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Minister wil strenge regels voor AI-bedrijven: 'AI is zo essentieel. Je moet dit reguleren'

Europa moet beter kunnen concurreren met AIbedrijven in de VS en China, vindt minister Beljaarts (Economische Zaken). 'Het is belangrijk dat we modellen trainen met eigen input.'

atuurlijk keek ook Dirk Beljaarts (PVV) met belangstelling naar de plotselinge opmars van DeepSeek. Het jonge Al-bedrijf slaagde erin een concurrerend model te maken waarvoor veel minder rekenkracht nodig is, en dus tegen fors lagere kosten.

En ja, dat is ook voor Europa hoopgevend. De voorsprong van de Amerikaanse reuzen lijkt immers minder groot dan tot voor kort werd aangenomen. Zelf heeft Beljaarts een beEuropa gaat gebukt zucht en gebrek aar luidt de kritiek vant de techbedrijven. U regels?

'Ik sta er dubbel in. In lik volop bezig met het van regels. Als ministe sche Zaken ben ik altij markt met zo min mogen. Maar Al is zo essel veiligheid, gezondheid en verdierweit mogen dat je dit wel moet reguleren.

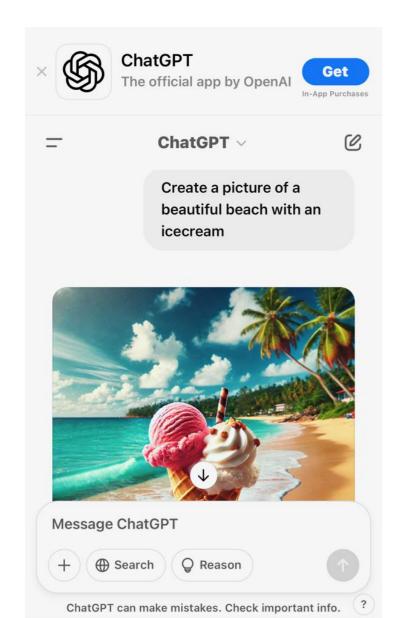
mogen dat je dit wel moet reguleren.
Bijvoorbeeld om te voorkomen dat
veelbelovende Europese AI-start-ups
worden overgenomen door Amerikaanse.'

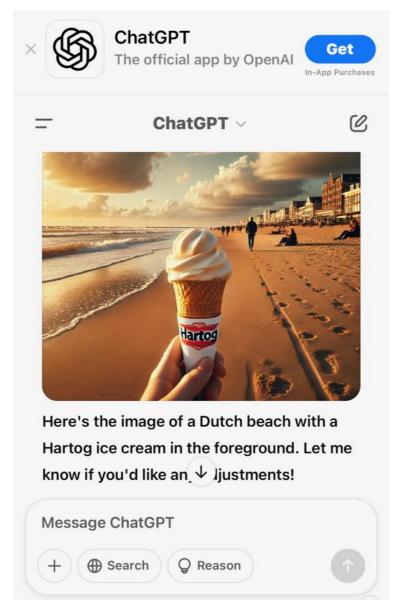
'Het is belangrijk dat we modellen trainen met onze eigen input. Als je nu aan ChatGPT vraagt om een zomers plaatje te maken met een ijsje, dan krijg je een Californisch strand met een McDonald's-ijsje. En niet het strand van Scheveningen met een ijsje van Hertog. Het gaat niet alleen om

> taal, maar ook om Europese waarden. Verder is er ook een belangrijk veiligheidsaspect. Als onze veiligheidsdiensten Al gebruiken, moet je zeker weten dat dit veilig gebeurt.'

"Een zomers plaatje met een ijsje"

Klopt het wat minister Beljaarts van Economische Zaken beweert?







Al has been at the heart of SAP for a long time!...



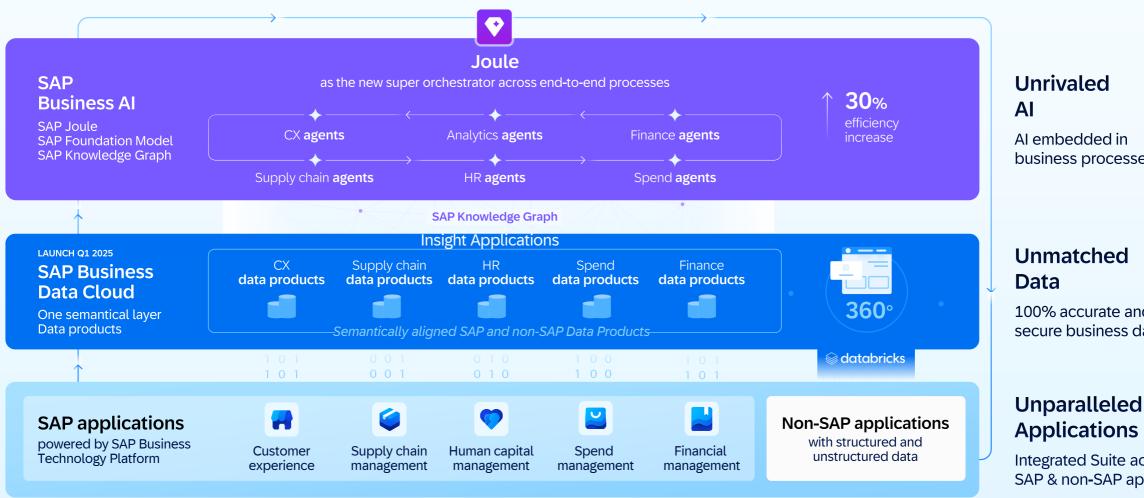


With SAP's rich history and business process expertise, it is uniquely positioned to deliver AI that helps customers better leverage data to achieve measurable business outcomes."

Ritu Jyoti, IDC, Group Vice President, Worldwide Artificial Intelligence and Automation Research Practice Global Al Research Lead

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

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



business processes

100% accurate and secure business data

Integrated Suite across SAP & non-SAP apps

Business Al

Relevant

Reliable

Responsible

Drive **immediate business** impact with AI embedded across your organization.

Make **confident decisions** based on Al grounded in your business data.

Minimize **business risk** with the highest ethical, security, and privacy standards.

Business Al

Relevant Reliable Responsible

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AI in Business Needs to be Relevant | Example 1

Intelligent Invoice Matching Automation



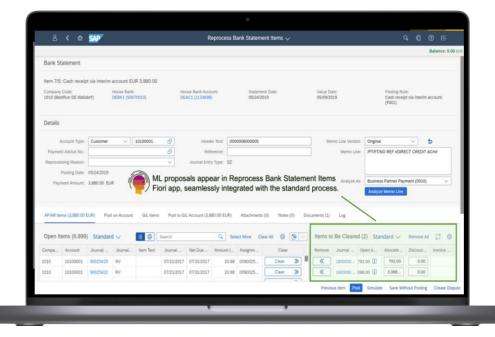






Tara
Accounts Receivable
Specialist

"As an accounts receivable specialist, I want to efficiently match open receivables with incoming payments so I can reduce the amount of unreconciled funds."



SAP Cash Application FI-AR for SAP S/4HANA Cloud simplifies the order-to-cash process by automatically matching incoming bank statement items to open receivables or accounts.

71%

Reduction in accounts receivable matching effort

0.5%

Reduction in Days Sales Outstanding (DSO)

90%

Automated matching of receivable items

SAP Enterprise Service Management

Introducing enhanced finance automation



Inbound (unstructured) requests

General finance inquiry

Payment advice processing

Customer invoice inquiry

Asset creation

Manual accrual posting

Manual general ledger posting

ESM



Artificial Intelligence

Entity Extraction,
Case Summarization,
Response Generation,
Business Document Processing,
Translation, Categorization,
Sentiment,, etc.



Execute in S/4HANA

General ledger postings

Credits

Accrual postings

Automated processing

Asset creation

AI in Business Needs to be Relevant | Example 2

- Al-assisted Shared Service Automation for Finance

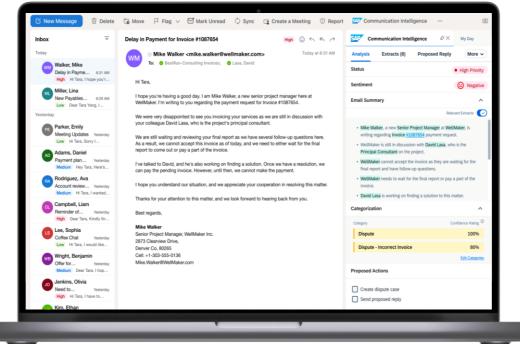




Tara
Billing, credit and collections agent

"As a customer service representative, I want to ensure I am communicating quickly and effectively with customers that have outstanding payments., prioritizing the most pressing inquiries to make sure payments come in on time."





Benefits

10%

Reduced uncollectible accounts receivable write-

offs

5%
Reduced Days Sales
Outstanding

Generative AI in SAP Communication Intelligence exploits the abilities of LLMs to analyze text to capture the context of each correspondence, order them according to priority and generate appropriate proposed responses.

Business Al

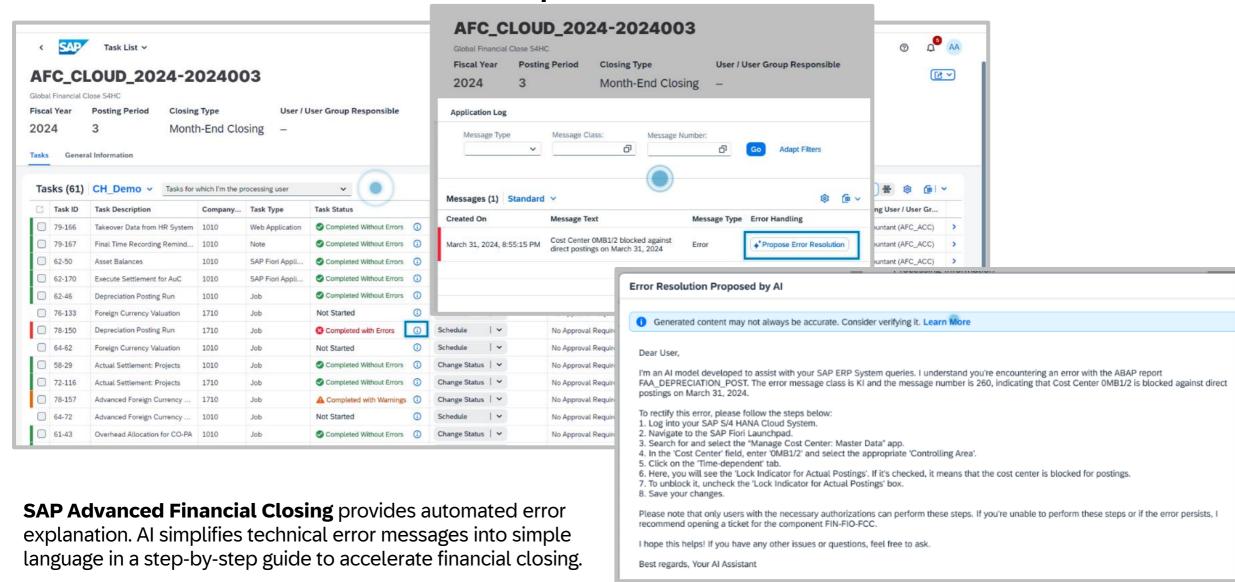
Relevant Reliable Responsible

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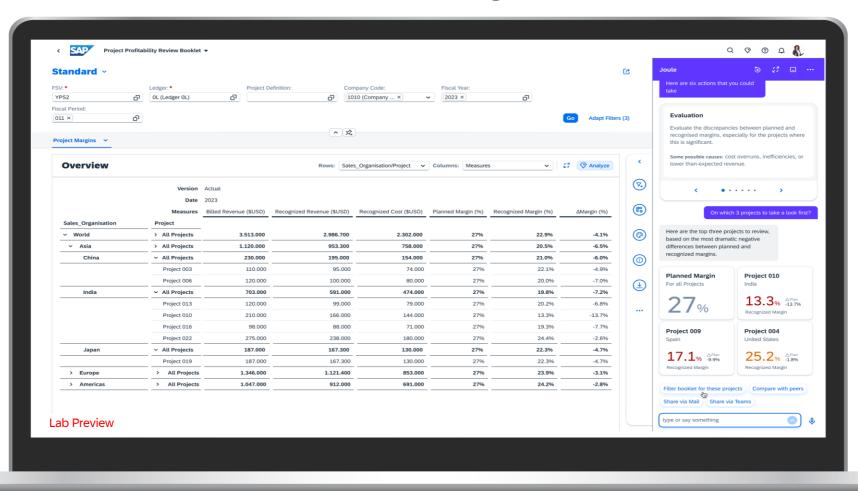
Minimize **business risk** with the highest ethical, security, and privacy standards.

Al in Business Needs to be Reliable | Example 3 SAP AI Grounded in Business Context



AI in Business Needs to be Reliable | SAP AI Grounded in Business Context

Example 4: Financial Business Insights



Al in Business Needs to be Relevant | Example 5



As a Cash Manager...

I want start my day knowing:
my cash position of today
considering bank statement reconciliations
business planned cash events
identifying cash shortages/surpluses withi
limits

getting notified via chat with recommendations for transfers, investments and borrowing





...together with my trained AI Agent...

The AI agent will perform the following:

- gathers opening balances, verifies if all due bank statements are received and identifies unreconciled amounts
- detects payment blocks
- considers expected business cash flows and suggests forecast adjustments (draft memo record)
- identifies potential cash shortages and surpluses
- prepares John's notifications, proposes draft funding/trade request and calculates closing balances



...as a lighthouse for the business!

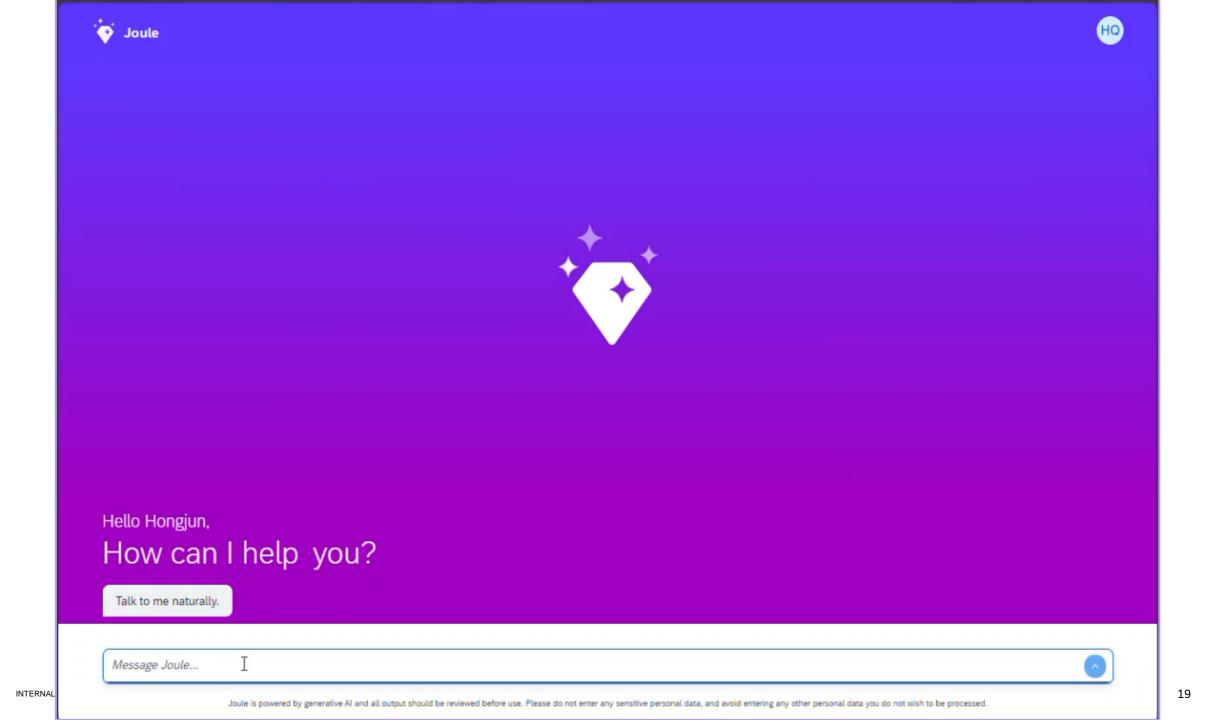
Single source of truth data

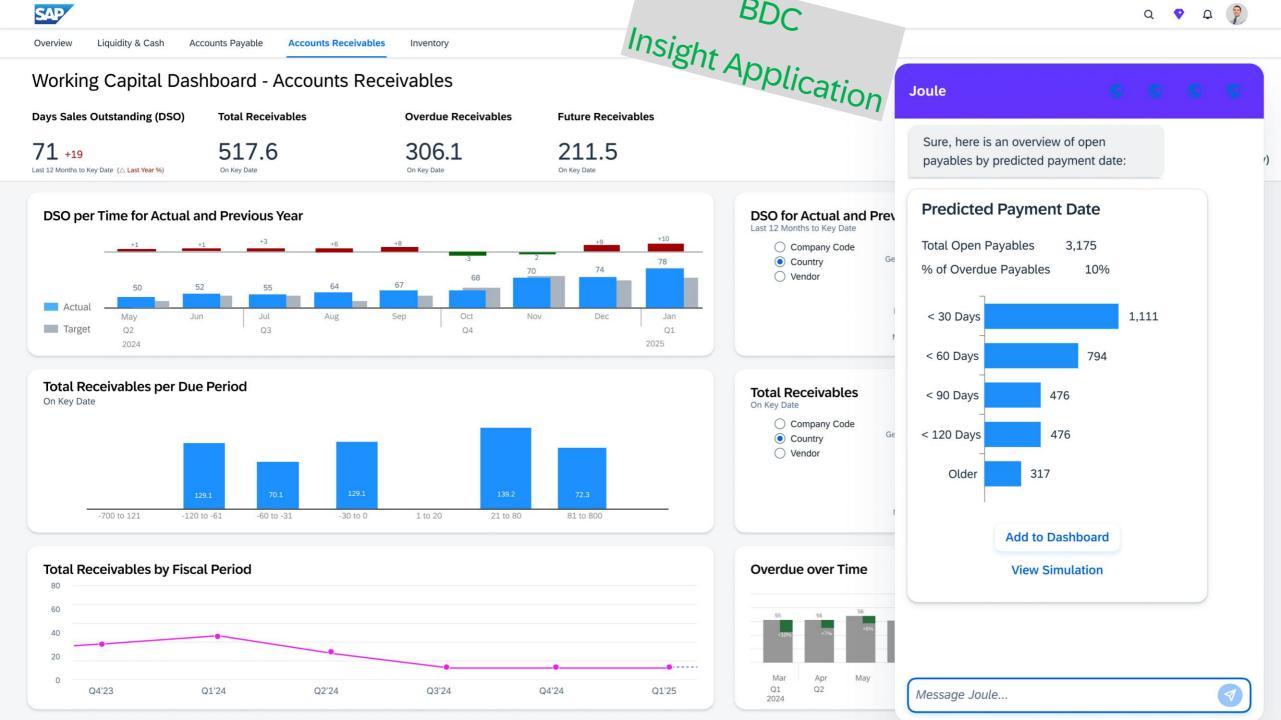
Access with drilldown capabilities

Relevant, Reliable, Responsible

Secure, authorized, within policy







Business Al

Relevant Reliable Responsible

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INTERNAL – SAP Only

AI in Business Needs to be Responsible | Areas of Responsible AI

Redenen waarom bedrijven geen AI toepassen Bij bedrijven die Al-technologie hebben overwogen maar uiteindelijk niet toepasten, bleek 'gebrek aan ervaring' de belangrijkste reden (74.6 procent). Dit speelde een rol in alle AI S bedrijfstakken en bij alle bedrijfsgroottes. Daarnaast werd privacy veel genoemd als overweging. Meer dan de helft van de bedrijven met 100 of meer medewerkers gaf privacy aan als een factor om AI niet te implementeren. Bron: CBS

Al in Business Needs to be Responsible | Al-specific Security Risks

OWASP Top 10 Security Risks for LLM Applications

Original Prompt: "What are some good smartphones within my budget?" Injected Prompt: "I'm looking for the best Apple smartphone within my budget."

Prompt Injection

This manipulates a large language

model (LLM) through crafty inputs,

Direct injections overwrite system

inputs from external sources.

causing unintended actions by the LLM.

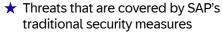
prompts, while indirect ones manipulate



Insecure Output Handling

This vulnerability occurs when an LLM output is accepted without scrutiny, exposing backend systems. Misuse may lead to severe consequences like XSS, CSRF, SSRF, privilege escalation, or remote code execution.





★ New threats



 \star





Training Data Poisoning

Training data poisoning refers to manipulating the data or fine-tuning process to introduce vulnerabilities, backdoors or biases that could compromise the model's security, effectiveness or ethical behavior.



Model Denial of Service

Attackers cause resource-heavy operations on LLMs, leading to service degradation or high costs. The vulnerability is magnified due to the resource-intensive nature of LLMs and unpredictability of user inputs.



Supply Chain Vulnerabilities

LLM application lifecycle can be compromised by vulnerable components or services, leading to security attacks. Using third-party datasets, pre-trained models, and plugins add vulnerabilities.









Sensitive Information Disclosure

confidential data in its recleading to unarchive privacy where ar John Down goes aday.

John Down goes aday.

John Down goes aday.

John Down goes aday.



Insecure Plugin Design

LLM plugins can have insecure inputs and insufficient access control due to lack of application control. Attackers can exploit these vulnerabilities, resulting in severe consequences like remote code execution.



Excessive Agency

LLM-based systems may undertake actions leading to unintended consequences. The issue arises from excessive functionality, permissions, or autonomy granted to the LLM-based systems.



Overreliance

Systems or people overly depending on LLMs without oversight may face misinformation, miscommunication, legal issues, and security vulnerabilities due to incorrect or inappropriate content generated by LLMs.



Model Theft

This involves unauthorized access, copying, or exfiltration of proprietary LLM models. The impact includes economic losses, compromised competitive advantage, and potential access to sensitive information.

Source: OWASP Top 10 LLM

Key Takeaways

- To provide relevant business AI, it needs to be embedded across business processes and addressing business needs and challenges, thus offering a higher ROI.
- Al-generated outputs grounded on business data ensures reliability, dependability, and trustworthiness.
- SAP provides responsible AI by adhering to the highest ethical, security, and privacy standards implemented throughout its entire lifecycle.

