



AI beyond the hype

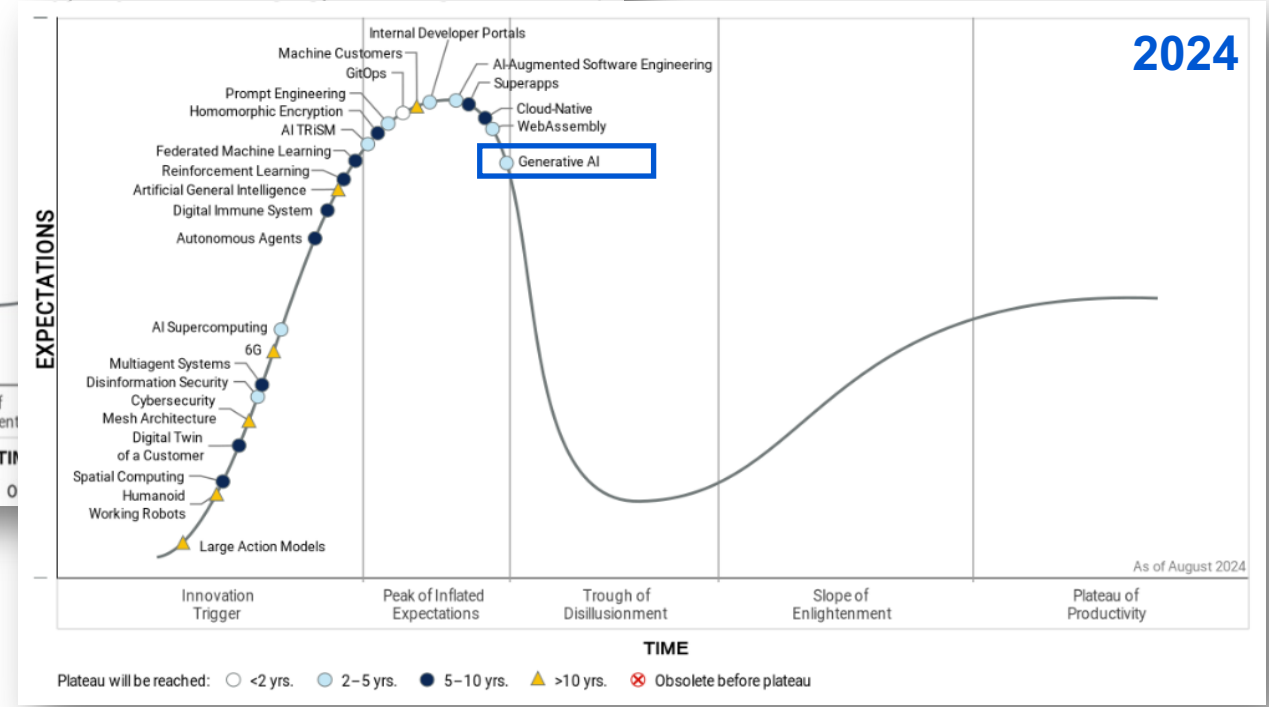
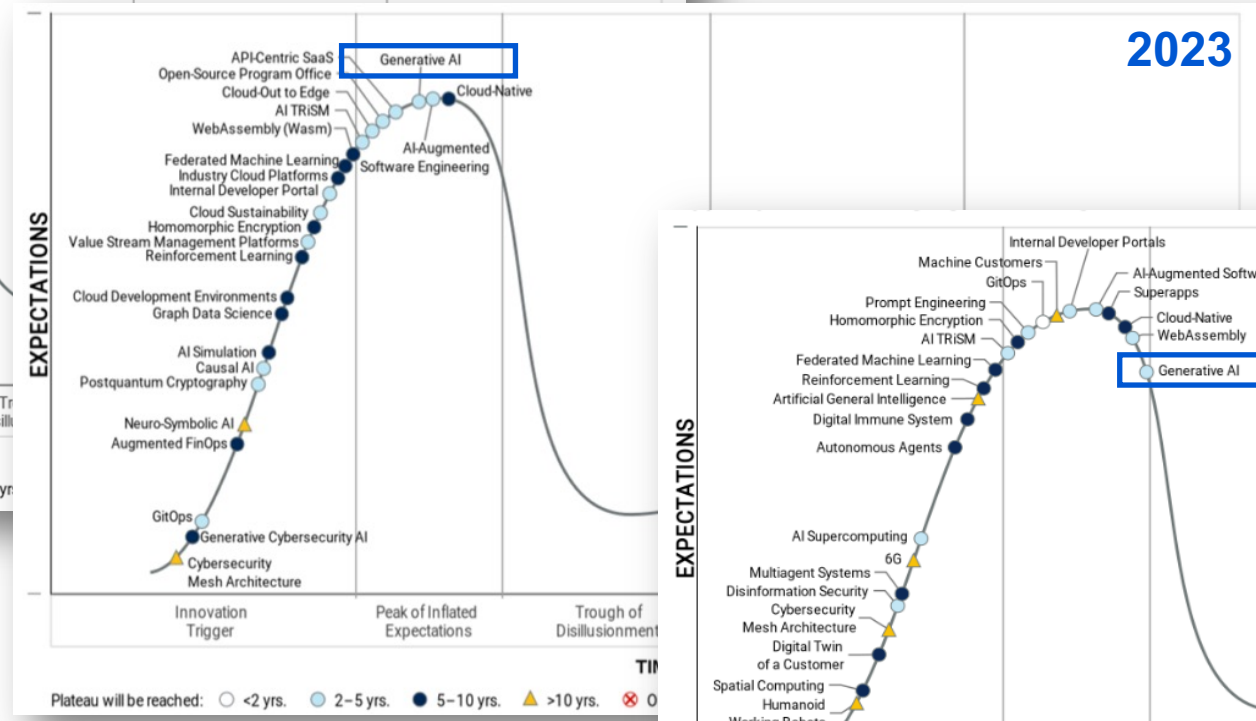
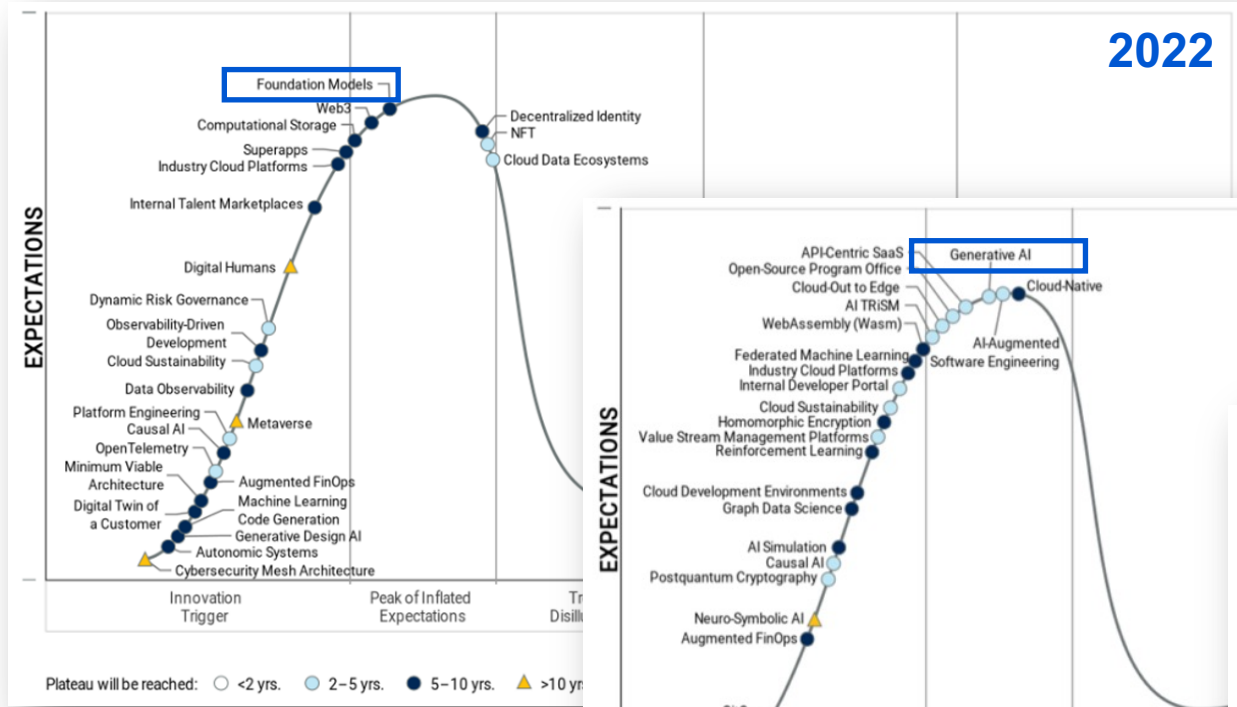
Lessons learned since the GenAI revolution

Pavlos Panagiotidis
Global Head,
BTP AI & Automation

PUBLIC



The evolution of the GenAI hype:



“AI can help me find the right product and simplify my supply chain”

bbc.com
Bacon ice cream and nugget overload sees misfiring McDonald's AI withdrawn

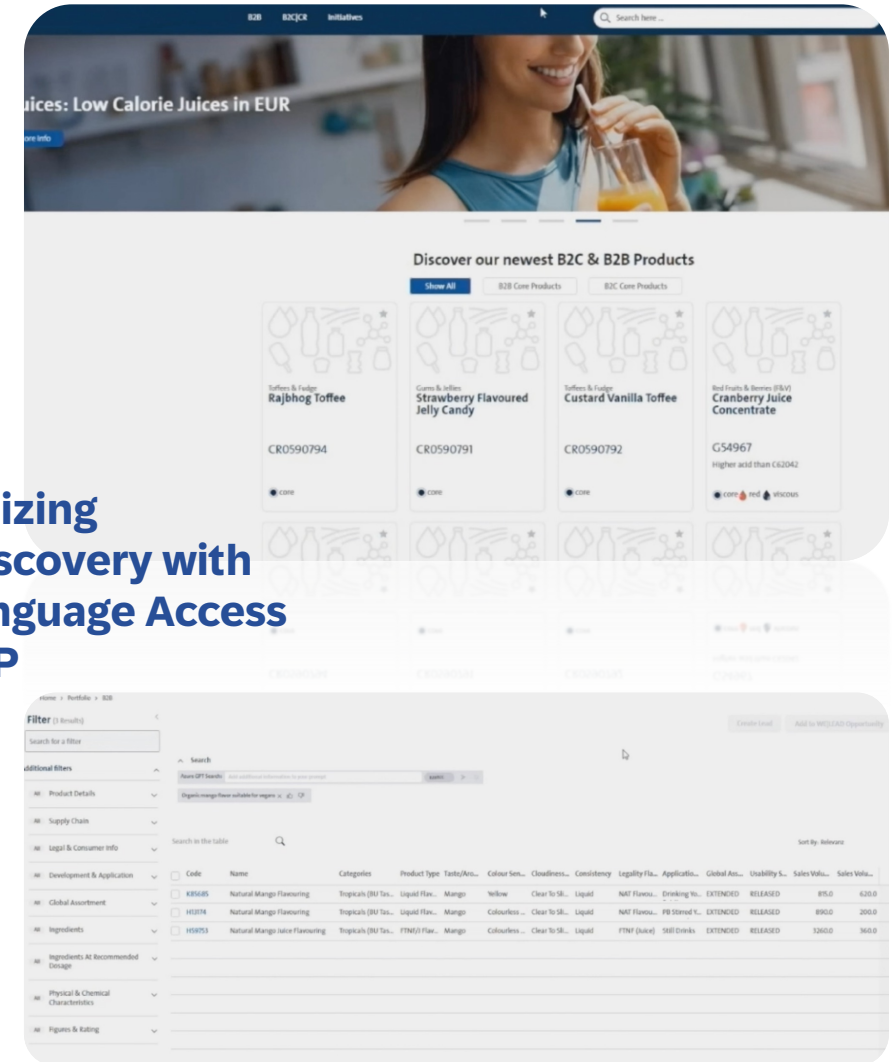


Tom Gerken
Technology reporter

18 June 2024

McDonald's is removing artificial intelligence (AI) powered ordering technology from its drive-through restaurants in the US, after customers shared its comical mishaps online.

shared its comical mishaps online through restaurants in the US, after customers powered ordering technology from its drive-through restaurants in the US, after customers shared its comical mishaps online.



Discover our newest B2C & B2B Products

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Toffees & Fudge
Rajbhog Toffee
CR0590794

Cream & Jellies
Strawberry Flavoured Jelly Candy
CR0590791

Toffees & Fudge
Custard Vanilla Toffee
CR0590792

Red Fruits & Berries (F&V)
Cranberry Juice Concentrate
G54967
Higher acid than C62042

Filter (1 results)

Search for a filter

Additional filters

- Product Details
- Supply Chain
- Legal & Consumer Info
- Development & Application
- Global Assortment
- Ingredients
- Ingredients At Recommended Dosage
- Physical & Chemical Characteristics
- Figures & Rating

Cell#	Name	Categories	Product Type	Taste/Ans...	Colour Sen...	Cloudiness...	Consistency	Legality Fla...	Application...	Global Ass...	Usability S...	Sales Volu...	Sales Volu...
KR565	Natural Mango Flavouring	Tropicals (BU Tea...	Liquid Flav...	Mango	Yellow	Clear to SL...	Liquid	NAT Flavo...	Drinking W...	EXTENDED	RELEASED	8150	620.0
H3214	Natural Mango Flavouring	Tropicals (BU Tea...	Liquid Flav...	Mango	Colourless	Clear to SL...	Liquid	NAT Flavo...	PB Stemed Y...	EXTENDED	RELEASED	8950	200.0
H5875	Natural Mango Juice Flavouring	Tropicals (BU Tea...	FTMSJ Flav...	Mango	Colourless	Clear to SL...	Liquid	FTM Flavo...	SBF Drinks	EXTENDED	RELEASED	32650	360.0

Revolutionizing Product Discovery with Natural Language Access via SAP BTP

Topics to Consider with AI



Security

Integration of AI can expose enterprises to vulnerabilities and raise regulatory considerations. AI deployments must be resilient against such risks.



Data accessibility

Direct data access can conflict with enterprise policies, creating barriers to adoption. Data accessibility needs to be facilitated without compromising on security and compliance.



Data Reliability

Inconsistent or incomplete data can lead to inaccurate modeling and flawed business outcomes. Addressing data reliability challenges safeguards the success of AI initiatives.



Timeliness

Majority of executive requests require a quick response to address time sensitive challenges and risks. Outputs can not compromise quality of response.



Business Relevance

Without business context, AI solutions may produce results that are technically correct but irrelevant or misaligned with business needs



Lack of Skills

The demand for AI talent far exceeds supply, making it challenging for enterprises to hire the right expertise, delaying hence the deployment of AI initiatives.



Cost vs ROI

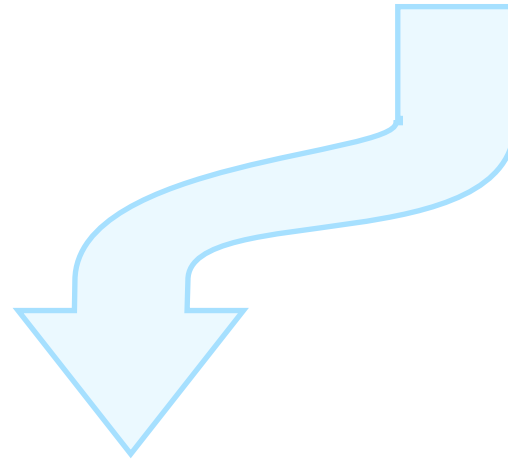
AI adoption may require substantial financial funding which can be deterring when the return on investment is uncertain or long-term.



AI is just one piece of the puzzle

AI infuses intelligence into processes, but the real impact comes from complementing it with application development, automation, integration, and data analytics

The 3 Business AI Patterns



Natural Human Experience

From generic chatbots to fully immersed assistants with domain knowledge

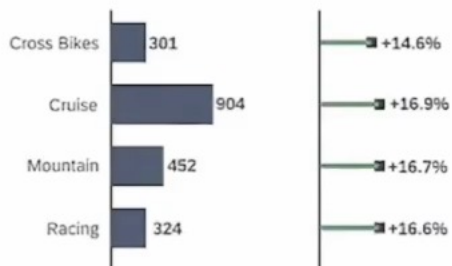
Corporate Overview Best Run Bikes

Revenue FY2023

2,112 mUSD

+243 mUSD Δ Act vs Bud
+13.0% Δ Act vs Bud

Revenue by Product FY2023 Actual vs Budget
in mUSD



Woman in Leadership by Job Family
Current Period | in %



Revenue by Region FY2023
in USD

Net Revenue	+13.0%	Δ BUD
2.112 mUSD		
Net Revenue LATAM	-2.5%	Δ BUD
91 mUSD		
Net Revenue United States	+6.5%	Δ BUD
990 mUSD		
Net Revenue Asia Pacific	+31.9%	Δ BUD
412 mUSD		
Net Revenue Europe	+16.1%	Δ BUD
618 mUSD		

[Browse KPI Library](#)

Global Net Revenue FY2023 Actual vs Budget



Gross Revenue FY2023 Actual vs Budget
in mUSD



Joule



Hello Leila,
I am Joule, your digital assistant. How can I help you today?

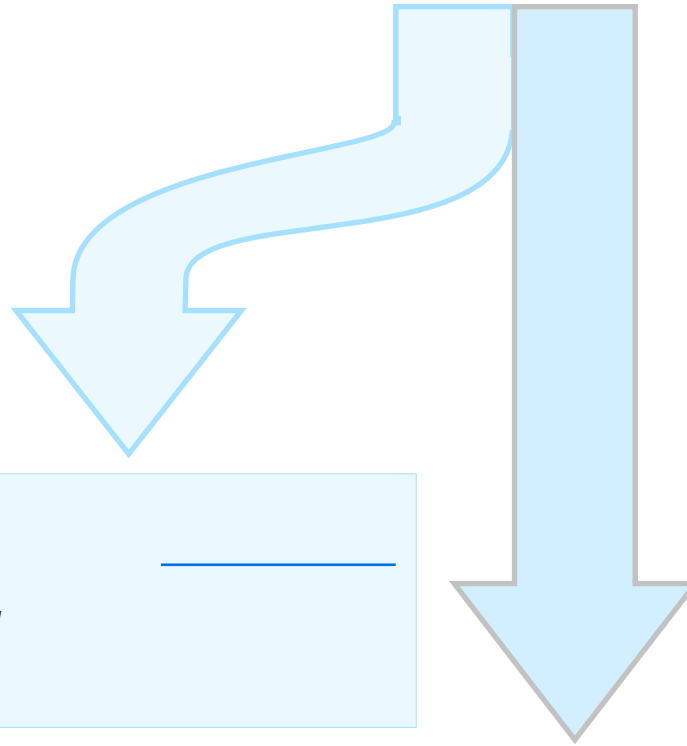
Get Started

- [Explore Financial Statement Model](#)
- [Create a Process](#)
- [Explore HR Model](#)

Ask anything



The 3 Business AI Patterns



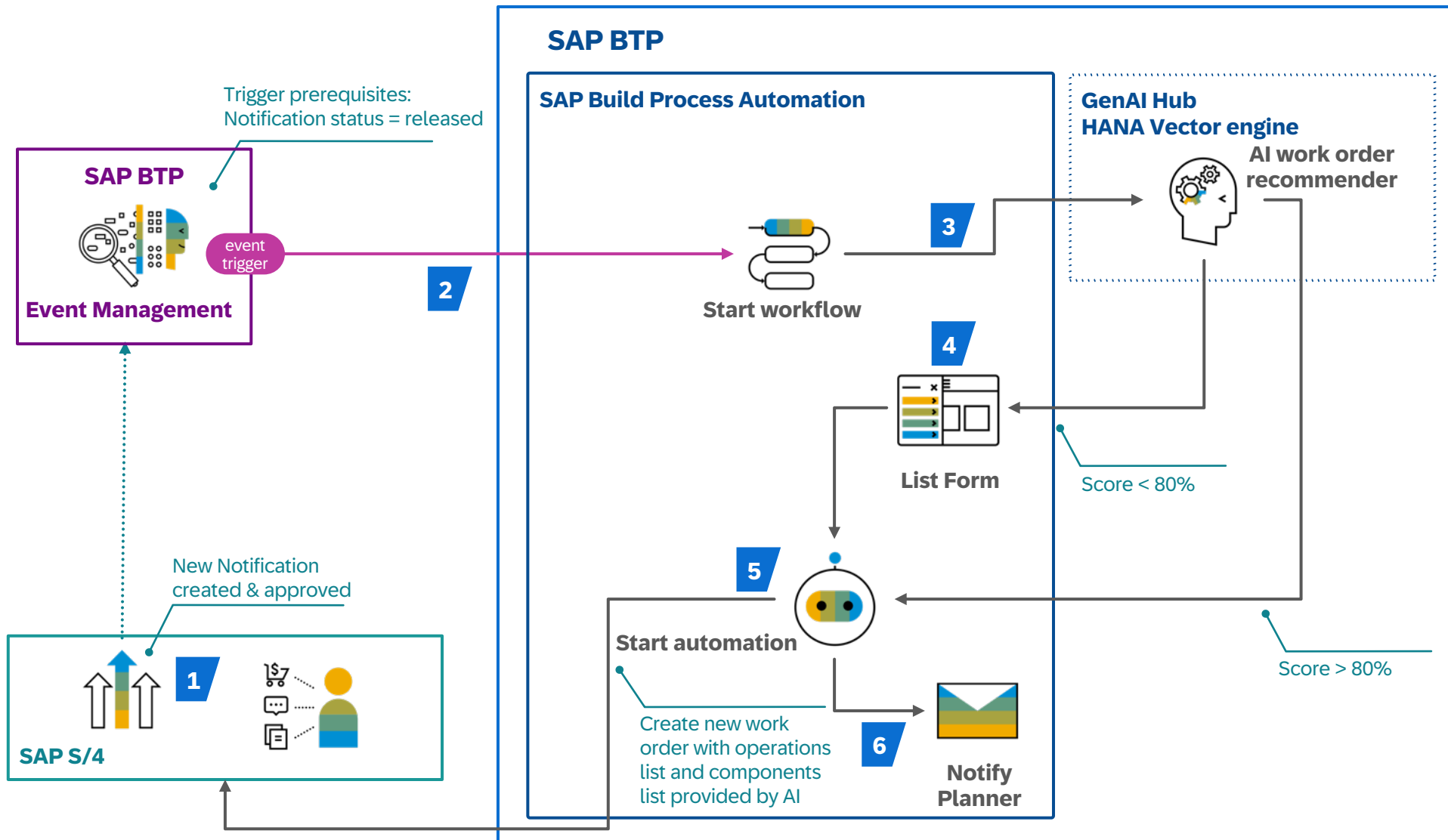
Natural Human Experience

From generic chatbots to fully immersed assistants with domain knowledge

Automation

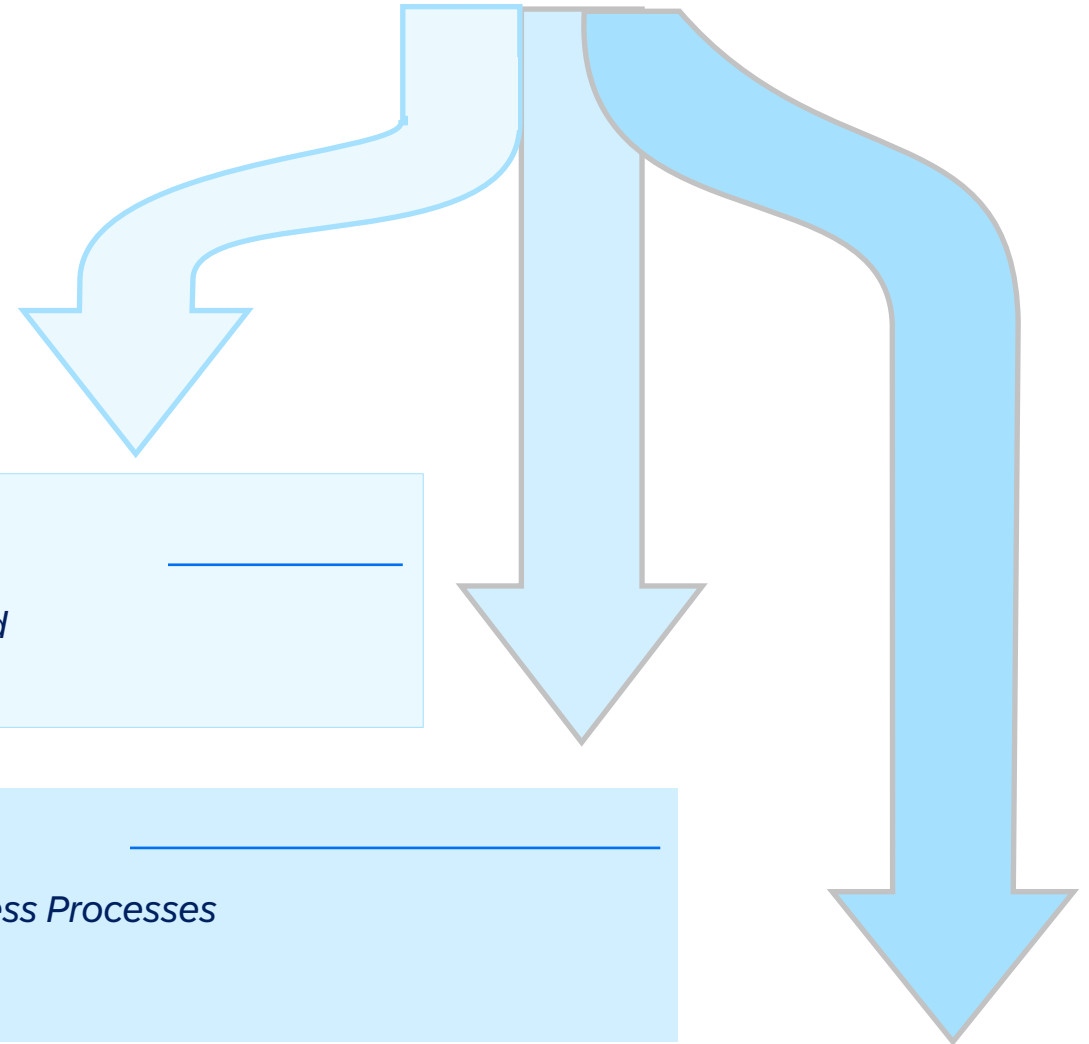
From task automation to Autonomous Business Processes

GenAI assistance for Maintenance Planner



- 1 New notification**
New notification created and in the ERP
- 2 Action trigger from process mining**
Start automation for Work Order suggestion
- 3 Call Work Order recommender AI**
Provides summarized order and list of operations & components, based on similarity
- 4 Selection form**
List of operations and components sent to planner to choose the relevant for this order
- 5 SAP ERP automation**
Work order automatically created in the ERP system
- 6 Notification Email**
Notify the planner that new work order was created

The 3 Business AI Patterns



Natural Human Experience

From generic chatbots to fully immersed assistants with domain knowledge

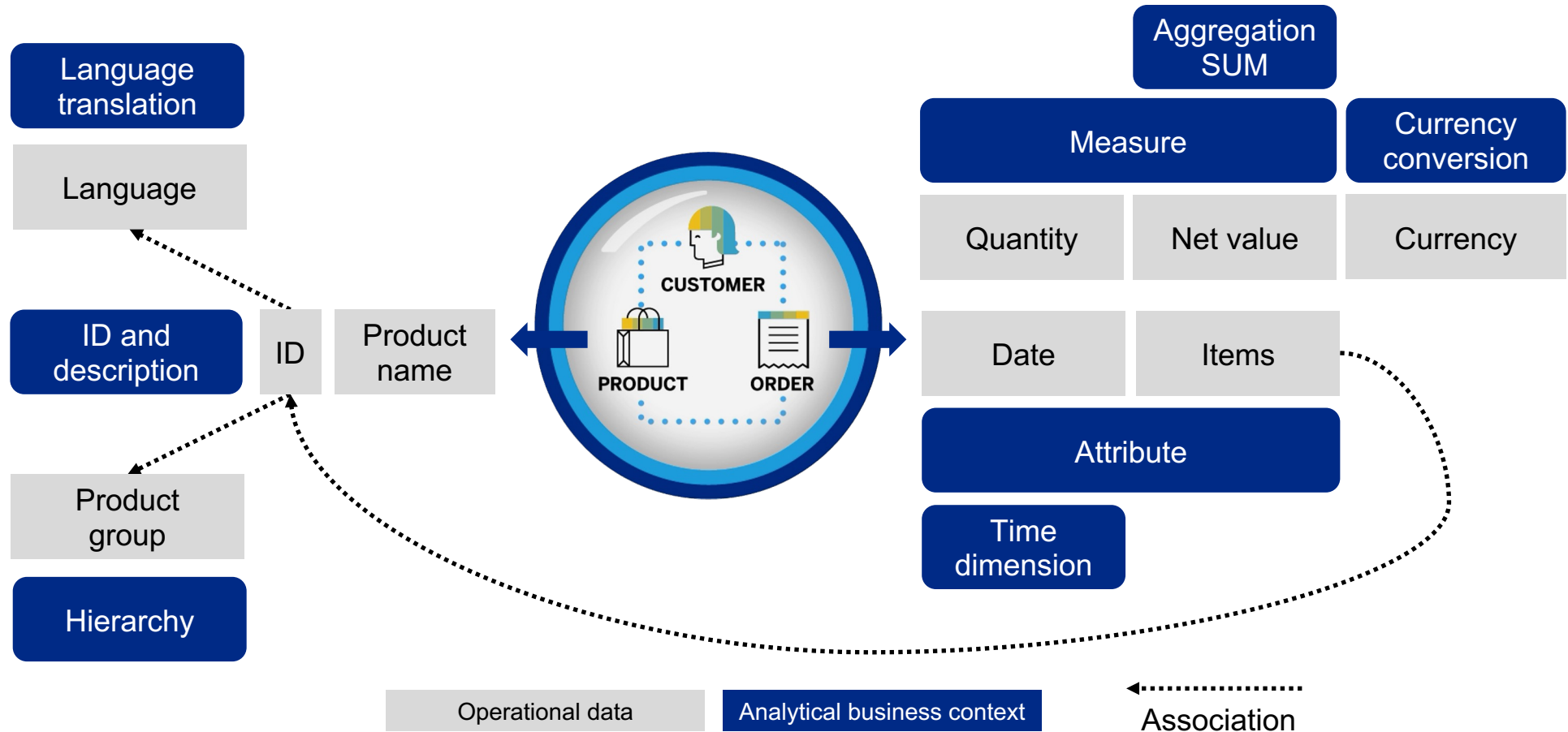
Automation

From task automation to Autonomous Business Processes

Insights, Optimizations & Predictions

From Reporting & Analytics to Augmented Human Decisions Making & Cognition

“Data for AI”: Business context across operational and analytical systems



“Data for AI”: Business context across operational and analytical systems

SAP S/4HANA

Business context in operational system

Standard Order 34236
 Sales Order: 34236 Overall Status: Completed
 Sold-to Party: Velocity Cycles (USCU_508) Rejection Status: Nothing Rejected
 Ship-to Party: Velocity Cycles (USCU_508) Credit Status: Released
Net Value: 565.00 USD

General Information | Items | Business Partners | Process Flow

Sales Area: Dom Sales Org US, Direct Sales, Product Division 00
 Customer Reference: 4500109421
 Document Date: 11/16/2019
 Created By: _SAPD031668
 Last Changed By: _SAPD031668
 Last Changed On: 12/17/2020, 02:14:39 AM

Item	ID	Product name	Quantity	Net value	Currency
10					

Language | Product group



SAP Analytics Cloud

Business context in analytical system

Key Features of SAP Analytics Cloud with SAP Data Warehouse Cloud Live Connection

Currency conversion

Language translation

Measure

Attribute

Time dimension

ID and description

Hierarchy

Preserve business context

“Data for AI”: Business context across operational and analytical systems

SAP S/4HANA

SAP Datasphere

SAP Analytics Cloud

Approval Status: Not Relevant **Net Value**
565.00 USD

Created By: _SAPD031668 Last Changed By: _SAPD031668
Last Changed On: 12/17/2020, 02:14:39 AM

Date	Net value	Currency
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Business content

Analytical model

Model transfer

Entity import

Import Entities

1. Select Connection Type

Items (3)

- SAP BW Bridge
- SAP S/4HANA Cloud
- SAP S/4HANA On-Premise

Technical Name Import Status

Remote BWMT_17440.DLZCO...	Overwrite
Remote BWMT_17440.DLZOP...	Overwrite
Remote BWMT_17440.BIOMDA...	Overwrite
Remote BWMT_17440.BICMZP...	Overwrite
Remote BWMT_17440.BICTZM...	Overwrite
Remote BWMT_17440.BICTZP...	Overwrite
Remote BWMT_17440.BICVZC...	Overwrite
Remote BWMT_17440.ZPOCO...	Overwrite
Remote BWMT_17440.DLZPO...	Overwrite
Remote BWMT_17440.DLZCRE...	Overwrite

Currency conversion

ID and description

Key Features of SAP Analytics Cloud with SAP Datasphere

Gross Amount by Partner

Partner	Gross Amount
Tona Biber AG	8.53
Avanti Grande Biber	7.45
Alpha AG	23.54

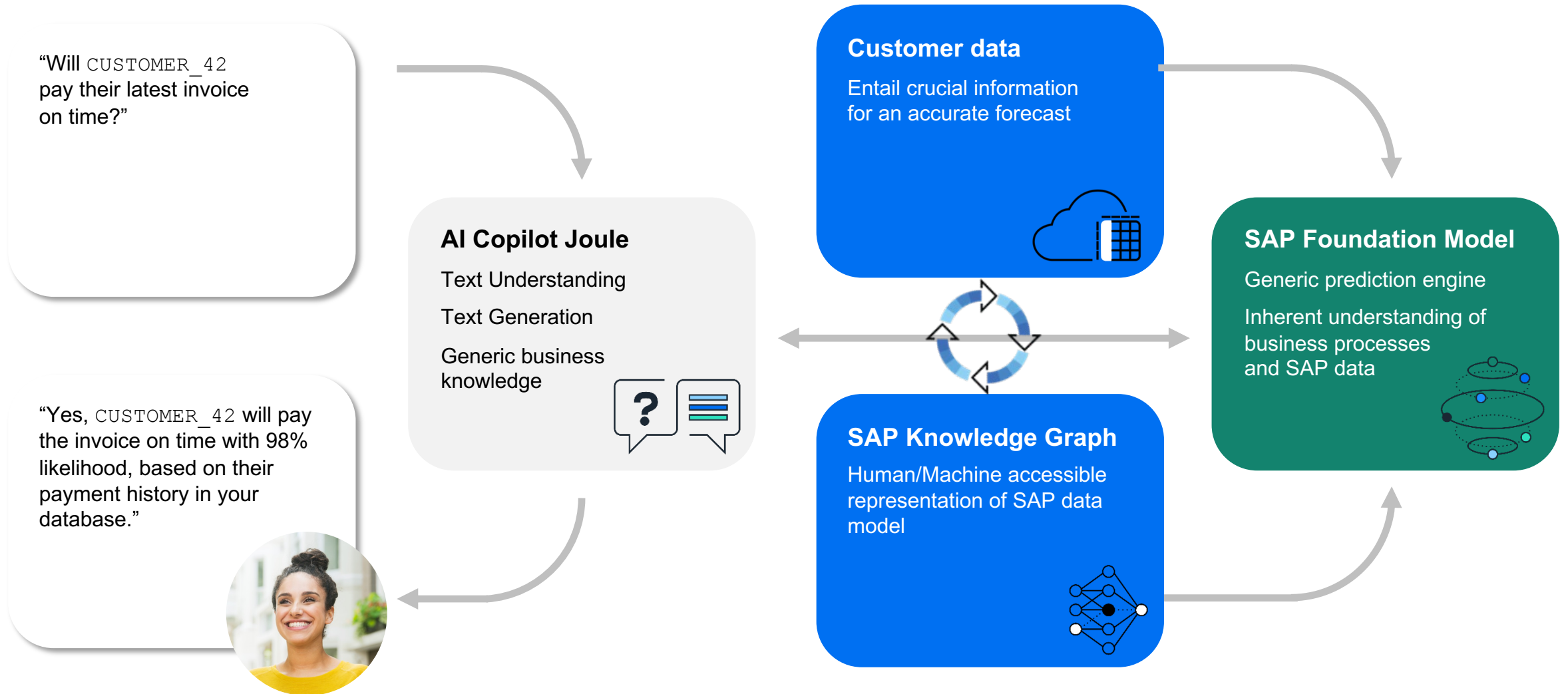
Gross Amount by Year

Year	Gross Amount
2016	42.13
2017	44.08
2018	39.76
2019	38.70
2020	23.54

Preserve business context

Looking to the future

SAP Foundation Model powered by SAP Knowledge Graph



... and there is the SAP way



AI will change our work and we have to reshape/ reinvent our business processes



ROI before AI: invest in the right use cases and **not just Technology**



The future of innovation is on **Public Cloud**, but SAP BTP can help **bridge the gap** with your on prem investments



SAP is here to help: speak to us/ contact your SAP account team, share your use cases, get SAP expert feedback



**Don't get stuck
on a "horseless
carriage"**

Thank you.



Multumesc

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Gracias

ありがとう

धन्यवाद

Dank je

Merci

Ευχαριστώ

谢谢

Vielen Dank

شكرا

