

SAP Innovation Day for CX

Unleash Business AI for
Enhanced Customer
Experience

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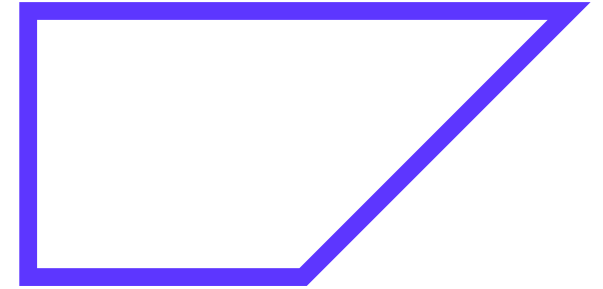
*SAP Enterprise Architect
Director & CX Strategist*

Public



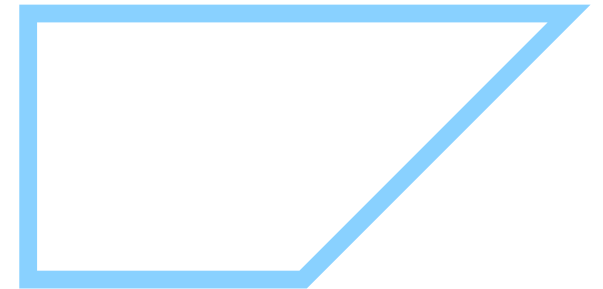
Why ?

Will AI will make a difference ?



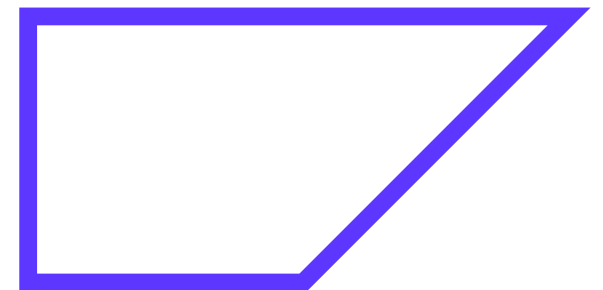
How ?

How can you start?

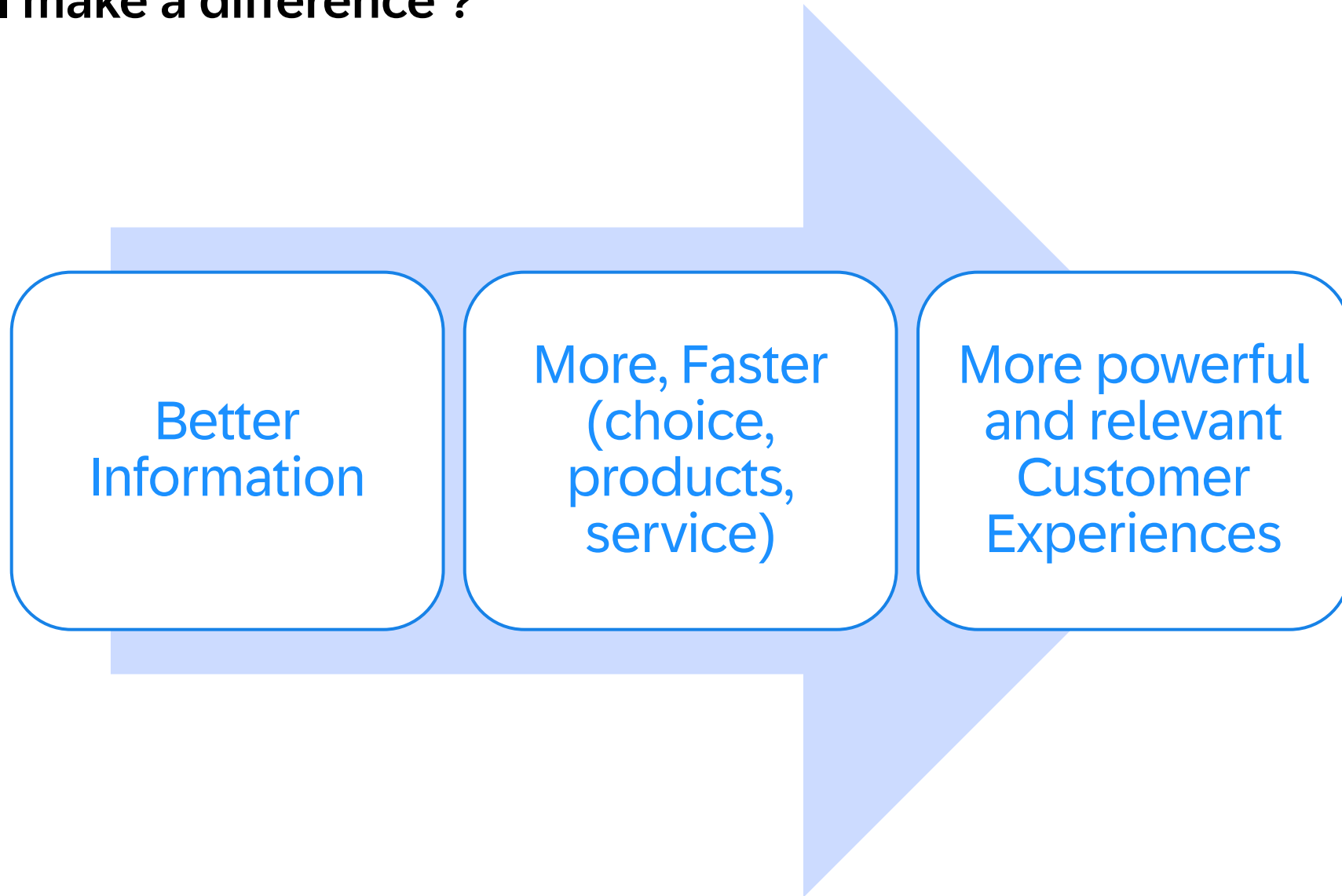


What ?

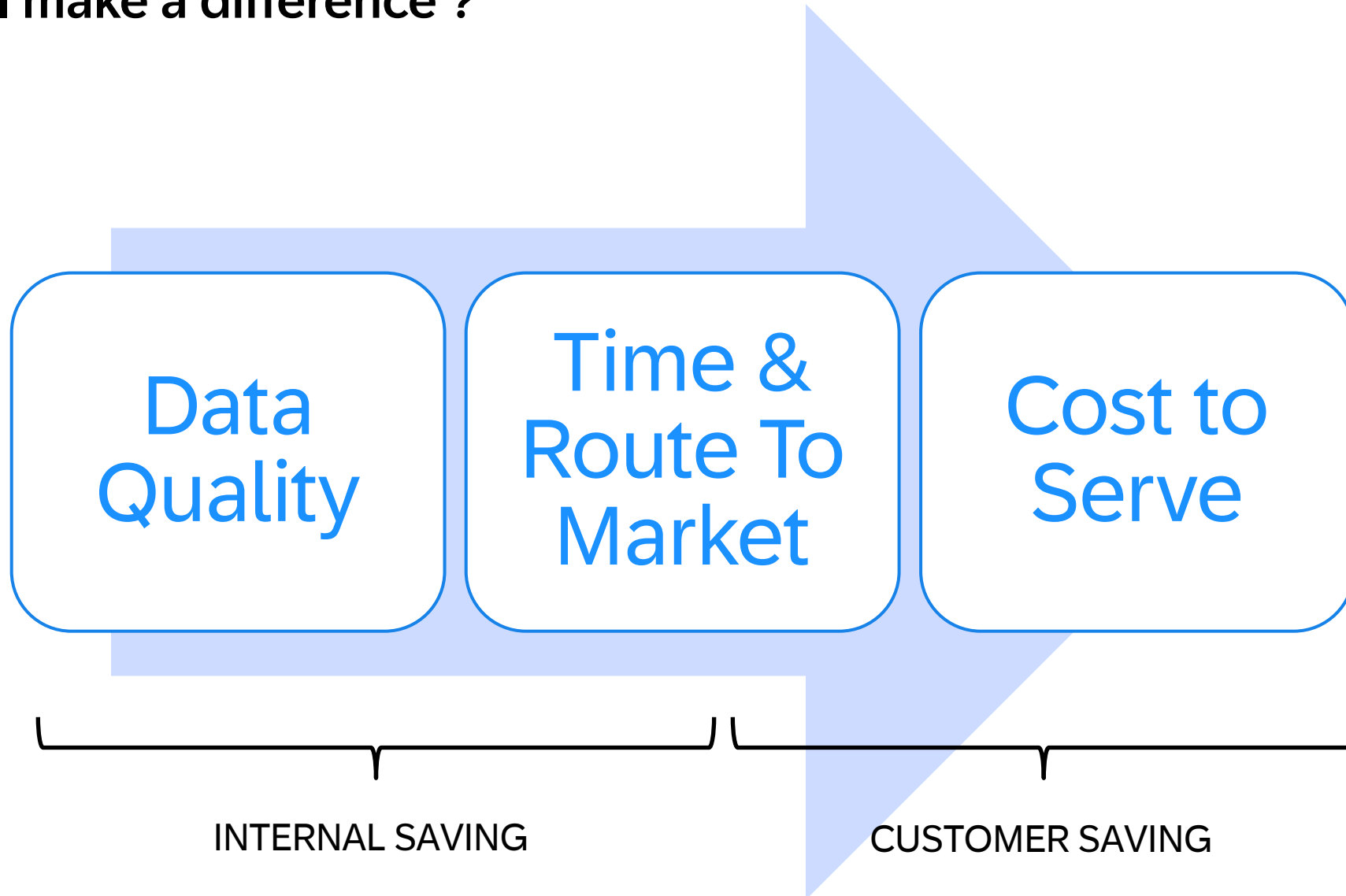
What is available for
SAP Commerce Cloud?



Why will AI make a difference ?



Why will AI make a difference ?



How can you start?

Rapidly maturing
tools and Vendors

Protection of
customer data

Business Change
mgmt

AI

AI Strategy

Procedural or
Generative

Business Risk

Coming Soon: Agentic AI

Horizon Plan

Horizon 1 : Embedded AI

Horizon 2 : Premium AI

Embedded AI
Integrated in existing applications

Premium AI
Differentiate with Generative AI

Business AI Adoption Journey

Relevant

Reliable

Responsible

Embedded AI

Commerce Cloud 

Sales Cloud 

Service Cloud 

Emarsys


Customer Data Solutions 

CX AI Toolkit

One solution providing Generative AI functionality across CX

AI Foundation

on Business Technology Platform

 Joule embedded today

 Joule embedded roadmap item

Business AI Adoption Journey

AI Adoption
Journey
Horizon 1

Relevant

Reliable

Responsible

Embedded AI

Commerce Cloud 

Sales Cloud 

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One solution providing Generative AI functionality across CX

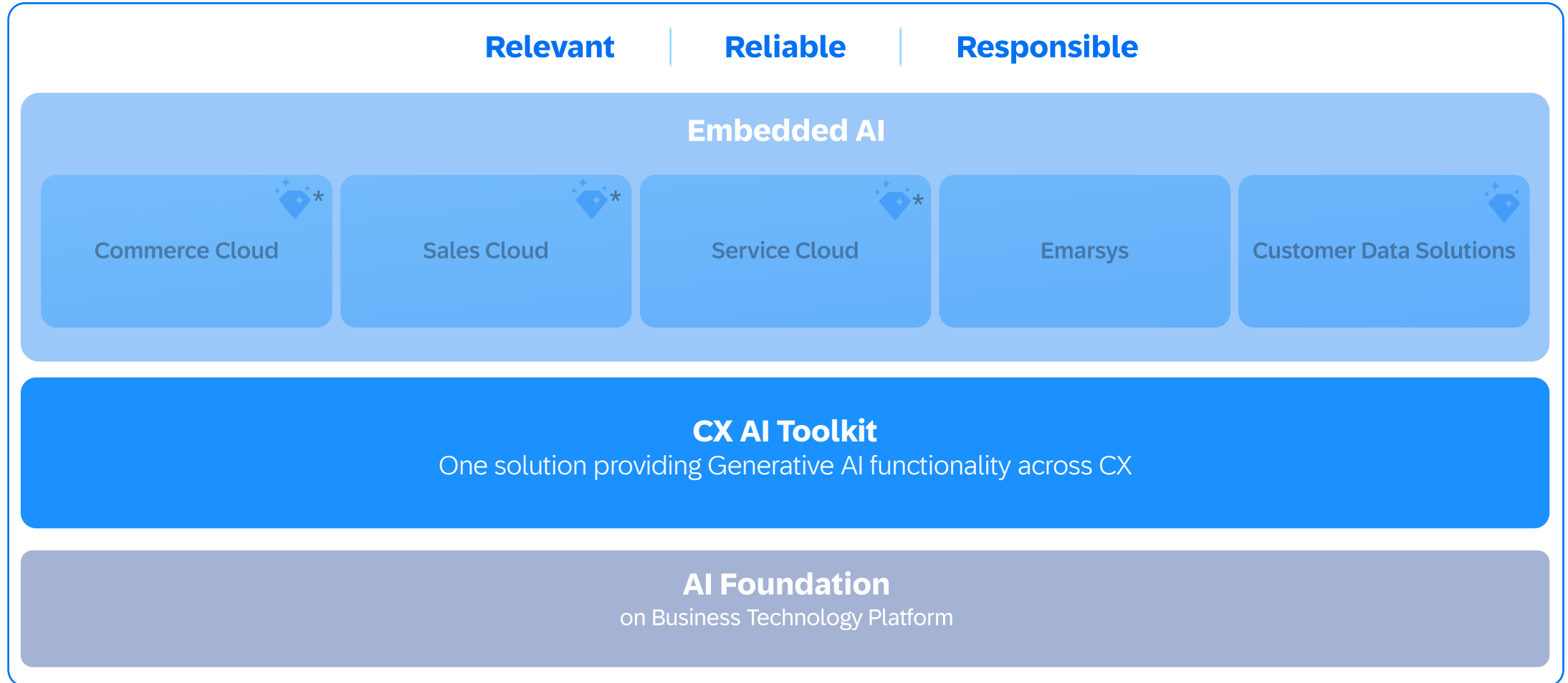
AI Foundation

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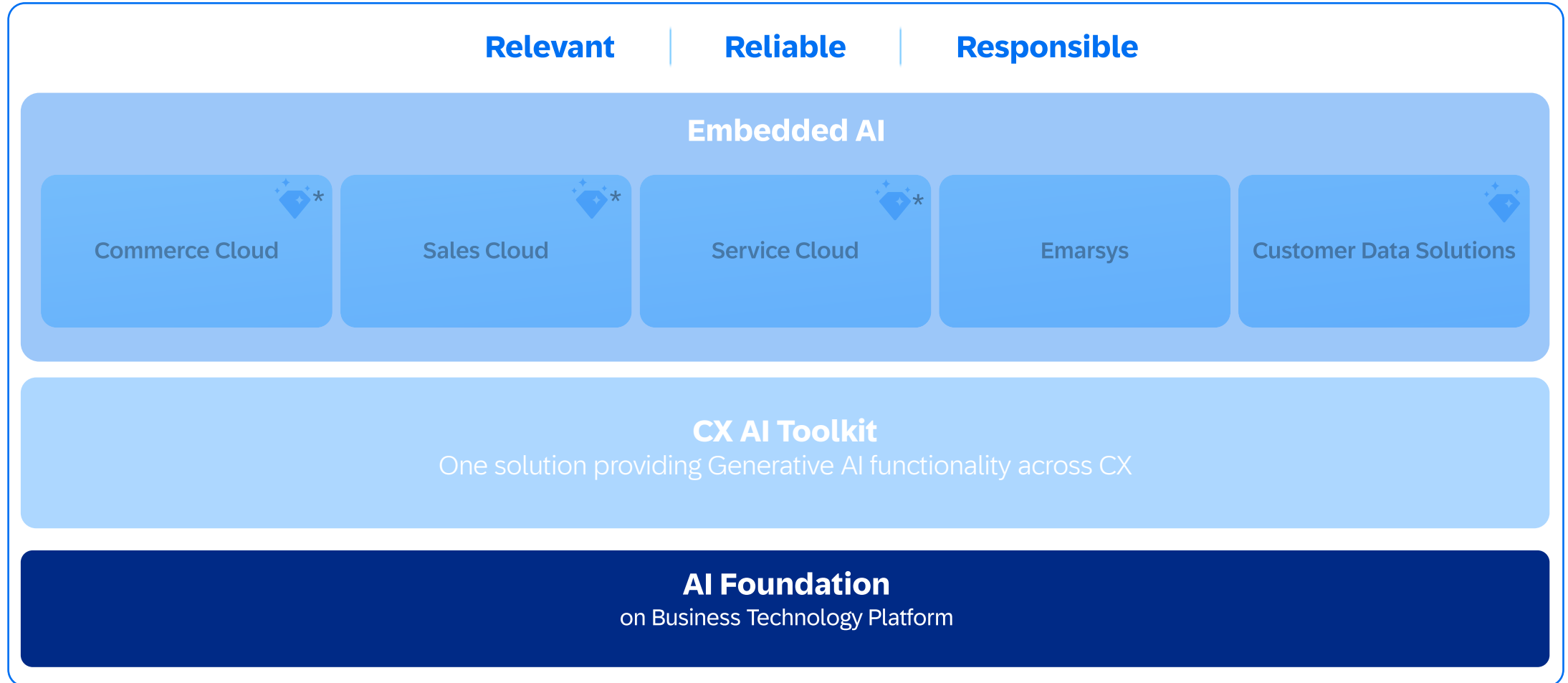
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 Joule embedded roadmap item

Business AI Adoption Journey



Business AI Adoption Journey



AI Adoption Journey

Horizon 1



Horizon 2

CX AI Toolkit for SAP Commerce Cloud

Improve employee efficiency and effectiveness



Enrich Product Catalog with AI

Identify gaps in your catalog data to enhance data quality and use AI to improve catalog hygiene and customer experience using image or text as source

Create Unique Customer Experiences

Deliver dynamic descriptive product content that resonates with shoppers and delivers the personalized experience they expect using generative AI with Social Media and Blog Posts as well as Banner Text

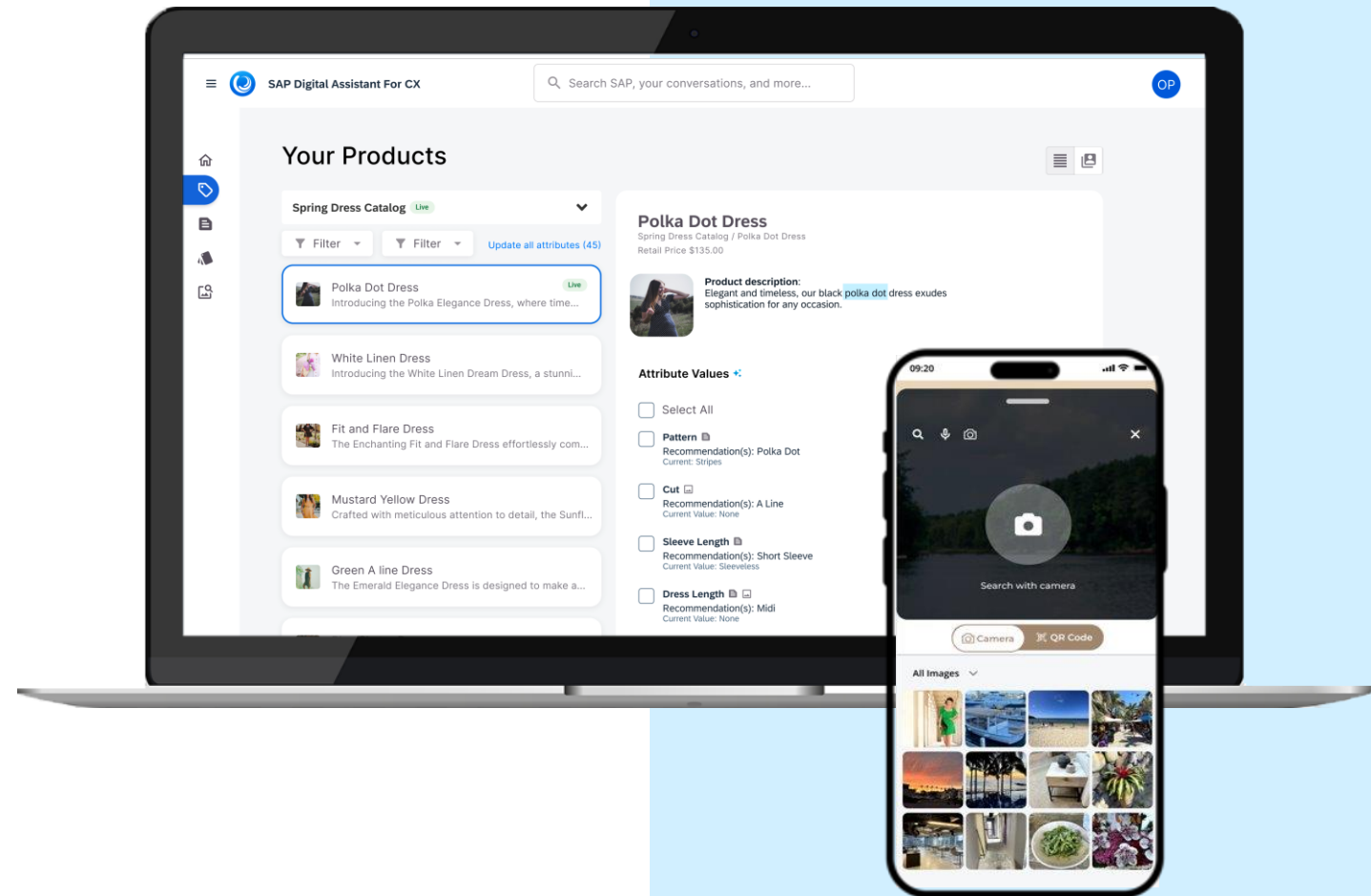
Enhance Product Discovery

Enhance your search results by utilizing visual search AI to find products that are similar

Translations Management*

Enhance your multi-country translations management with AI automated translations.

*services offering



AI Product Image Generation

Generate new images or edit existing images in the SAP Commerce Cloud catalog



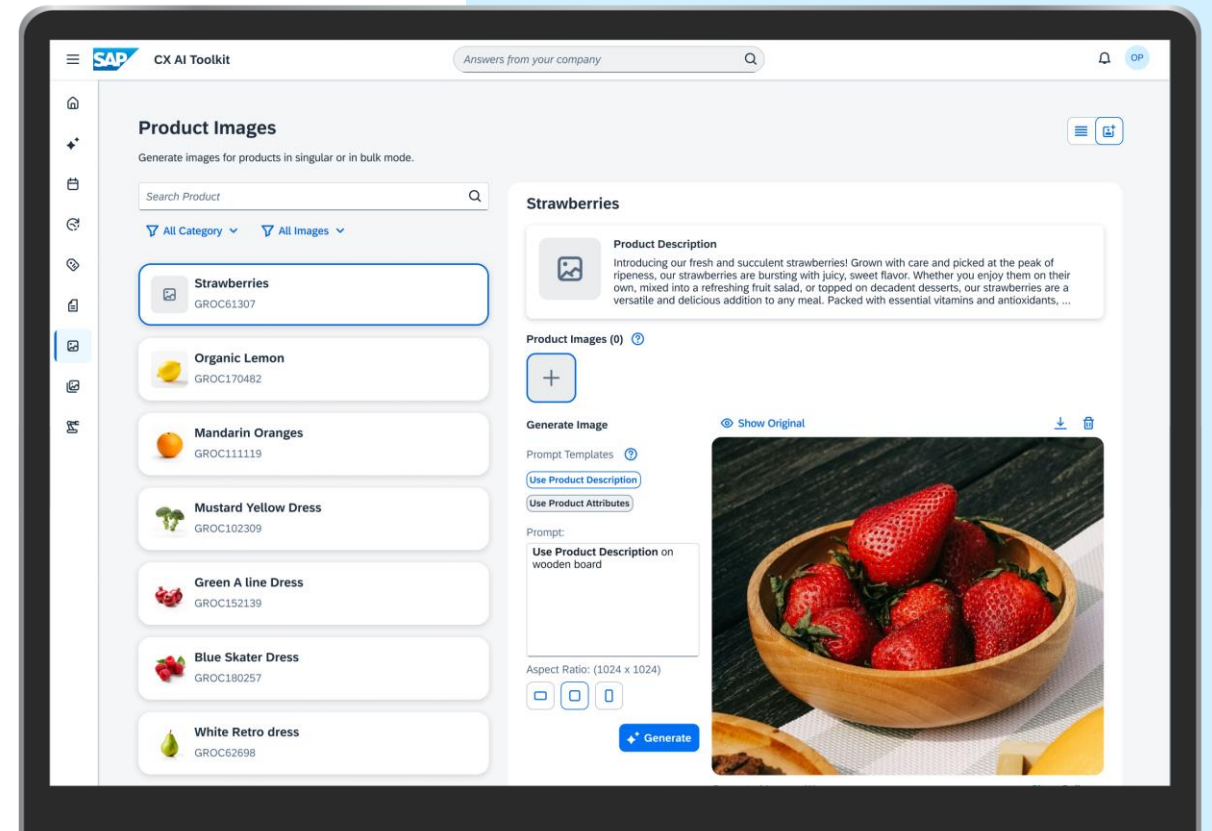
Insightful

Planned for Q3 2024

Enhance commerce catalog visuals with AI image generation

Transform product visuals using seamless AI tools for image creation and editing.

- **Create captivating new images** using customizable AI-powered generation.
- **Transform product backgrounds** to align perfectly with your brand aesthetics.
- **Effortlessly remove backgrounds** or place products on solid color backdrops.
- **Boost engagement** with eye-catching, on-brand visuals tailored for commerce catalogs.



CX AI Toolkit Roadmap for SAP Commerce Cloud

Continued updates leveraging our partnership with leading LLM providers



Planned for Q4 2024

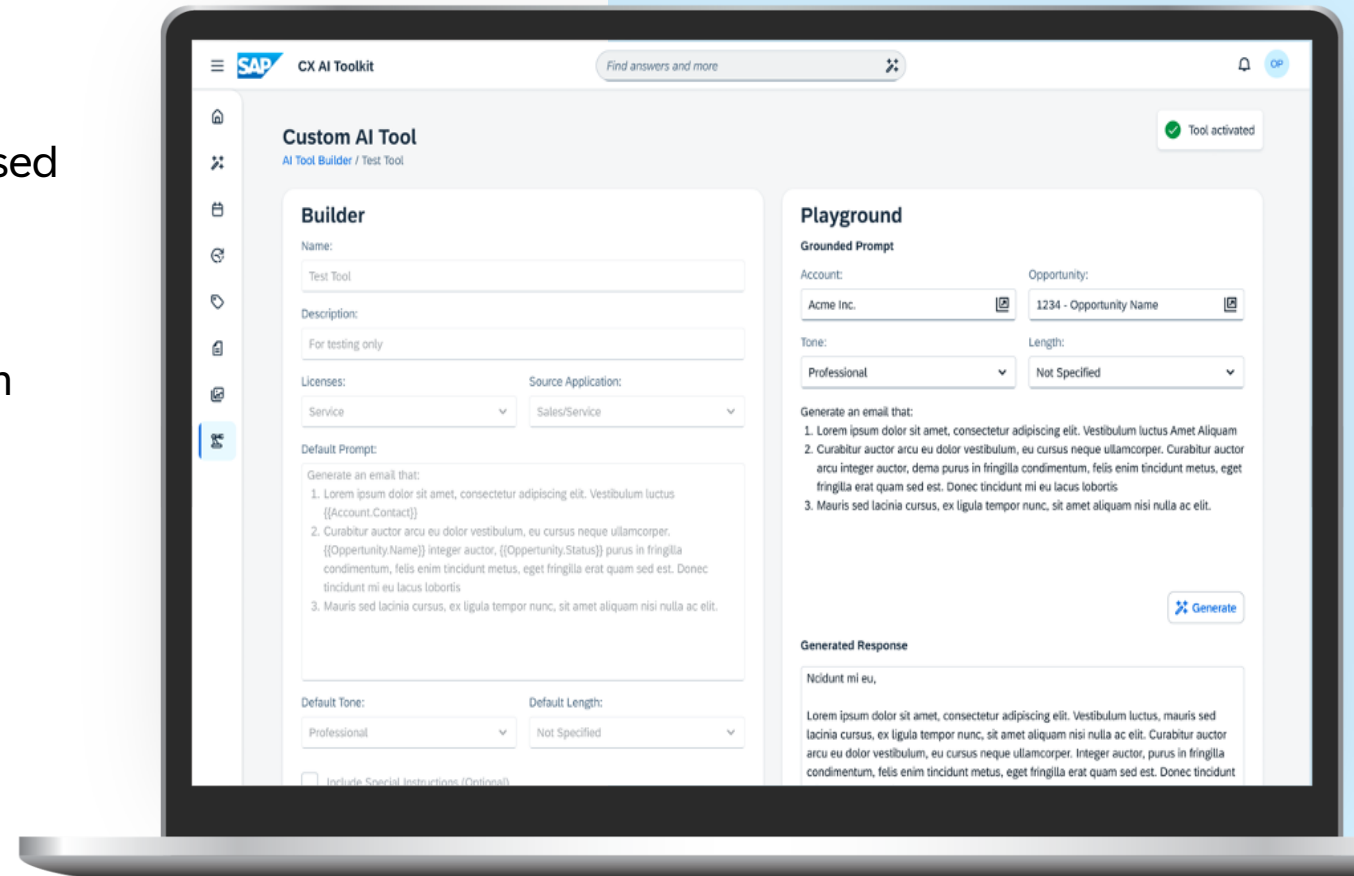
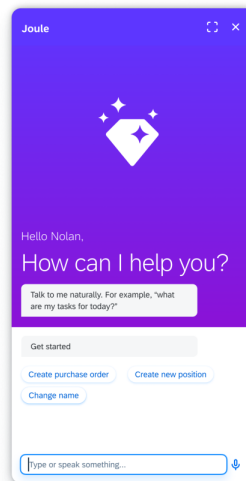
Shopping Assistant

Will help customer finds the most relevant products based on their needs

Custom Commerce AI Capabilities

Build your own AI tools within the Toolkit using your own Commerce data

Joule coming in '25





Good afternoon, Lucas

Ask me anything, I can help answer your work questions and search across your workplace apps

Find answers and more



AI Tools

Work faster with AI Tools designed for your role!



Ask about this Product

Ask AI any question about a product



Create Social Media Posts

Generate social media posts for my products



Generate Blog Post

Generate blog posts for my products



Generate Product Banner Text

Generate banner text for my products



Summarize a Meeting

Generate a summary of a recent recorded meeting

Smart Actions

Improve efficiency with AI insights!

▼ Last 7 Days ▼



No smart actions detected at the moment



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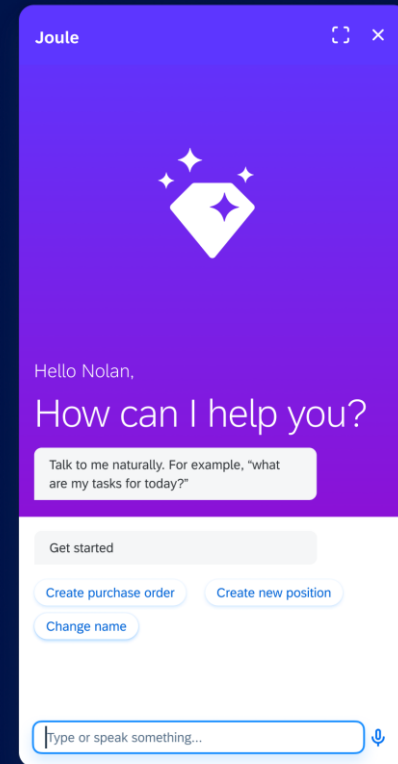
Last 7 Days



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Joule in SAP Commerce Cloud

New functionality coming with every release moving forward



CX AI Toolkit

Commerce Teams

Product Tagging

Unlock the full potential of your products by harnessing the power of AI to extract and enrich your product tags. Give your merchandising a boost and take your catalog to new heights

Personalized Product Descriptions

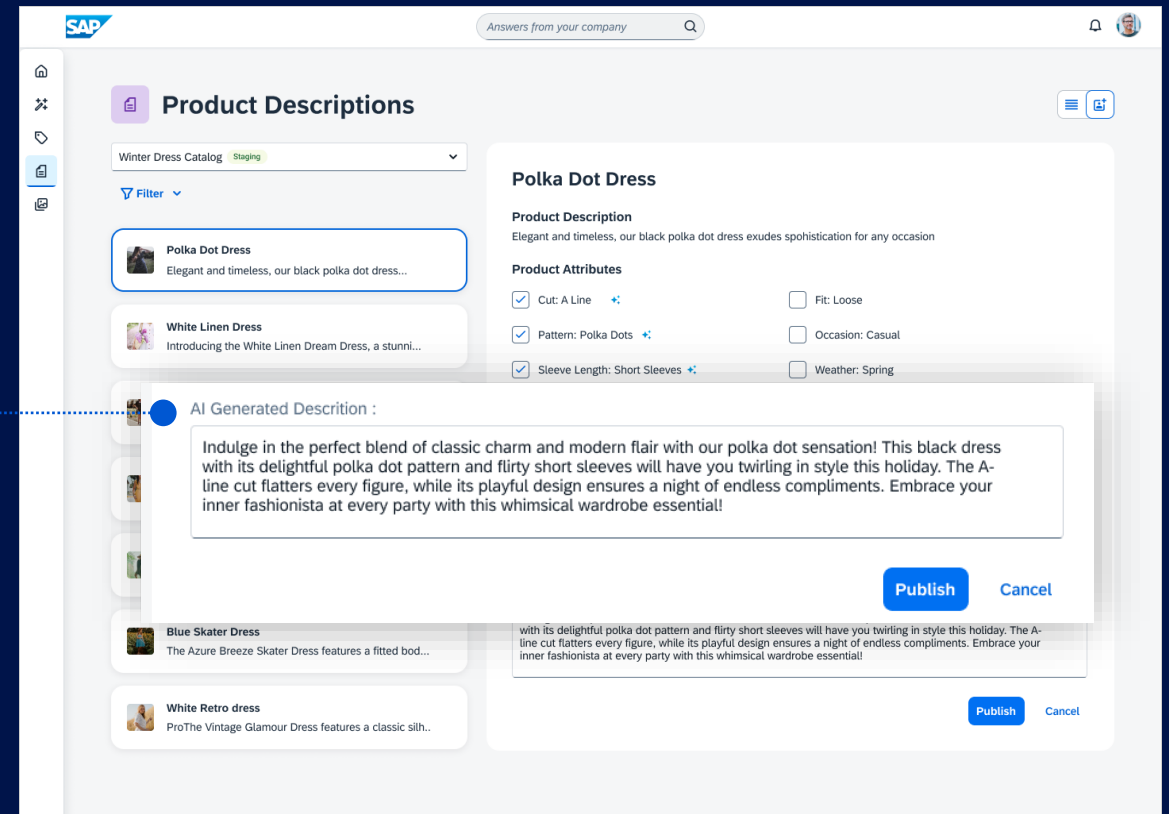
Let Generative AI transform your customer experience with personalized product descriptions that enrich your catalog data.

Visual Search

Improve product discovery - simplifying the process and delivering quick and accurate search results based on AI image detection

Commerce AI Tools

Commerce role specific prompts utilizing CX data to generate a blog post, social media posts and more



CX AI Toolkit for Intelligent CX: Generative AI Capabilities

Automate time-consuming tasks and quickly analyze data from across the enterprise

Improve Catalog Health

Use AI to extract and enrich product tags, and augment product descriptions, to increase product visibility and discoverability

Proactively Identify and Answer Questions

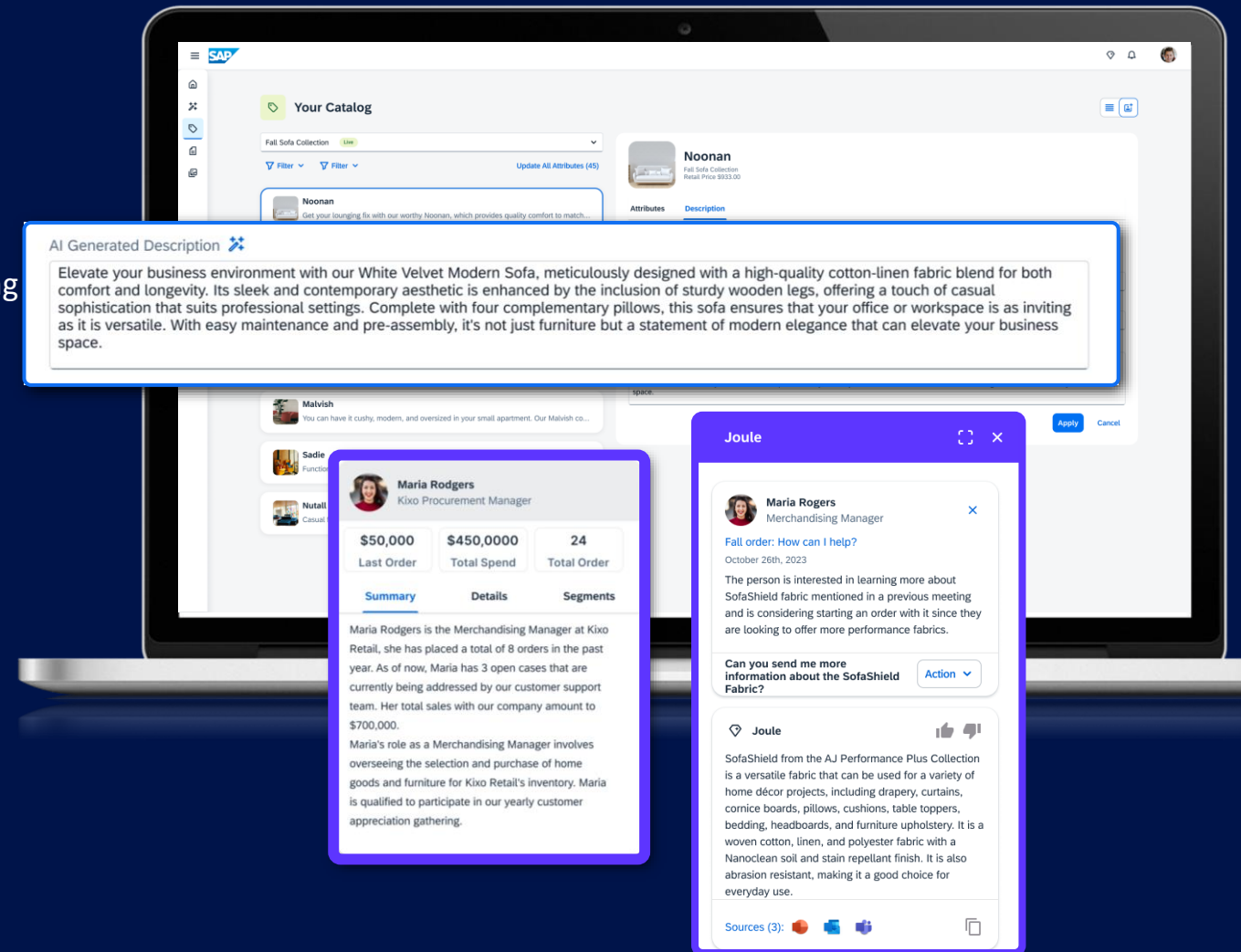
Guide teams with AI by pointing out the important questions, showing answers and suggesting written responses

Automate Common Tasks

Increase productivity and efficiency by automating routine tasks, ensuring that more time is used to directly focus on the customer

Generate Profiles that All Teams Can Access

Understand customer preferences using AI-driven insights to deliver more personalized and relevant sales and service



Commerce Cloud

AI-driven product recommendations based on purchasing patterns, trending and related products

Intelligent Selling Services for SAP Commerce Cloud drives conversion through real-time personalization, recommendations, and merchandising

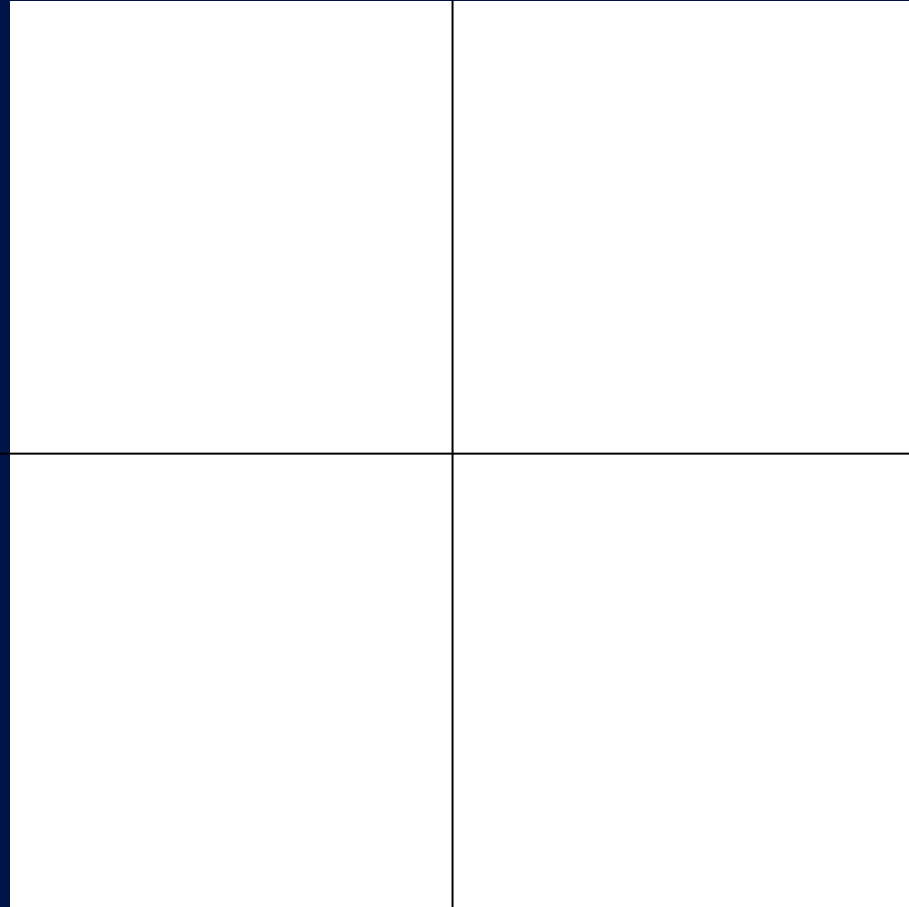
The screenshot displays a 'Personalised Recommendations' carousel with four product cards. Each card features a product image, a title, a description, and a price. The products are: 1. Yamaha MCR-B020 Home audio micro system 30W Orange (€129.00), 2. Yamaha MCR-B020 Home audio micro system 30W White (€129.00), 3. Yamaha MCR-N470D Home audio micro system 44W Black (€449.90), and 4. Panasonic SC-BTT505EG9 5.1 1200W 3D home cinema system (€469.00). A mouse cursor is hovering over the Panasonic product. Navigation arrows and a dot indicator are visible at the bottom of the carousel.

Product Name	Price
Yamaha MCR-B020 Home audio micro system 30W Orange	€129.00
Yamaha MCR-B020 Home audio micro system 30W White	€129.00
Yamaha MCR-N470D Home audio micro system 44W Black	€449.90
Panasonic SC-BTT505EG9 5.1 1200W 3D home cinema system	€469.00

Product Recommendations

- Recommends upfront specific products based on product trends, customers' past purchases, and search histories
- Displays related products to give customers more choices
- Identifies buying patterns from customer data for purchases happening at regular intervals and recommends "buy it again" products in a timely manner

Unlock the benefits of SAP Business AI





Thank You

Reach out to talk more about the impact of this approach on your composable strategy

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 **Bring out your best.**