



# **Enable the Intelligent and Sustainable Enterprise with SAP Services**

**the webinar will start at 12:00 (CET)**

## **Welcome!**

Public





# The Hitchhiker's guide to deploying Business AI in your organization

SAP Services and Support Webinar  
25 June 2024  
Host; Derek Aarts [Derek.aarts@sap.com](mailto:Derek.aarts@sap.com)

Public





# Agenda

**01** Housekeeping

**02** What is the SAP Services Webinar Series

**03** The Hitchhikers Guide to SAP Bus. AI

**04** Q and A



# Housekeeping

- 01** The platform details, Tabs
- 02** Please use the QnA during the presentation
- 03** Use the Survey Tab if you want direct contact
- 04** This webinar is being recorded
- 05** Please use the audience reaction button



## Maximum value from SAP Application

### Innovation

- complex
- creative solutions
- best practices

### Adoption

- using
- comfortable competence
- transformative

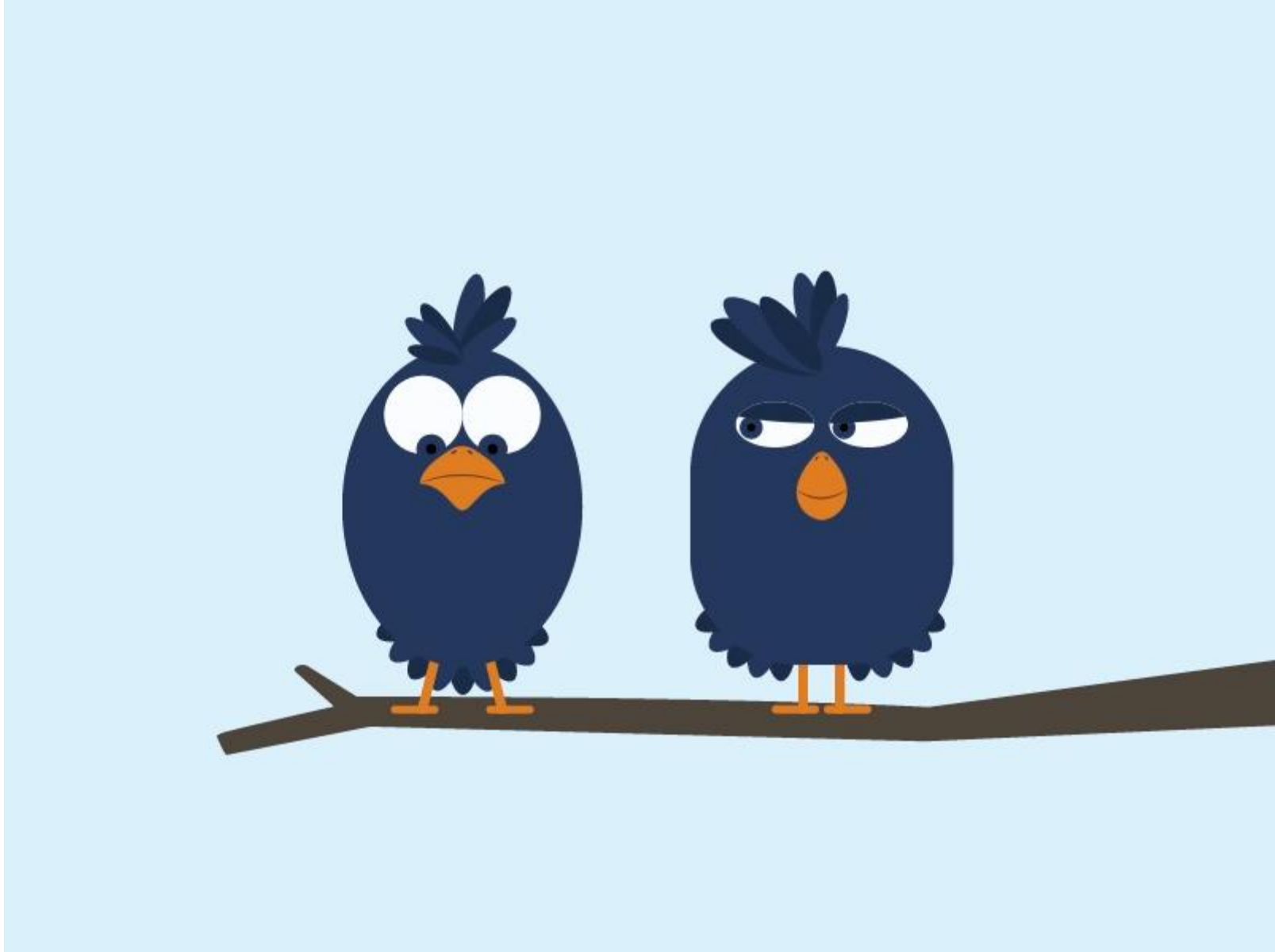
## Services Webinar series (Working Persons)

Talk to the  
experts

Simplify and ask  
questions

Accessible  
Solutions

Start  
conversations





# 2024 Webinars H1 Schedule

[Calendar link](#)

January 26	<b>SAP Questionmark?</b> Everything you need to know regarding SAP's assessment platform (Spain only)		<a href="#">Recording link</a>	T&A Other
February 13	A Deep Dive into <b>SAP Preferred Success for SAP S/4HANA RISE Premium Plus</b> with a Focus on Business AI		<a href="#">Recording link</a>	RISE
February 21	SAP Certification has never been so easy! <b>Try the new SAP Learning Hub (for Partners)</b>		<a href="#">Recording link</a>	Partners
February 27	Sweeping Away IT Complexity: <b>SAP S/4HANA Strategies for a Cleaner System</b>		<a href="#">Recording link</a>	RISE
March 12	Drive Execution of Procurement Category strategies with <b>SAP Ariba Guided Sourcing</b>		<a href="#">Recording link</a>	LOB
April 24	Maximize Your Software Experience: <b>Uncover the Secrets of SAP Enable Now</b> for Effortless Adoption in Our Exclusive Customer Empowerment Session!		<a href="#">Registration link</a>	T&A Other
April 23	Accelerate Talent Strategies with <b>Talent Intelligence Powered by SAP SuccessFactors</b>		<a href="#">Recording link</a>	LOB
May 14	Accelerate Adoption and Generate New Revenue Streams with the <b>SAP Preferred Success Demand Generation kit for SAP Partners</b>		<a href="#">Recording Link</a>	Partners
June 25	The innovators guide to deploying <b>SAP Business AI</b> in your organization		<a href="#">Registration link</a>	RISE
July 9	<b>Moving to the Cloud?</b> Some things should just be left to SAP (with Cloud Applications Services)		<a href="#">Registration link</a>	LOB





**Jesper Schleimann,**  
Chief AI Officer, SAP EMEA



**David Pontoppidan,**  
Executive Advisor for Cloud ERP, SAP  
EMEA



**Gizem Pazir Okumus**  
SAP Business AI GTM Head for HCM  
and Rise



# Our Speakers today

## The Hitchhiker's Guide to Business AI



**Jesper Schleimann,**  
Chief AI Officer, SAP EMEA



**David Pontoppidan,**  
Executive Advisor for Cloud ERP, SAP  
EMEA



# Customer Imperatives

The world is going through unprecedented volatility

Businesses are craving solutions & insights

of CEOs believe their company will  
not be viable in ten years if it stays on  
its current path

45%

The consequences are big – the time is now.



# It feels almost impossible to keep up. You are not alone. Innovation imperative?

# Years to reach human level accuracy for Artificial Intelligence

*Human parity*

Handwriting recognition

Speech recognition

Image recognition

Reading comprehension

Language understanding

High school & college subjects

Code generation

Common sense completion

2024

2022

2020

2018

2016

2014

2012

2010

2008

2006

2004

2002

2000

1998

DON'T  
PANIC

The image features the text "DON'T PANIC" in a bold, 3D, blocky font. The word "DON'T" is rendered in a bright pink color with a thick blue outline, giving it a glowing appearance. The word "PANIC" is rendered in a rainbow gradient, starting with blue on the left and transitioning through green, yellow, and orange to red on the right, also with a thick blue outline. The text is set against a dark blue background filled with numerous small, white and yellow stars of varying sizes, creating a cosmic or night sky effect. The overall style is reminiscent of classic arcade game graphics or retro digital art.



# Stop looking for the answer to life, the universe, and everything...

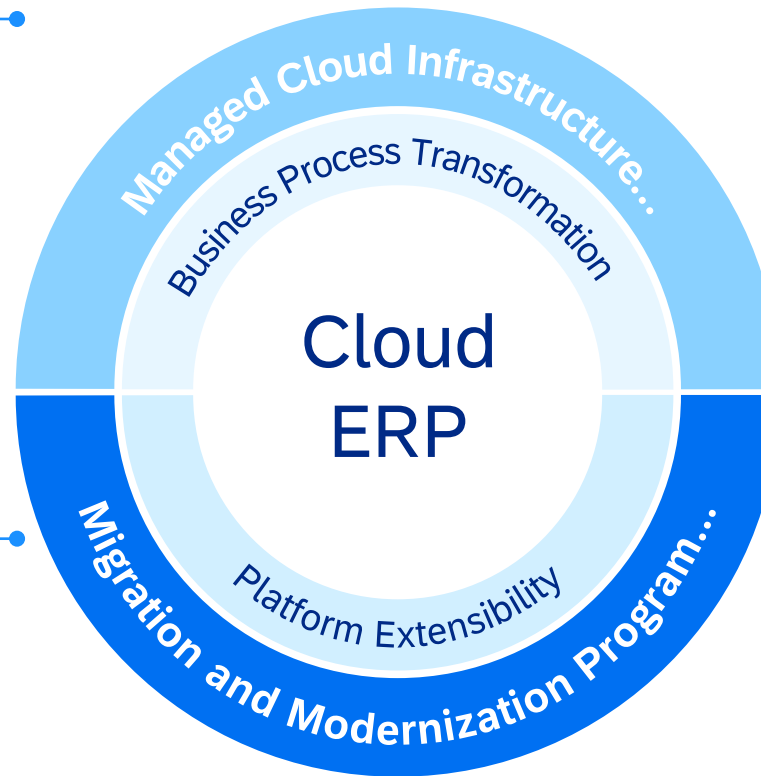
## Start looking at how to succeed in your transformation!

### Cloud Capabilities: DevOps, AIOps and more

- Cloud-native architecture
- Modular ERP
- Cloud-specific capabilities
- Innovate at the rate of change

### Cloud Economics: FinOps & Scale SAP

- Fixed-term, subscription-based pricing model that moves innovation to P&L
- Flexible consumption agreements



### Cloud Operations: CloudOps your SAP delivery

- Operate in a Private or Public Cloud
- SAP-Hyperscaler economies of scale
- Unique partnerships above and below API layer
- SAP applications “as-a-service”

### Cloud Transformation: Succeed long-term

- Transform and drive a clean digital core with realism
- Cloud-specific transformation tooling
- Aligned with SAP strategy in investment and innovation – as a partner for the future

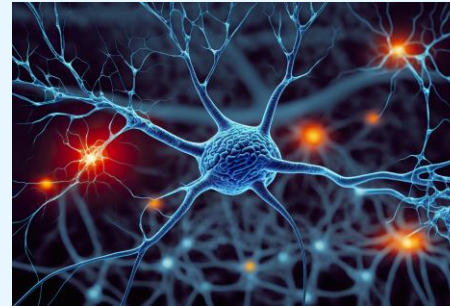
# Fast things



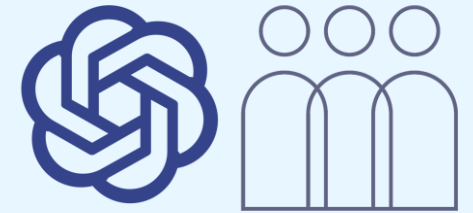
**Cheetah**



**Starship**



**Speed of Light**



**People becoming  
experts in AI**



# AI value

Leaders employ all three AI dimensions

Multiply productivity,  
increase efficiency

Optimize  
decisions

Accelerate  
processes

## Generative Experience

Human-centric  
interactions with  
computers

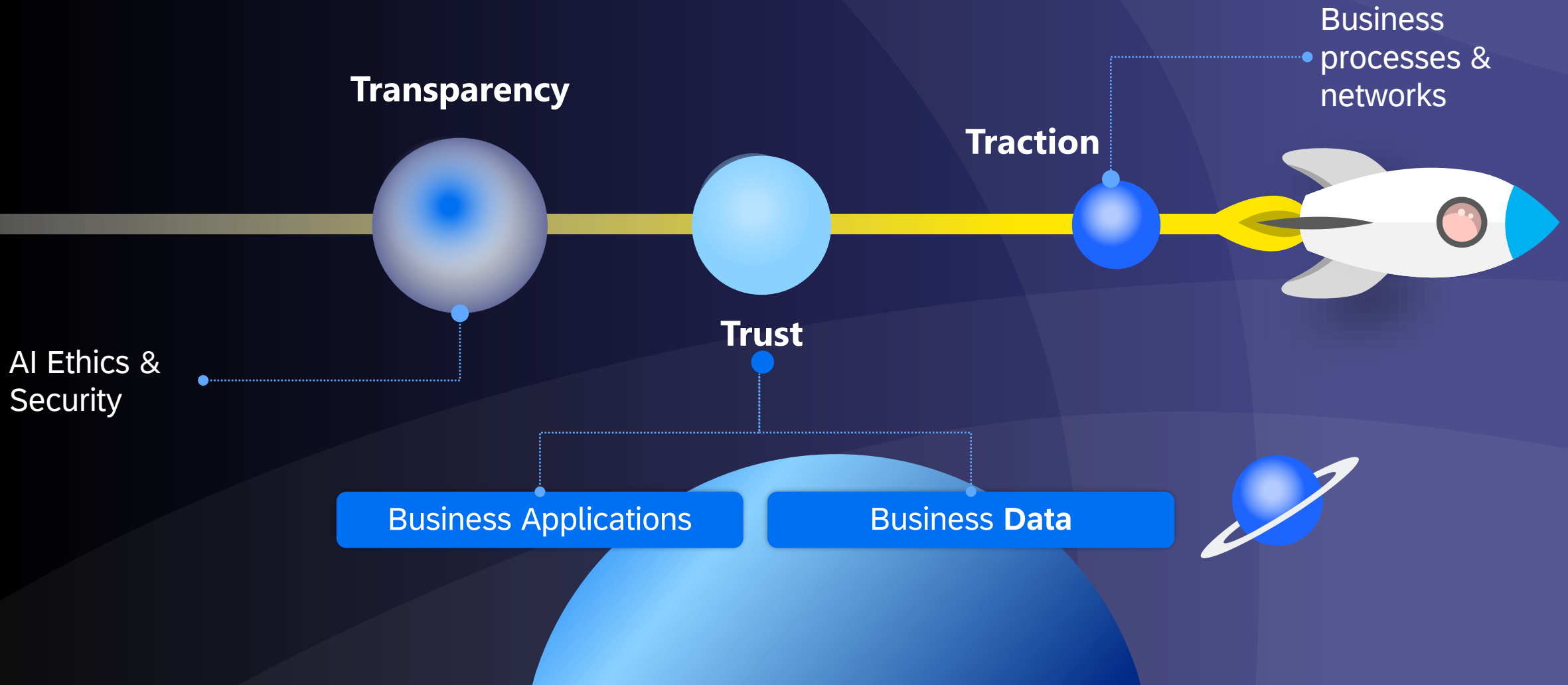
Do **12% more**  
tasks on average

Produce **40%**  
**higher quality**

Finish tasks  
**25% faster**

# AI Challenges to navigate

The AI value realization requires context & scale





# We power SAP by embedding Business AI across our portfolio

Relevant

Reliable

Responsible



## Our copilot: Joule

A copilot that truly understands your business

## Our crew: Embedded AI

Cloud ERP

Supply chain  
management

Human capital  
management

Spend  
management

Customer  
relationship  
management

Business  
Technology  
Platform

## Our passengers:

Customized AI

## Our engine room: AI Foundation

on Business Technology Platform

## Our fuel: AI ecosystem partnerships and investments



ANTHROPIC



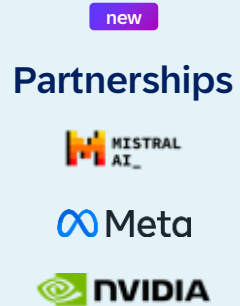
# Where we are today

27,000

customers are already  
leveraging SAP Business AI

SAP Business AI portfolio

76 million savings



22 models available  
in generative AI hub

All new  
**SAP Business AI**  
capabilities

Analytical



**Joule**  
SAP's generative AI Copilot

Document Grounding  
New Data Centers  
Multilanguage  
capabilities

100+

generative AI cases delivered  
across the portfolio

end of 2024

AI Foundation

40+ innovations



# What's already possible with GenAI

## Recent release highlights

### ERP and finance

#### **SAP S/4HANA Cloud Public Edition**

- ✓ Joule availability (EAC)

#### **SAP S/4HANA Cloud for Projects**

- ✓ Intelligent Matching of Employees to Projects (Beta)

#### **SAP Sustainability Footprint Management**

- ✓ Intelligent emission factor mapping

#### **SAP Enterprise Service Management**

- ✓ Next Generation Shared Services Automation

### Procurement

#### **SAP Ariba**

- ✓ Category Management market segmentation
- ✓ Category Management cost structure
- ✓ Category Management market dynamics

#### **SAP Concur**

- ✓ Faster Itemization of Hotel Receipts
- ✓ Request Assistant: Cost estimates

#### **SAP Fieldglass**

- ✓ AI-enhanced SOW description generation
- ✓ AI-enhanced job description generation
- ✓ AI-enhanced translation of job Description

### Supply chain

#### **SAP S/4HANA Cloud Private Edition**

- ✓ Transportation Management – Intelligent Goods Receipt Analysis (Pilot)

#### **SAP Digital Manufacturing**

- ✓ Visual Inspection (Beta)

### Human resources

#### **SAP SuccessFactors**

- ✓ Joule availability
- ✓ Job Description Generation
- ✓ Assisted Interview Questions with MS Teams
- ✓ Learning in Viva with Co-Pilot
- ✓ AI person insights for compensation discussions
- ✓ Generative AI for performance goals
- ✓ Generative AI for development goals
- ✓ Assisted Writing

### Industries

#### **Discrete Industries:**

- ✓ SAP Intelligent Product Recommendation for configurable products

### Sales and marketing

#### **SAP CX AI Toolkit**

- ✓ Intelligent Customer Profile
- ✓ Intelligent Q&A
- ✓ Smart Scheduling
- ✓ Record Summarization
- ✓ AI Product Tagging
- ✓ AI Product Descriptions
- ✓ Visual Search
- ✓ AI Tools

#### **SAP Service Cloud, Version 2**

- ✓ Email Draft Recommender
- ✓ Account Synopsis for Sales
- ✓ Case Summary

#### **SAP Sales Cloud, Version 2**

- ✓ Email Draft Recommender
- ✓ Account Synopsis for Sales
- ✓ Lead Booster
- ✓ Survey Trend Summary

#### **SAP Emarsys**

- ✓ AI Subject Line Generator (Pilot)

#### **SAP Field Service Management**

- ✓ Intelligent Filtering
- ✓ Equipment Insights

### IT and platform

#### **SAP Analytics Cloud**

- ✓ Just Ask Search

#### **SAP AI Core & Launchpad**

- ✓ Generative AI Hub

#### **Document Information Extraction**

- ✓ Premium Edition

#### **SAP BTP Cockpit**

- ✓ Joule availability (Beta)

#### **SAP HANA Cloud**

- ✓ Vector Engine

#### **SAP Build Code**

- ✓ Code Generation (Joule)

#### **SAP Automation Pilot**

- ✓ Content Generation Assistant (Beta)

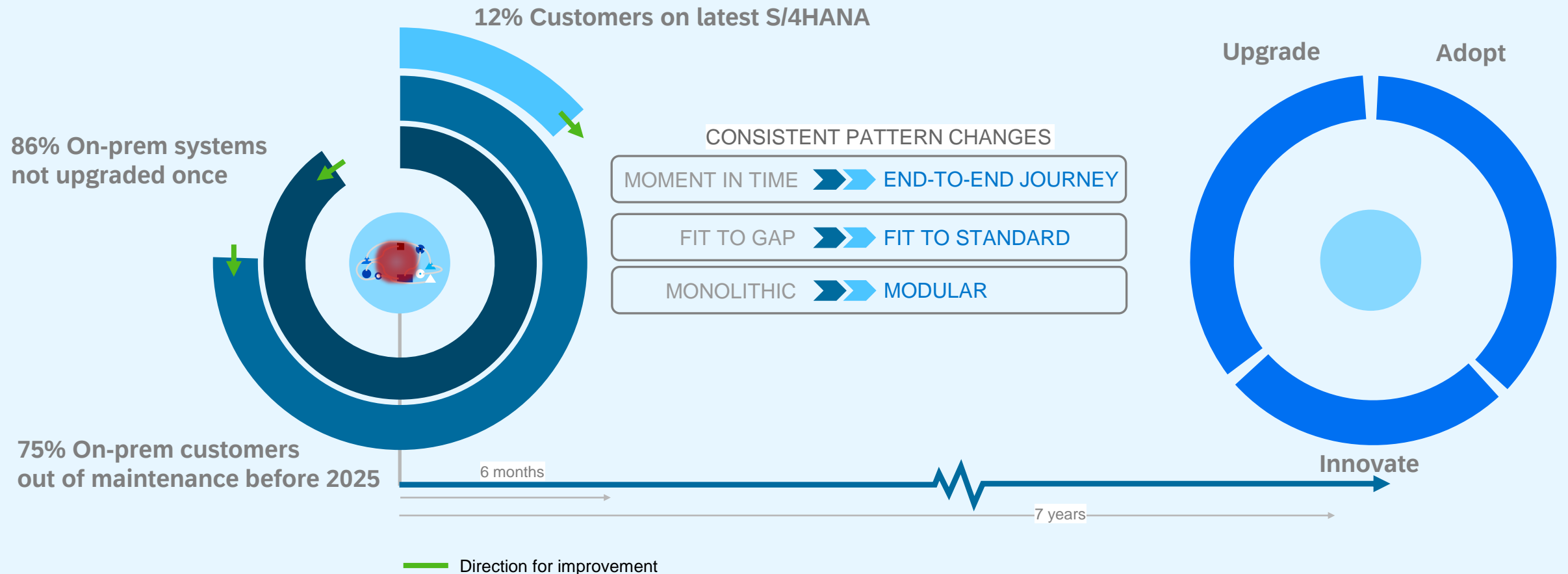
#### **LeanIX**

- ✓ Inventory AI prompt
- ✓ AI-assisted text
- ✓ AI-generated context
- ✓ AI-supported translations



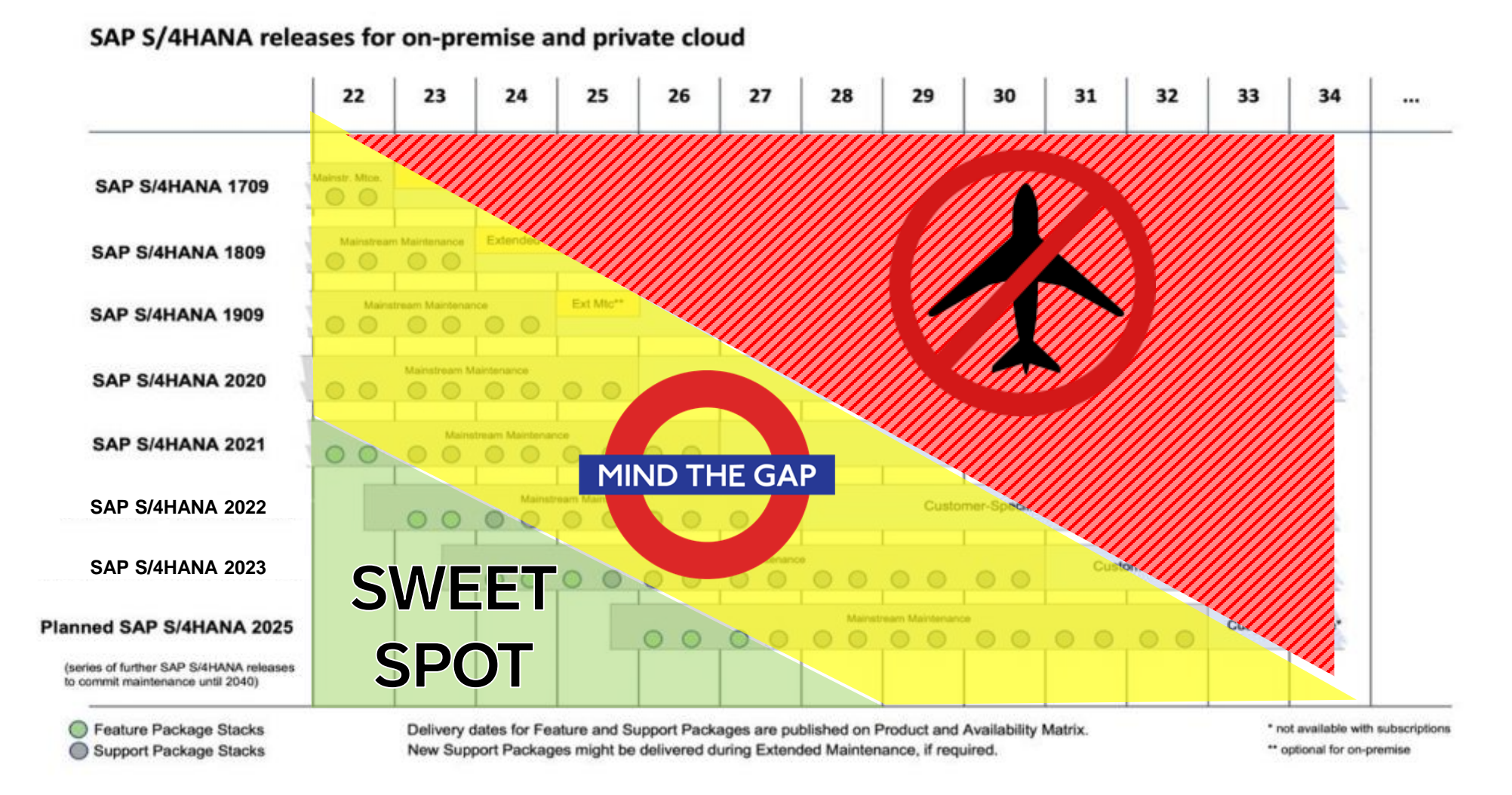
# AI drives a persistent innovative state

But it needs Cloud to enable it



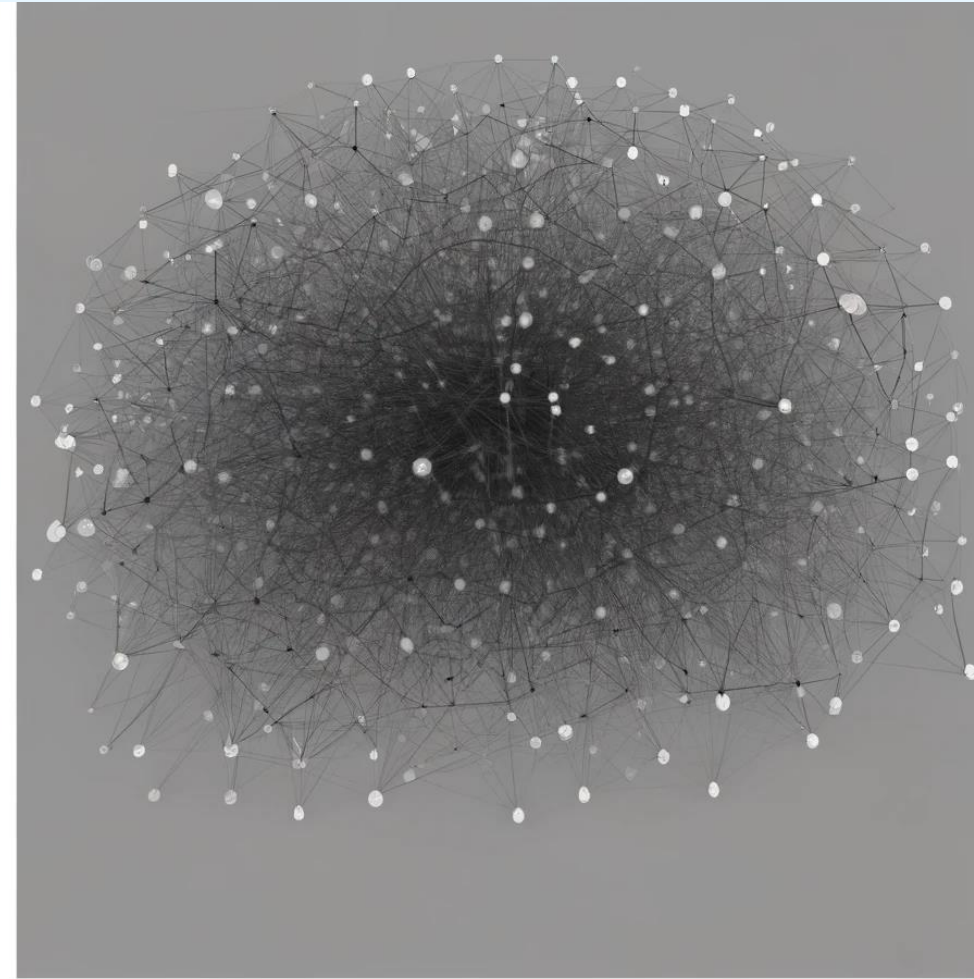
# Staying current matters to platform owners

Both short and long-term



# The central question: Who owns the platform?

Who really decides what happens to your digital core..





# SAP Business AI combines the power of AI with business processes and data



**Empowering  
Users**



**Empowering  
Process**



**Empowering  
Transformation**

GENERATING BUSINESS VALUE THROUGH...

**Productivity Gains**

**Cost Savings**

**Insight to Action**

# SAP Business AI combines the power of AI with business processes and data



**Empowering  
Users**



**Empowering  
Process**



**Empowering  
Transformation**

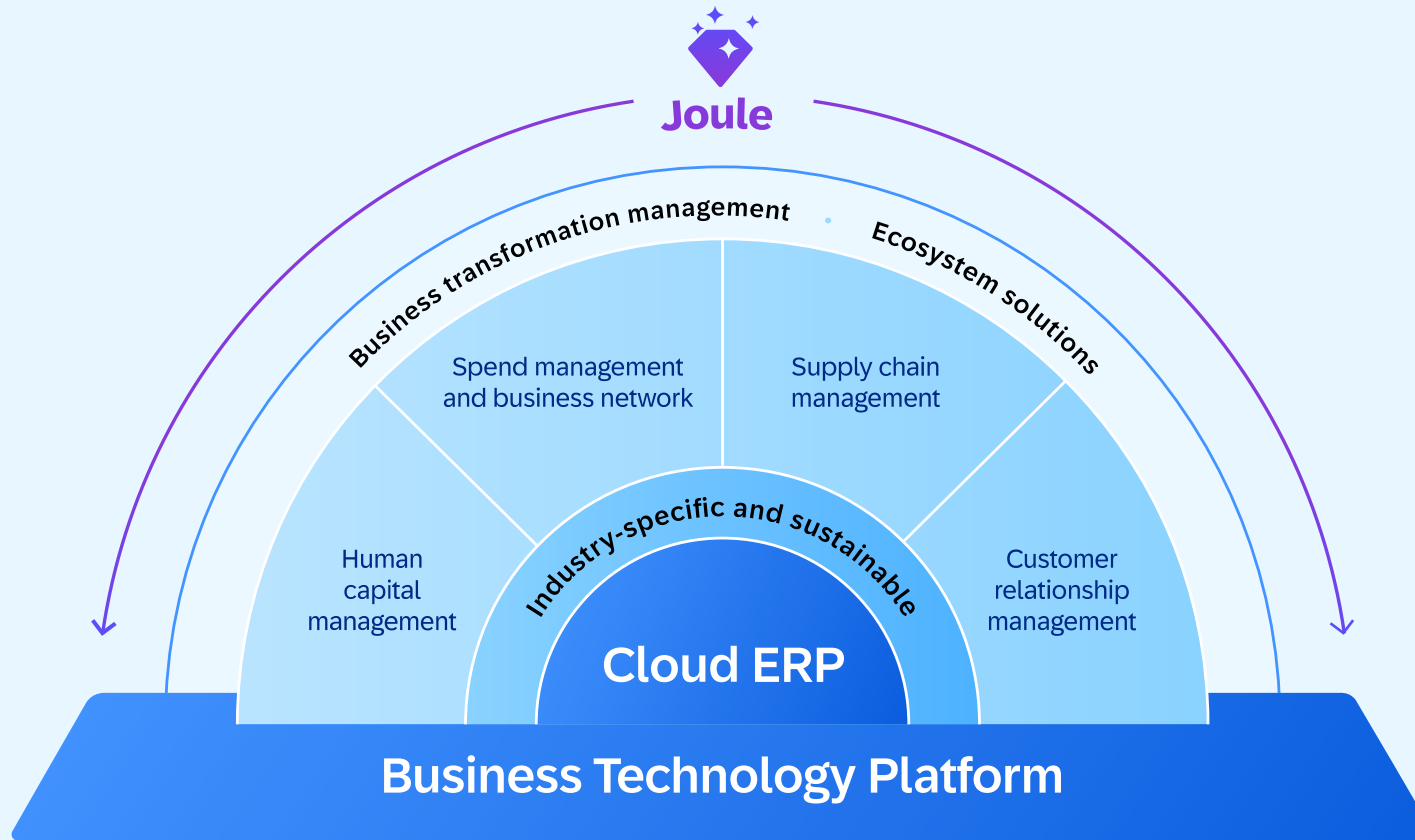
GENERATING BUSINESS VALUE THROUGH...

**Productivity Gains**

**Cost Savings**

**Insight to Action**

# Joule empowers users in your SAP systems



## Faster work

Accelerate every process with a single AI copilot to get comprehensive insights and perform tasks across all your SAP solutions.



## Smarter insights

Get instant insights grounded in your business data and enriched by your business context.



## Better outcomes

Elevate outcomes across the business by generating content tailored to your role, from job descriptions to code, and beyond.



## Human control

Choose when and how AI performs complex tasks to focus your efforts and maintain full control of decisions, data privacy, and security.

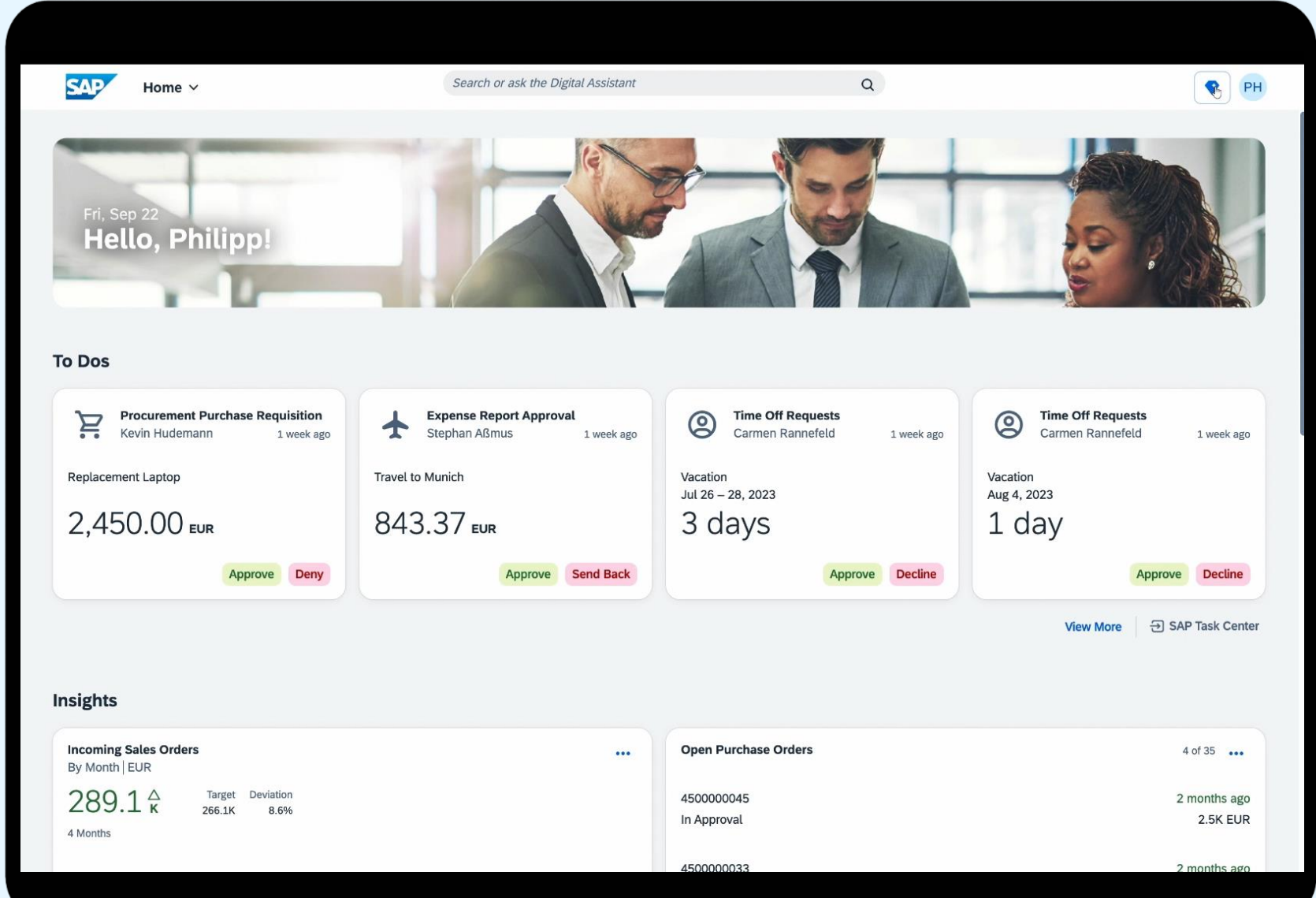


**Here I am...  
Brain the size  
of a planet. And  
they ask me to  
do a demo!**





# Joule - the AI copilot that truly understands your business



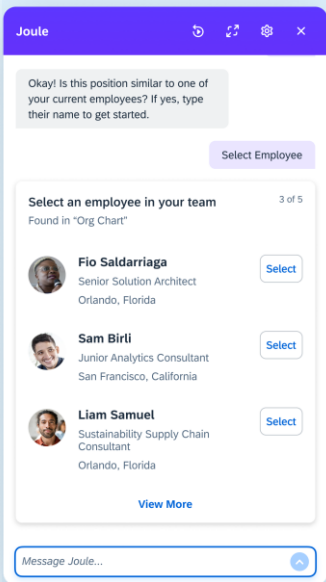
# Joule for every business function

...with more to come

## Human Resources

Employee Self-service

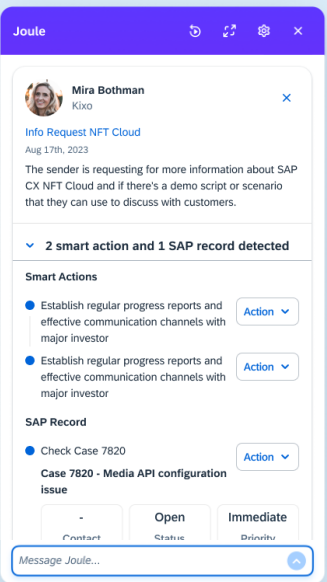
Available



## Sales

Sales management

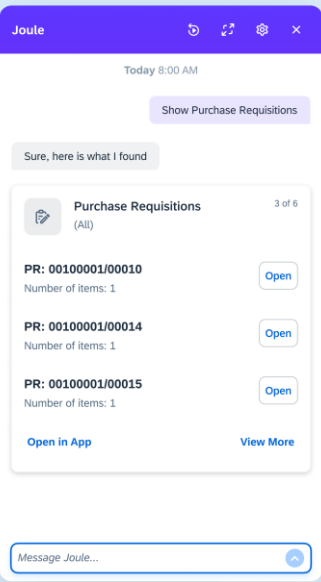
Available



## Procurement

Operational Purchaser

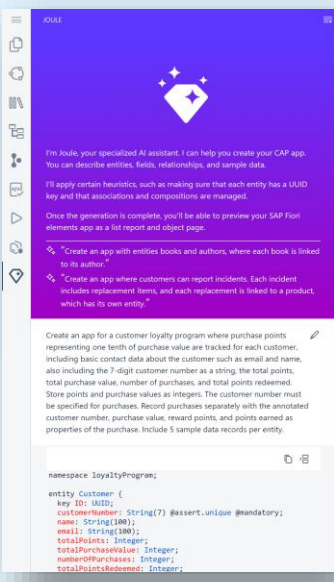
Available



## IT

Code generation

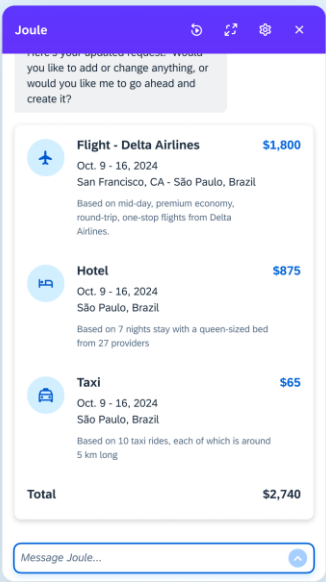
Available



## Finance

Travel and expense

Planned: 2025





# SAP Business AI combines the power of AI with business processes and data



**Empowering  
Users**



**Empowering  
Process**



**Empowering  
Transformation**

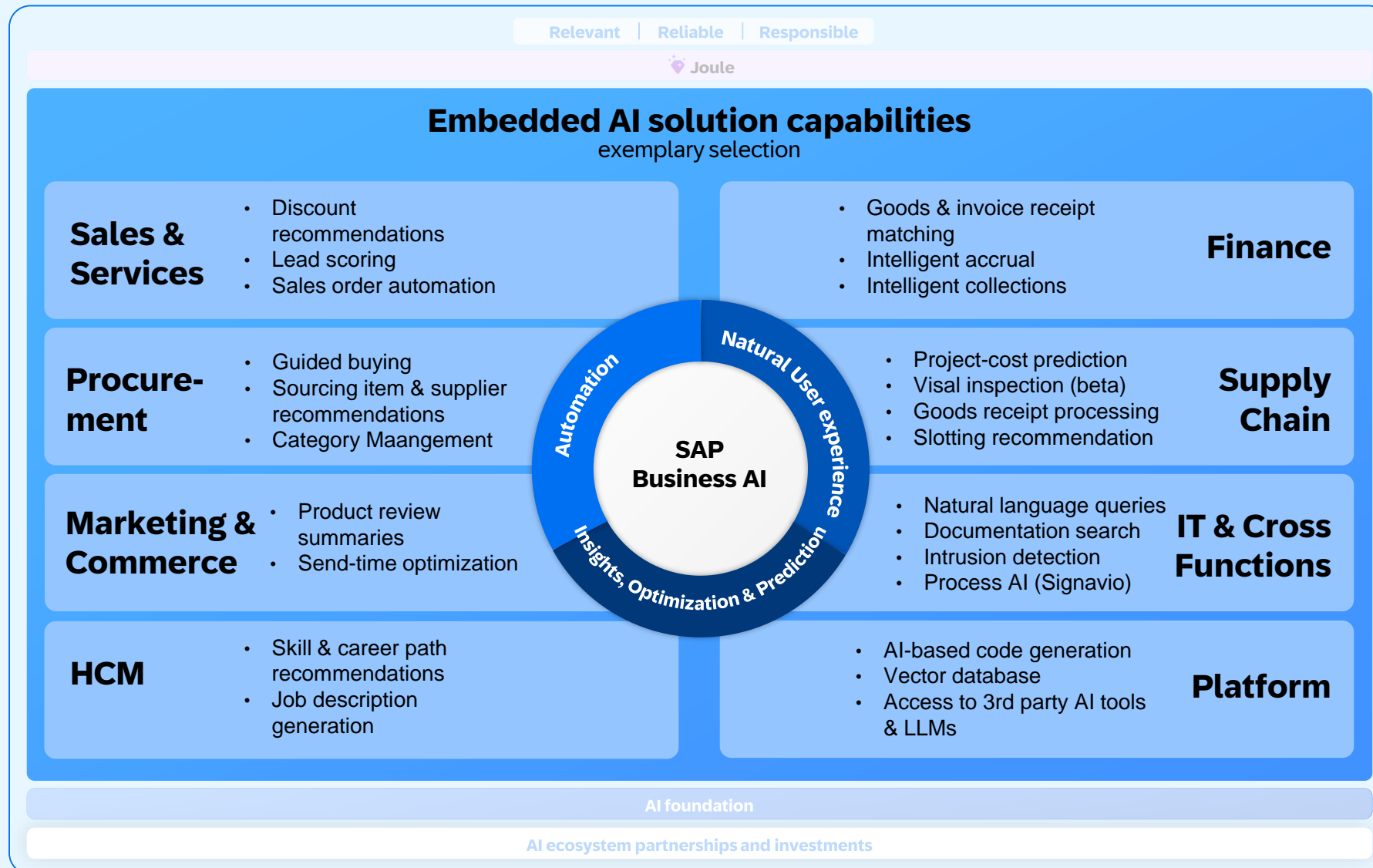
GENERATING BUSINESS VALUE THROUGH...

**Productivity Gains**

**Cost Savings**

**Insight to Action**


# Embedded AI solutions in SAP's product portfolio




# USE CASES

IT & Cross


Chief Information Officer





### AI driven Information Extraction

AI-generated content based on the SAP Business Technology Platform (SAP Build, SAP Generative AI Hub, SAP HANA Cloud Vector Engine)



Finance

Head of Finance






### Automated Account Advisor


AI-generated accounting developed by Deloitte based on the SAP Business Technology Platform (SAP Build, SAP Generative AI Hub, SAP HANA Cloud Vector Engine)



Human Resources

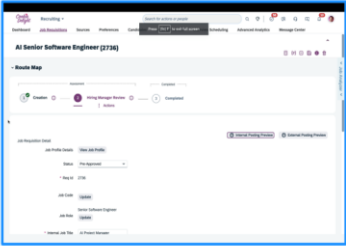
Head of HR





### Job description accelerator

AI-generate personalized recommendations for job descriptions



Finance

Head of Finance







### Enterprise Service Management




Procurement

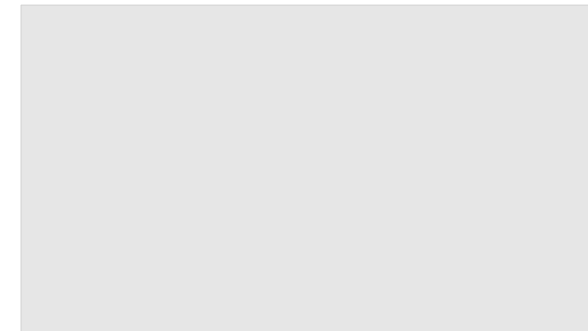
Head of Procurement





### Item Recommendation in Guided Buying for employees (Ariba + AI)







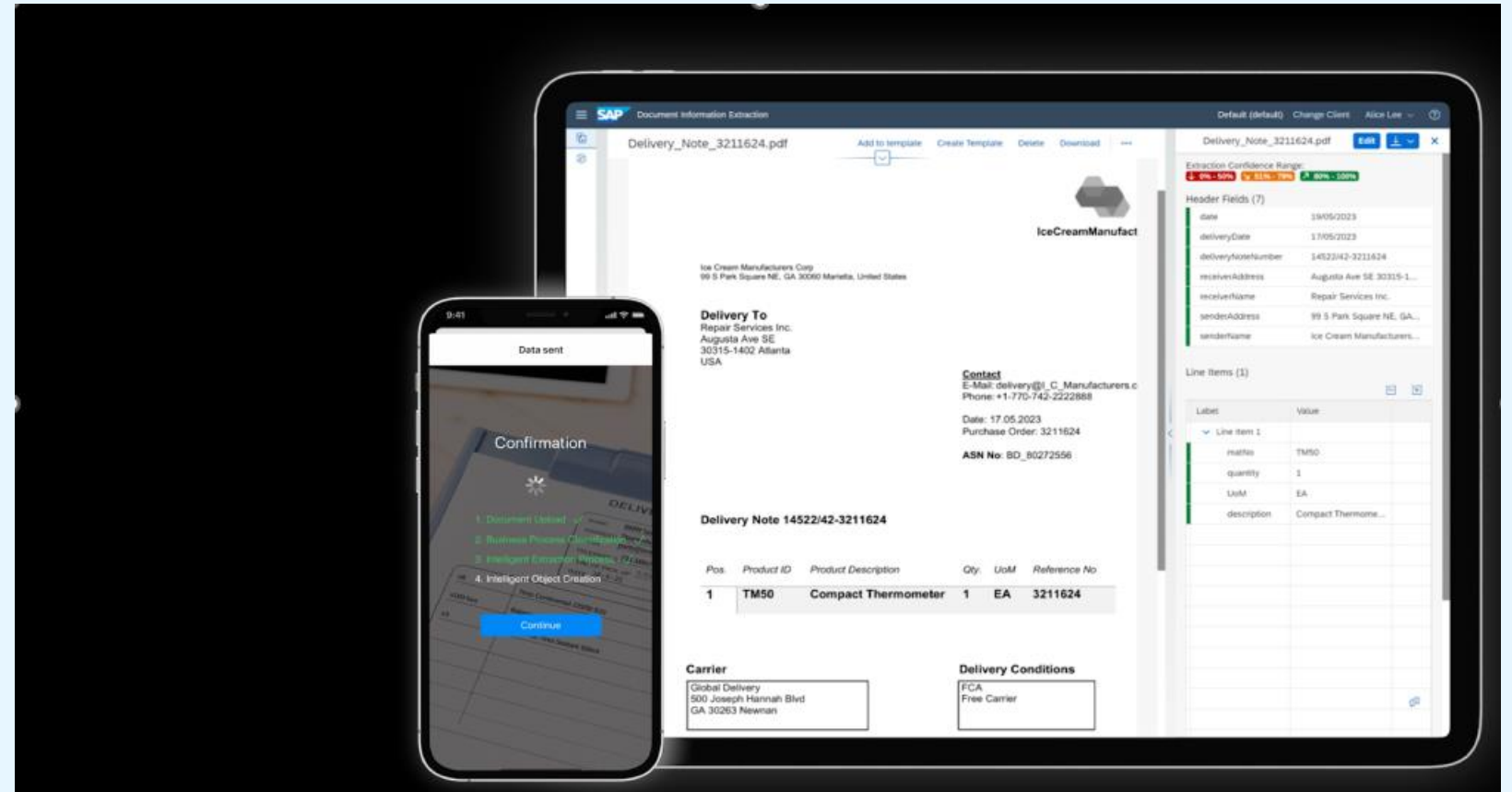
# AI driven Information Extraction

IT & Cross

Chief Information  
Officer



#1 Intelligently extract information



Human  
Resources

Head of HR



#2 Accelerate the process of  
creating job descriptions



# Job description accelerator

AI-generate personalized recommendations for job descriptions

*Cookie Delight* Recruiting Search for actions or people 58 10

Dashboard Job Requisitions Sources Preferences Candidates Press (fn) F to exit full screen Review Scheduling Advanced Analytics Message Center

## AI Senior Software Engineer (2736)

Route Map

Assessment Completed

1 Creation 2 Hiring Manager Review 3 Completed

Actions

Job Requisition Detail

Job Profile Details View Job Profile

Status Pre-Approved

\* Req Id 2736

Job Code Update

Senior Software Engineer

Job Role Update

\* Internal Job Title AI Project Manager

Internal Posting Preview External Posting Preview

Job Analyzer

# Enterprise Service Management

Finance

Head of Finance



#5 Automate Accounting with  
generative AI





# SAP Business AI combines the power of AI with business processes and data



**Empowering  
Users**



**Empowering  
Process**



**Empowering  
Transformation**

GENERATING BUSINESS VALUE THROUGH...

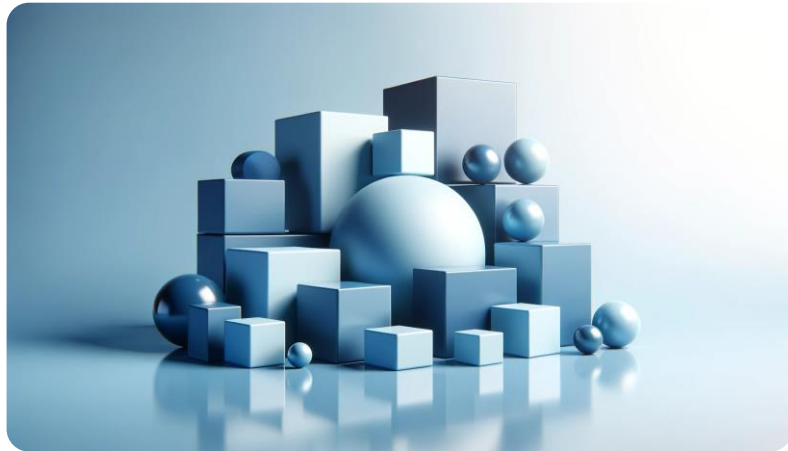
**Productivity Gains**

**Cost Savings**

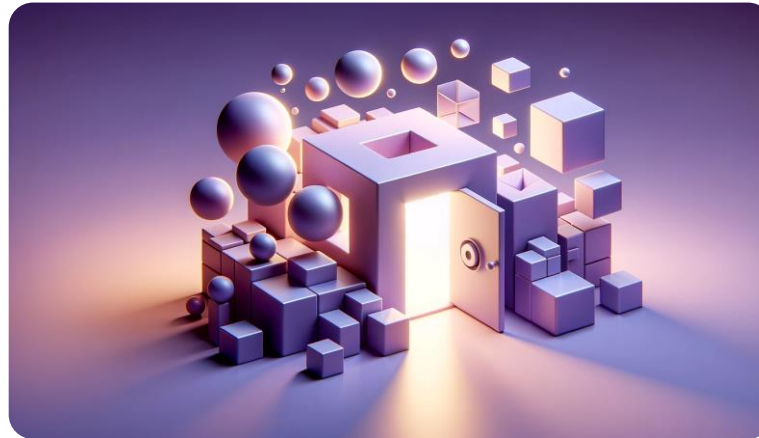
**Insight to Action**

# Jump start

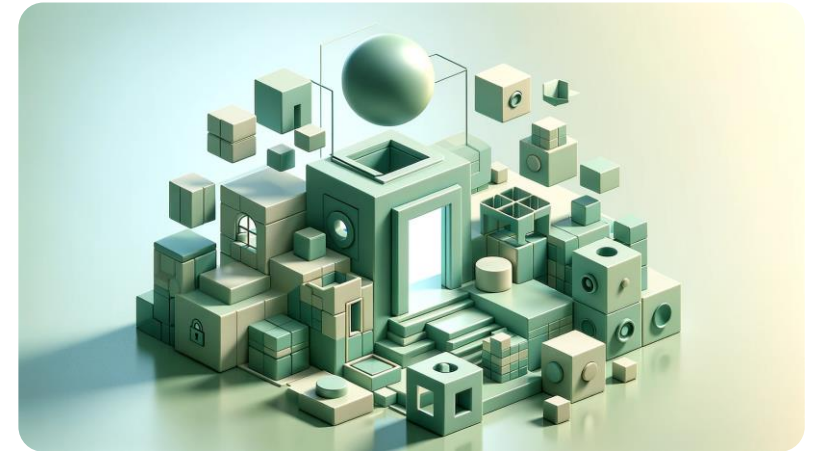
Extend your SAP environment with Generative AI Hub in SAP Business Technology Platform



**Toolset**



**Access**



**Trust & Control**



# More coming soon...

## Q2 2024

### ERP and finance

#### SAP S/4HANA Cloud Private Edition

- Joule: Availability

### Supply chain

#### SAP Digital Manufacturing

- Execute Multiple Visual Inspection Tasks

#### SAP Asset Performance Management

- Anomaly detection based on indicator values

#### SAP Integrated Business Planning

- Automated Outlier Correction Logic

#### SAP Product Lifecycle Management

- Joule for product innovation management

### Procurement

#### SAP Business Network

- Enhanced Responses to Discovery Postings
- Enhance Product Information on the Network Catalog

### Human resources

#### SAP SuccessFactors

- Assisted Q&A in Joule (HR Policy)

### Sales and marketing

#### SAP CX AI Toolkit

- Support for C4C Customers
- AI Attribute Detection enhancements

#### SAP Service Cloud, Version 2

- Case summary in Customer Hub/Agent Desktop

#### SAP Enterprise Service Management

- Case Summary
- Email Draft Recommender

### IT and platform

#### SAP Integration Suite

- Generation of Integrations
- AI-enabled anomaly detection for API calls

## Q3 2024

### ERP and finance

#### SAP S/4HANA Cloud Public Edition

- Communication Intelligence

#### SAP Signavio

- Performance Indicator Recommender
- Process Recommender

#### SAP Sustainability Control Tower

- ESG Report Generation with GenAI

### Supply chain

#### SAP Asset Performance Management

- Visual Inspection

#### SAP Integrated Business Planning

- Joule: Availability

### Procurement

#### SAP Ariba

- Ariba – Scope 3 Emissions data capture

#### SAP Concur

- Travel & Expense Policy Search from Request Assistant

#### SAP Business Network

- Invoice error summarization

### Sales and marketing

#### SAP CX AI Toolkit (GA)

- Additional Language Support for AI Outputs
- Custom Data Source for Intelligent Q&A
- Case records as data source in Intelligent Q&A

- AI Tools Builder Support Nested Level Relationships for V2 and C4C

- Image Generation for Commerce Cloud

- Embedded Sales/Service V2

#### SAP Sales Cloud, Version 2

- Post Visit Brief

#### SAP Service Cloud, Version 2

- Case Entity Extraction
- Email Summary
- Next Best Actions-Suggest Collaborators

#### SAP Enterprise Service Management

- Entity Extraction – Invoice, Payment Advice, Case, Dispute Management Scenario
- Email summary

### Industries

#### Discrete Industries:

- SAP Returnable Packaging Management: Generative AI-powered Receipt of Account Statements in PDF Format

#### Consumer Products:

- Revenue Growth Planning - Copy Promotion

#### Utilities:

- Explanation of EDIFACT-coded error message in MaCo

#### Life Sciences:

- AI-enabled Configuration Wizard for SAP Cell and Gene Therapy Orchestration

#### Public Sector:

- Navigational Assistance to Public Sector Management Applications through the Joule Co-Pilot

#### Sports & Entertainment:

- AI Scout in Sports One

### IT and platform

#### SAP Build Code

- Release Joule in VSCode marketplace
- Joule for HANA applications
- Joule for Mobile applications
- Introducing an AI-powered search to guide users through development tasks

#### Document Information Extraction

- Expedite the Processing Time for Time-Critical Documents

#### SAP Integration Suite

- Content recommendation in Business Accelerator Hub

#### SAP Build Process Automation

- Generative AI for Process Automations
- Document Information Extraction (DOX) Premium Adoption

#### SAP Automation Pilot

- Content Generation Assistant

#### SAP Analytics Cloud

- Just Ask Search - Full SAP Datasphere support

#### SAP HANA Cloud

- Support for vector indexing
- New vector clustering and segmented automated machine learning modeling

#### SAP ABAP

- ABAP BO Generator

## Q4 2024

### ERP and finance

#### SAP S/4HANA Joule Public Cloud

- Automated BOP Setup

#### SAP S/4HANA Cloud Private Edition

- Next Generation Shared Services Automation with GenAI (Pending EAC from Public Cloud) (Cross-port)

### Supply chain

#### SAP S/4HANA Cloud Private Edition

- Transportation Management – Intelligent Goods Receipt Analysis

#### SAP Integrated Business Planning:

- Explanation of planning results

### Procurement

#### SAP Ariba

- Supplier ESG Scorecard Creation
- Catalog bundle recommendations
- Invoice capture with DOX Premium

#### SAP Concur

- Travel Personalization

#### SAP Fieldglass

- SOW Capture with DOX Premium

### Human resources

#### SAP SuccessFactors

- Assisted Opportunity Marketplace Assignment Generation (User driven)
- Assisted 360 Reviews & Insights
- Assisted Writing with Recognition Messages, for People Profile, Onboarding, Dynamic Teams, Objectives, Key Results, and Talent Intelligence Hub and with Content Translation
- AI-assisted Person Insights – Compensation Discussion in new People Profile

### Industries

#### Discrete Industries:

- Intelligent Inbound Cargo Registration

#### Commodity Management:

- Generative AI Enabled Deal Capture

#### Life Sciences:

- Generative AI Assisted Batch Release
- ICSM Digital Study Assistance

#### Public Sector:

- Intelligent Error Handling in Position Budget and Control

## Roadmap highlights

### Sales and marketing

#### CX AI Toolkit

- Shopping Assistant: Ask the Product, Semantic Search and Intent based Search for consumers in Commerce Cloud
- Custom AI Tools for lists of records
- Role Specific insights
- Automated Agents and record updates in Sales/Service Cloud

#### SAP Sales Cloud, Version 2

- Joule Integration
- Sales Quote Generation from a Request Email
- Automatic suggestion of Questions in Surveys
- Contact Summary
- Order Insights

#### SAP Service Cloud, Version 2

- Customer Hub Summary
- Joule Integration
- Sentiment Trend Analysis
- Next Best Actions – Propose Next Interaction

#### SAP Emarsys

- AI Product Finder
- GenAI Report Generator
- GenAI Segments

#### SAP Field Service Management

- GenAI for the Admin Role
- GenAI for the Technician Role
- Joule Integration

#### SAP Enterprise Service Management

- Joule Integration

### IT and platform

#### SAP Analytics Cloud

- Just Ask Search – Leverage SAP HANA cloud vector engine to enhance processing time

#### SAP BTP Cockpit

- Joule availability

#### SAP ABAP

- ABAP AI SDK

#### SAP LeanIX

- Inventory Builder

Please note: This is the current state of planning and may be changed by SAP at any time

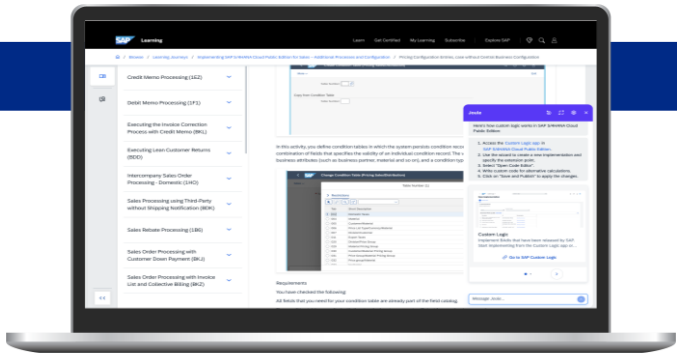
More details: <https://roadmaps.sap.com>

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# Empower Transformation with Generative AI

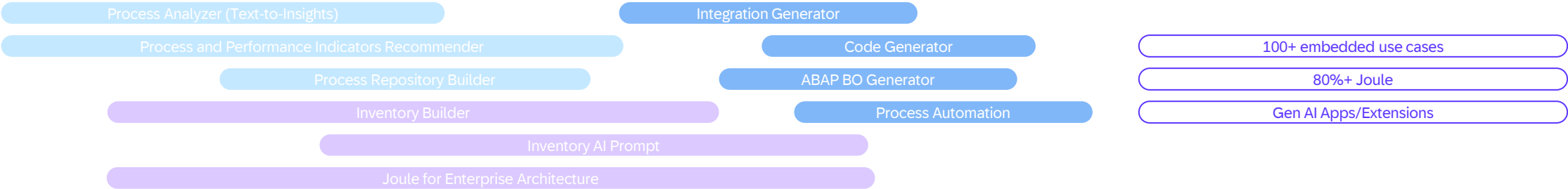
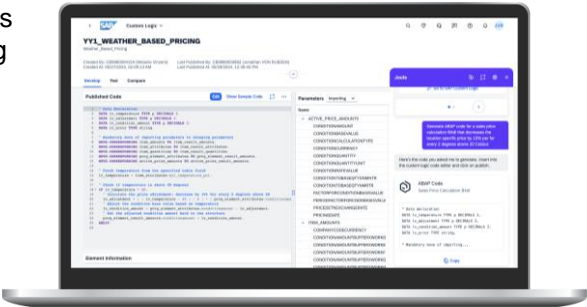
Reduce consultancy effort



## SAP Consulting capabilities and ABAP Developer capabilities \*

Consulting Capability for **Joule** empowers SAP consultants with direct access to SAP content for fast, detailed learning about system design and updates, exceeding traditional certification methods.

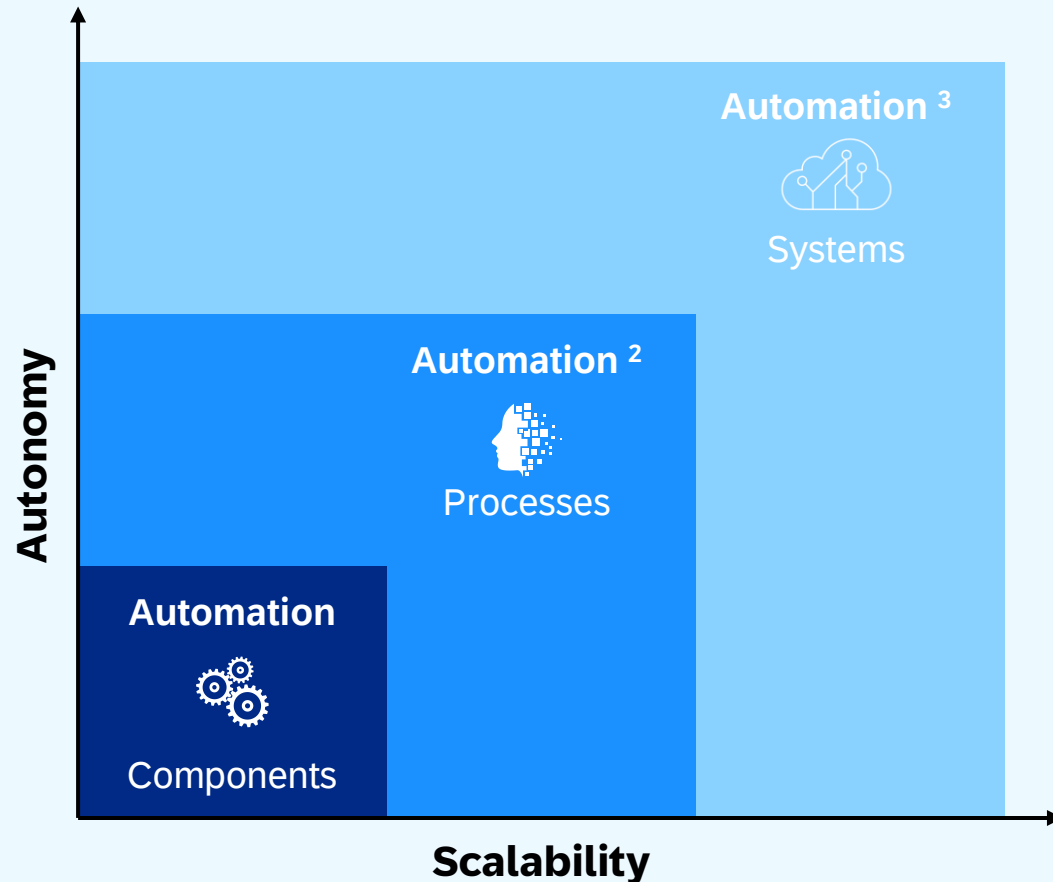
Q3, 2024 \*\*



Generative AI in SAP Signavio Generative AI in SAP LeanIX Generative AI in SAP BTP

# The next frontier in enterprise innovation is automating automation in an intelligent way

This shift not only enhances operational efficiency but also empowers human decision-making.



## The automation of intelligent automation

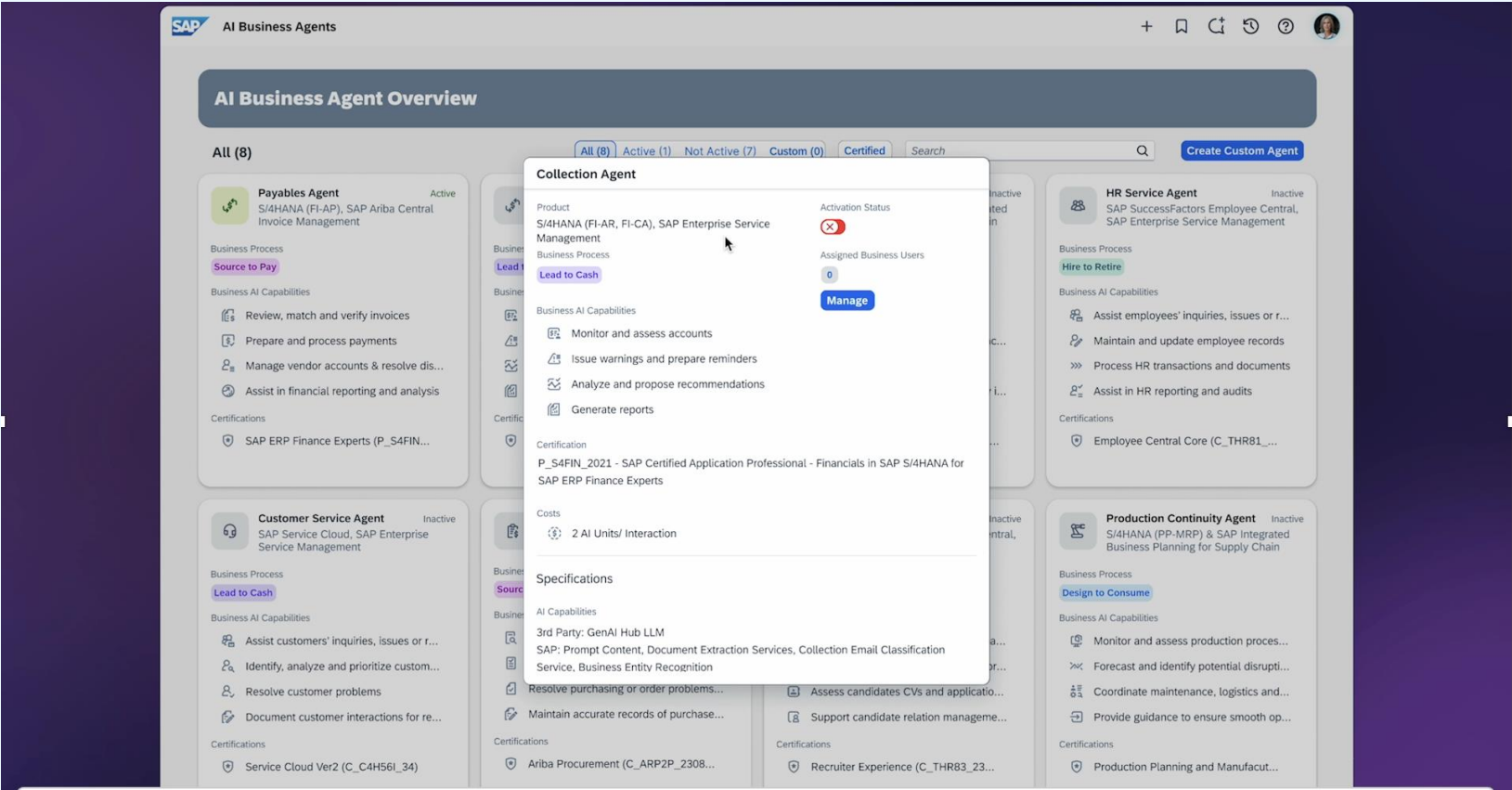
### Characteristics

- Self-optimizing systems
- Adaptive and proactive
- Interoperable and infinitely scalable
- Able to be proactive
- Intelligence-aaS?

### Benefits

- Unparalleled efficiency gains
- True augmentation of human intelligence
- Human focus on tasks that truly matter
- Able to give advice
- Reasoning engines?

# From SAP Labs: AI Agents in action





# From SAP Labs: AI Agents in action



## SAP AI Business Agents

How to scale AI based assistance and automation.

# Unlock the benefits of SAP Business AI

## Base AI

included in existing licensing

## Premium AI

purchased on top

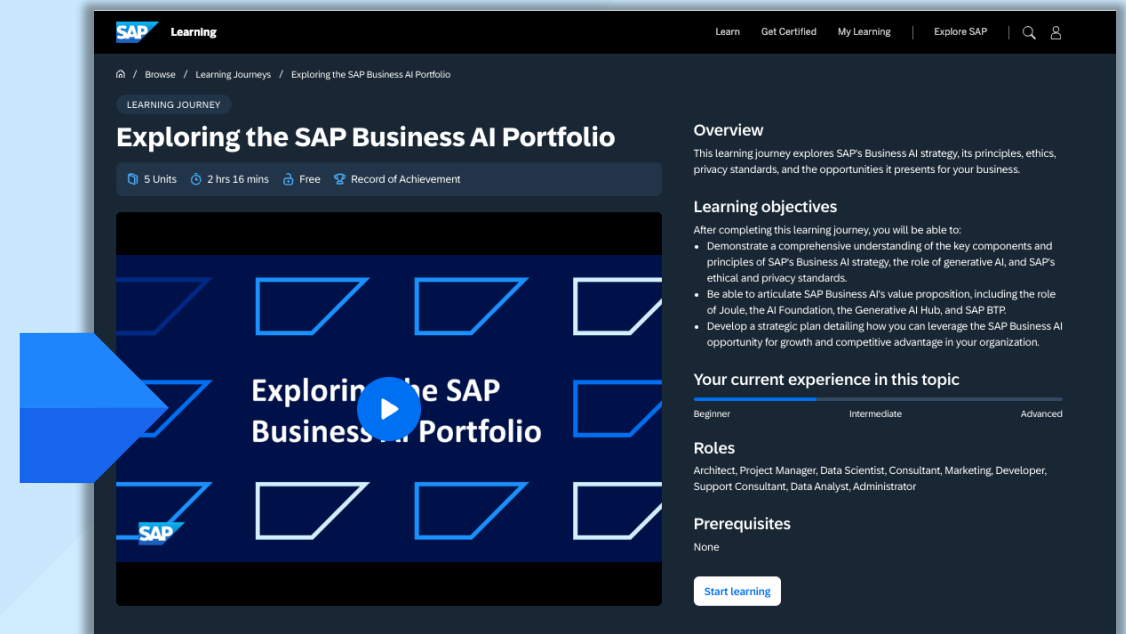
unlock additional high-value cases  
through generative AI

# SAP Business AI Learning Journey is live!

Learning journey is available for employees, customers, and partners.

Over 1,000 views already, a great start!

Dive in and get started today!



[SAP Business AI Learning Journey](#)



# Thank you

Contact Information:  
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Chief AI Officer EMEA

David Pontoppidan  
Cloud ERP Value Advisory & AI SPoC for Cloud ERP



# Getting you started on your AI Journey



**Gizem Pazir Okumus**

SAP Business AI GTM Head for HCM  
and Rise

# CS&D Service Portfolio Elements – Process Automation and AI

<p><b>Explore Services for Intelligent ERP</b></p> <p><b>Awareness for Embedded Scenarios</b></p> <ul style="list-style-type: none"><li>▪ Interactive workshops to assess innovation cases within and beyond SAP S/4HANA powered by intelligent technologies.</li><li>▪ Based on Process Analysis by Process Insights</li></ul> <p><a href="#">50148943</a></p>	<p><b>Quick-start service for embedded AI for SAP S/4HANA</b></p> <p><b>Activate Embedded Scenarios</b></p> <ul style="list-style-type: none"><li>▪ The service enables companies to benefit from powerful SAP Machine Learning in a matter of days, without changing end user business processes.</li><li>▪ Covers S/4 Pre-Build Bots and AI Scenarios</li></ul> <p><a href="#">50156941</a></p>	<p><b>Quick-Start Service for SAP Build Process Automation</b></p> <p><b>Build Automation Scenarios</b></p> <ul style="list-style-type: none"><li>▪ Implementation Service for Automation Scenarios based on SPA</li><li>▪ Use Machine Learning Service for Intelligent Software Robots</li></ul> <p><a href="#">50149141</a></p>	<p><b>Intelligent Technologies Services</b></p> <ul style="list-style-type: none"><li>▪ Quick-Start Service for SAP Cash Application - <a href="#">50141813</a></li><li>▪ Quick-Start Service for Build Apps - 50157774</li><li>▪ Quick-start service for Service Ticket Intelligence - <a href="#">50151508</a></li><li>▪ Implementation service for process automation, hyperautomation, and process improvement - <a href="#">50157773</a></li><li>▪ QuickStart AI Core</li><li>▪ Prototype Service for AI Business Services</li><li>▪ DOX Validation Service</li></ul>
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# SAP AI Innovation Exploration Service

## Start your SAP Business AI journey right now!

### WHO?

For customers who want to get started with SAP Business AI or extend their SAP Business AI footprint. Suitable for all customers across industries, independent of their AI background

### WHAT?

Exemplary AI & Innovation implementation **roadmap**, final deliverable of the service as part of an extensive AI & Innovation **report**

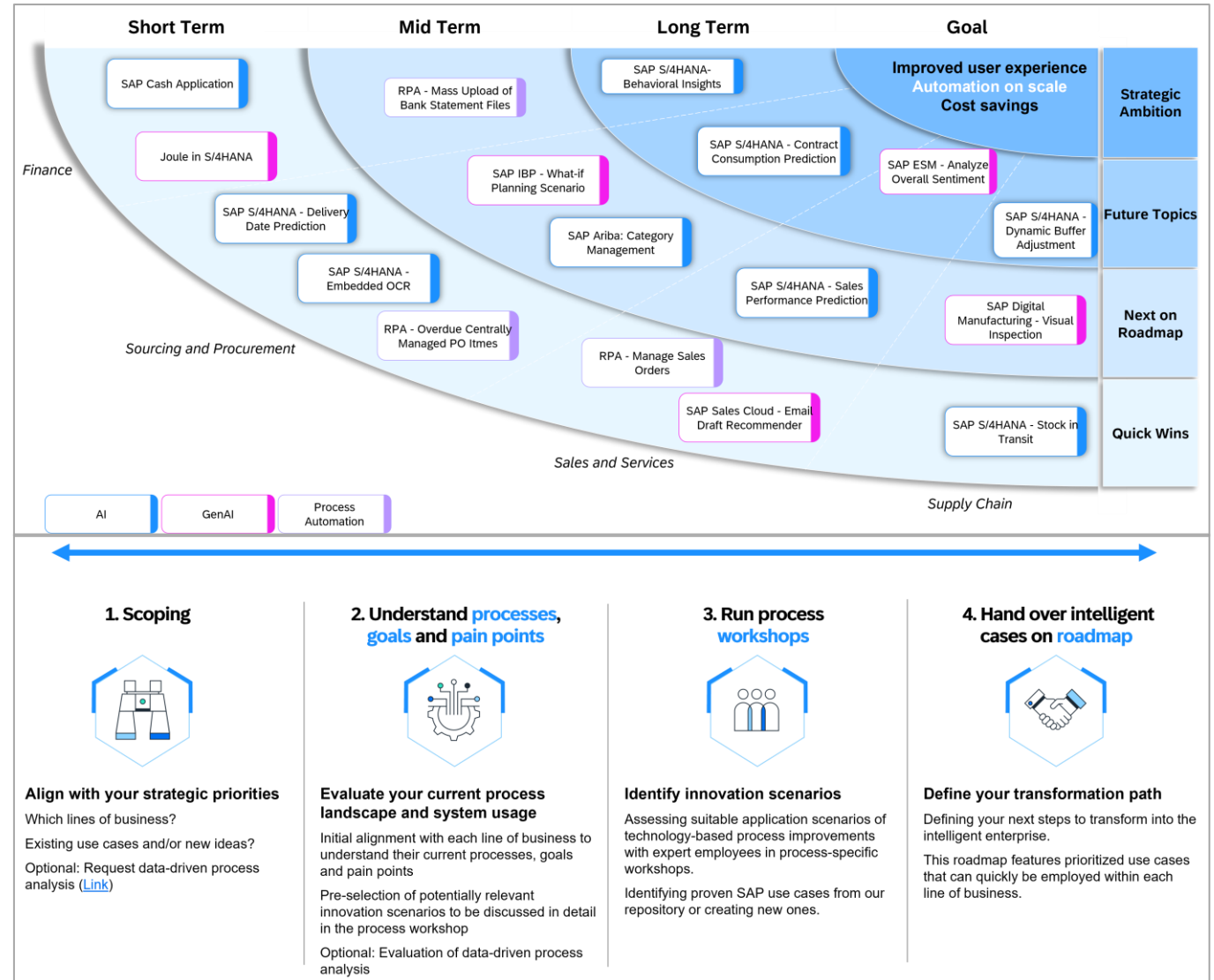
### HOW?

**Explore** AI & Innovation use cases: **Out-of-the box** and **custom developments, embedded** in your SAP solutions (e.g. SAP S/4HANA, SAP SuccessFactors, SAP Ariba etc.) or **side-by-side** on the SAP Business Technology Platform

**Develop** new use cases based on your own processes and pain points Plan the most relevant use cases strategically

**Final deliverable:** Your individual AI & innovation roadmap for your SAP landscape. Ideal starting point for your SAP innovation journey

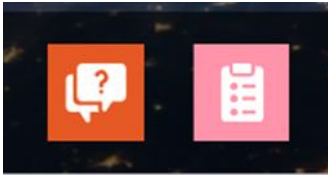
**Possible Follow-ups:** Implementation of roadmap, AI strategy, Co-Innovation-Management with SAP





# Questions

## Start a conversation



## The team

Host; Derek Aarts [Derek.aarts@sap.com](mailto:Derek.aarts@sap.com)

## CSS Web series

