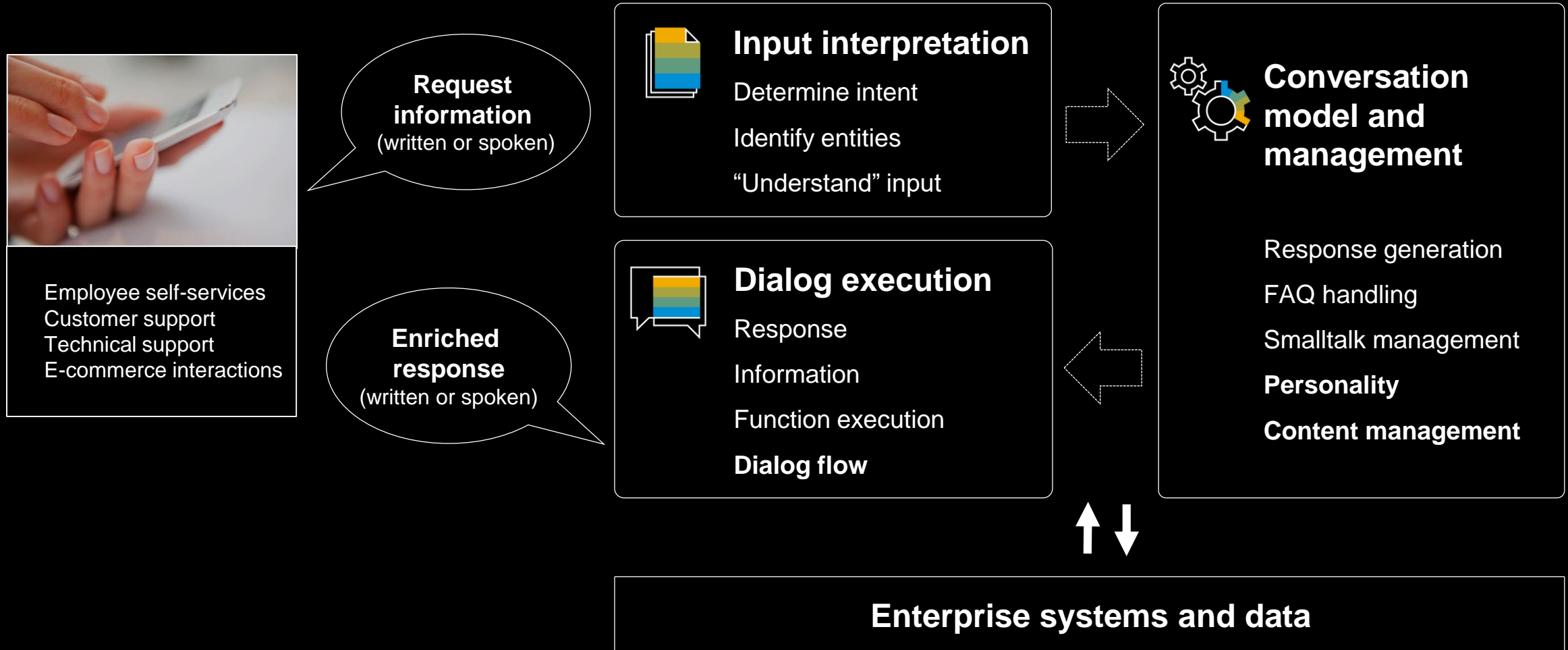


Memory retention



Domain understanding

Transforming data into conversational apps



Example: procurement bot

Procurement process:

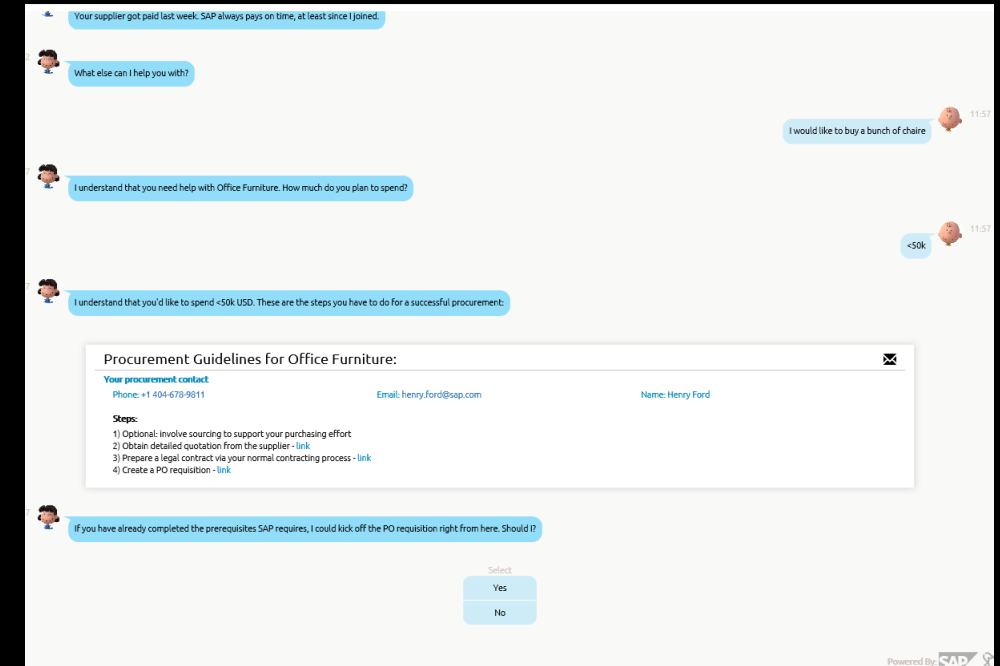
Simplify the steps in the procurement process by using machine learning and conversational application

Motivation

- Reduce the complexity of procurement by simplifying the way to interact
- Reduce time for procurement from hours to minutes

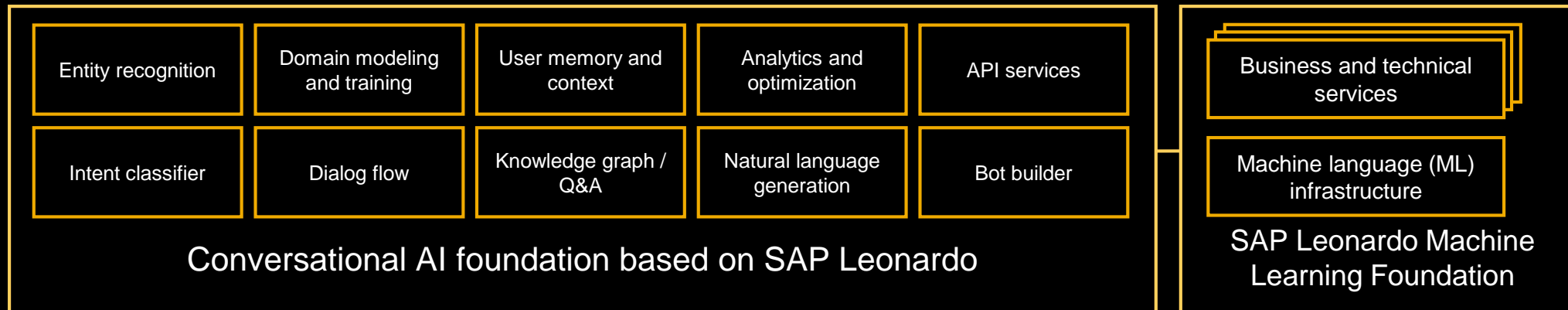
Features

- Guide users in the procurement process; automatically create PO and handle workflows
- Answer common questions regarding procurement and policies
- Utilize role-based information



Conversational AI foundation based on SAP Leonardo – the engine for the next computing paradigm

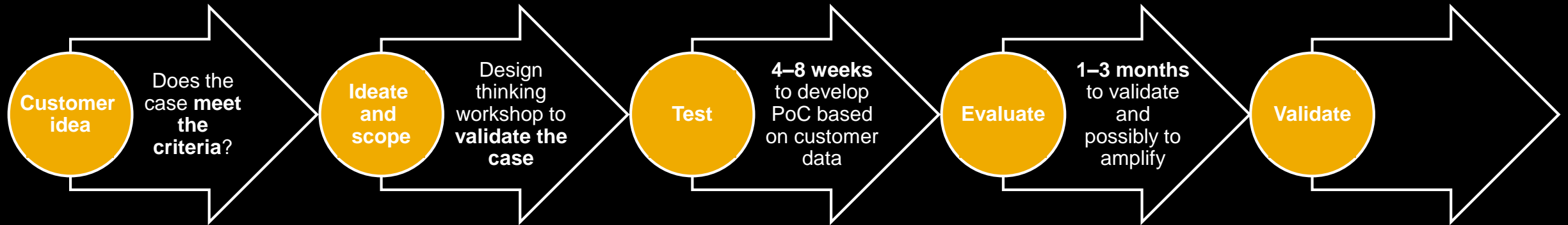
- **State-of-the art**, machine learning–based natural language understanding
- Utilizing SAP's **proprietary business logic and data, metadata, and context**
- Allowing SAP solution groups (priority 1), system integrators, and customers (priority 2) to **create conversational apps** (such as chatbots), seamlessly integrated with SAP software
- **Enterprise-grade compliance** (audit trails, FINRA, SOX, security, authorization, and more)
- **The beginning of enterprise AI**: learning from user behavior across applications and systems



How you can co-innovate on, roll out, and scale conversational applications by SAP?

- **Join our beta program for the SAP CoPilot digital assistant**
 - Across various functional areas throughout SAP's solution portfolio
 - Beta release upcoming, onboarding co-innovation customers right now
- **Co-innovate** with us on your conversational applications all the way to production
 - Use cases in SAP Ariba, SAP SuccessFactors, Concur, and SAP Hybris solutions, SAP S/4HANA, and more
 - Custom scenarios or join existing efforts
- **Build on SAP's industry-leading enterprise software platforms and services**
 - Conversational applications hosted on premise or in the cloud in SAP's data centers
 - Utilizing rock-solid text analysis and natural language processing capabilities in SAP HANA
 - Proven enterprise support models and infrastructure
 - Cohesive efforts around conversational applications across SAP (such as product support, localization, translation, field services, and more)

Co-innovation process



SAP market-driven innovation is looking to find **next-generation solutions** based on real customer challenges

Understand the business scenario challenges and **explore viable ideas**

Agile developing of a proof of concept (PoC) in small multi-disciplinary team with close contact weekly with customer

Customer: evaluate PoC outcome internally
SAP: market evaluation

Validate possible next steps for:

- Potential SAP scalability
- Customer specific

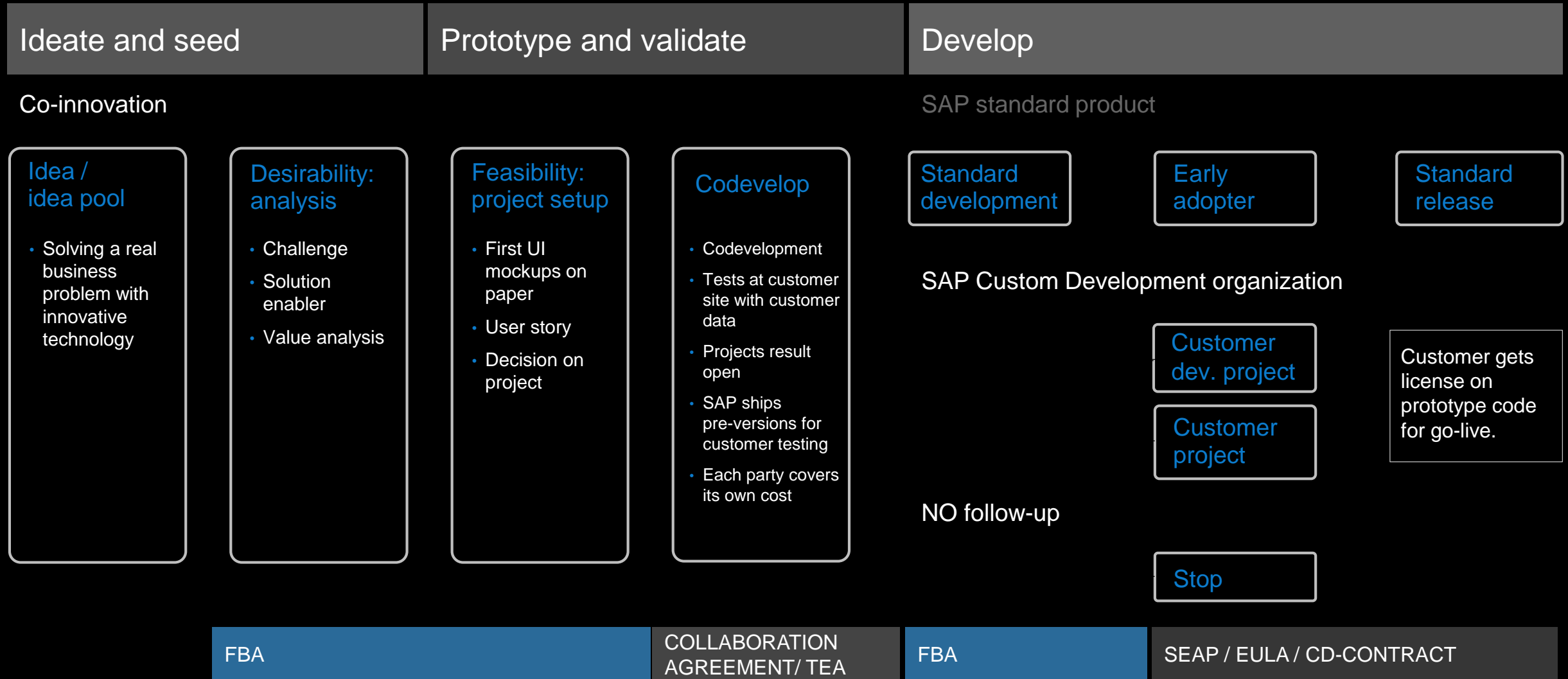
Legal coverage:

FBA

Collaboration agreement/TEA

Co-innovation

Engagement framework



Thank you.

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