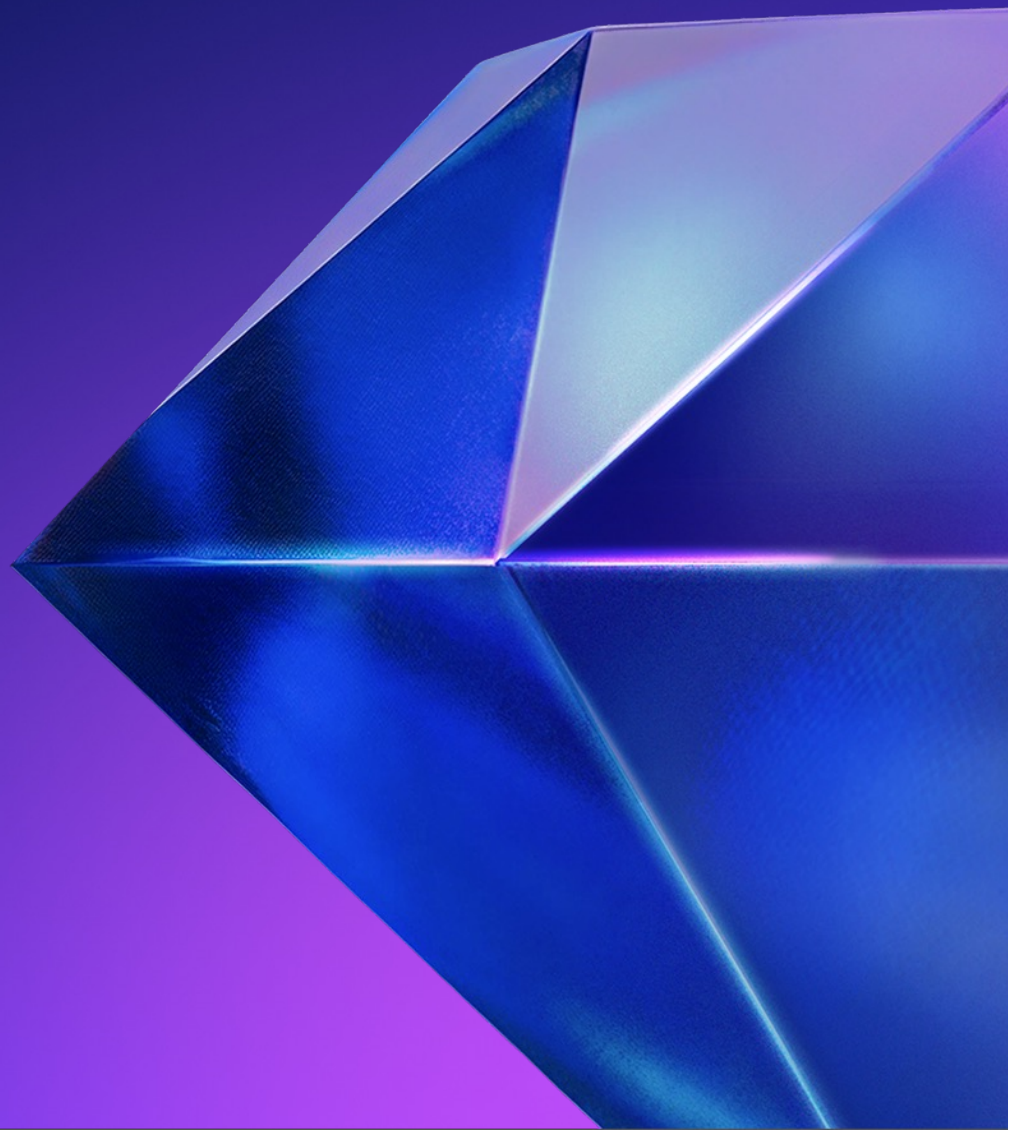
SAP Business AI Commercial Model

How it works and how to navigate it



© SAP SE

Purpose

The purpose of this document is to provide customers with an overview of the SAP Business AI Commercial Model.

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Objectives

- Understand SAP's evolved commercial model for Business AI
- Gain clarity on Base and Premium AI offerings and how they are priced and packaged
- Discover the tools that support commercial planning and decision-making
- Learn how to transition to the new model
- Identify next steps to get started



© SAP SE

Introducing the evolved commercial model



© SAP SE

AI is changing — and so is the way it creates value



AI is changing

AI is moving from assisting users to executing real business work. The way AI creates value is fundamentally shifting.



The market is evolving

AI introduces variable cost as it runs workloads. Vendors are moving toward usage-based and hybrid pricing models.



SAP is evolving with its strategy

SAP's vision is the Autonomous Enterprise. Our commercial model evolves to align with execution and real usage.

SAP is evolving its model for the Autonomous Enterprise — aligned with market trends and execution-driven value.

© SAP SE

A Simple Journey to Realizing Value with SAP Business AI

1
Start with Base AI

Start with AI already embedded in your applications.

- Immediate value across everyday workflows
- No additional investment required

2
Scale with premium AI

As your needs grow, expand into AI that executes work.

- Agents and automation across your processes
- Value scales with execution and outcomes

3
Extend with customer-built AI

Differentiate with AI built for your specific needs.

- Build and run your own AI solutions
- Pay only when running in production

SAP pre-built AI

Custom-built

© SAP SE

SAP Business AI commercial model — pre-built AI

How SAP-delivered, out-of-the-box AI is included or paid for

Base AI

Two access paths

Joule Base
Natural language interactions

Free

Embedded AI
AI capabilities directly built into SAP applications

Included in cloud subscriptions

Free

Premium AI

Consumption-based

Agents

Measured per action

AI features

- Document AI
- Document grounding
- Joule for Developers
- ...

Measured per request / record

User-based

- Joule for Consultants

Measured per user per month

Paid, powered by AI Units

© SAP SE

SAP Business AI commercial model — customer-built AI

How customer-built AI is enabled at design time and paid for at runtime

Joule Work

Access layer

For shared experiences, approvals, dev spaces, Agent Hub, MCP builder, and BTP-hosted apps/extensions

Premium spaces / experiences may be priced in the future.

Free

Design-Time tooling

Full authoring environment

Tooling for building and testing agents, apps, and workflows, with AI-assisted development under fair-use limits

Usage of AI capabilities for intent-based development is subject to fair-use limits; beyond these limits, additional pricing applies

Free

Joule Studio runtime

Productive runtime where custom-built agents, apps, and workflows actually run

Productive runtime for custom-built agents, apps, workflows, and extensions, billed on resource consumption across Compute, Storage, Transactions, and AI Tokens

BTPEA, CPEA (pending approval), or PAYG

Paid

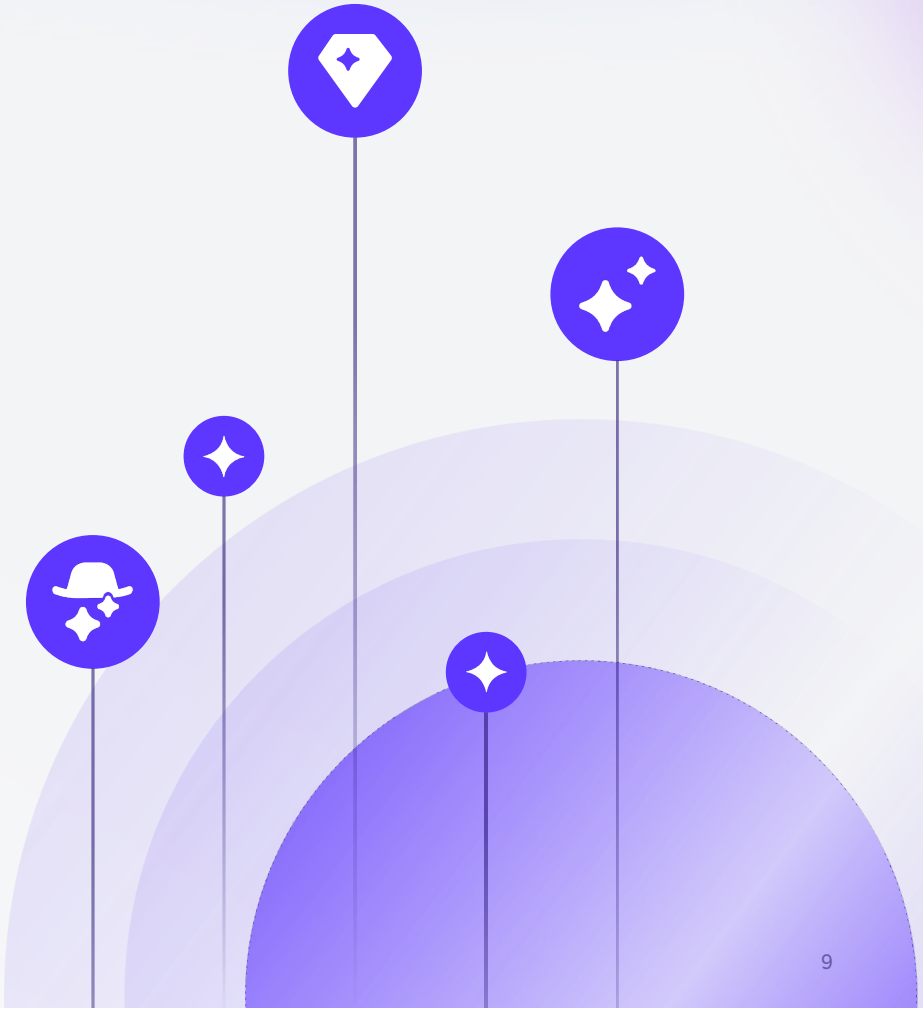
Under a time-bound promotion, running custom agents will remain free through 2026 across both BAF and Joule Studio runtime.

© SAP SE

What this means for you

Get value immediately with Base AI and pay only as AI scales with your business.

- **Start small and scale with confidence**
  Move from experimentation to production with one consistent model.
- **Achieve fast results with pre-built AI**
  Use SAP-delivered AI capabilities without upfront complexity.
- **Differentiate with your own AI**
  Build and extend AI tailored to your business needs.
- **Pay for value, not access**
  Costs align with actual AI usage and outcomes.
- **Transparent and predictable pricing**
  One consistent consumption model across all AI.



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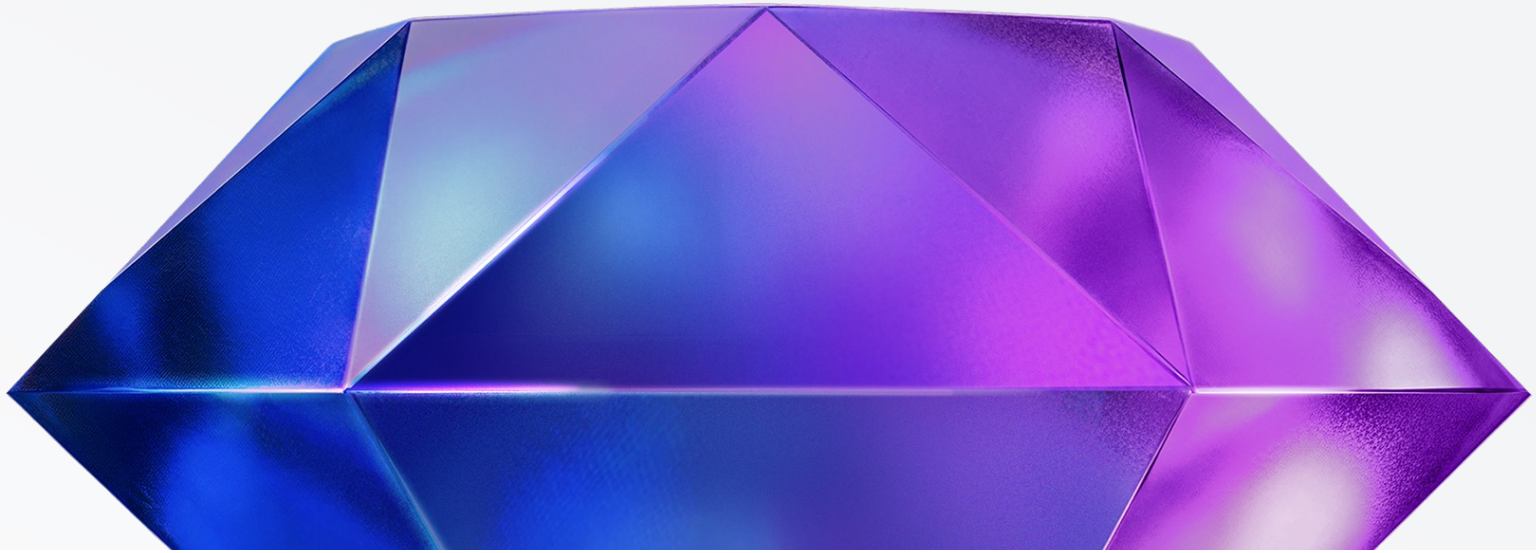
Base AI Commercials

© SAP SE

Planned for Q3 2026

More AI. Built in.

More capabilities are now included in Base AI — expanding the value already available in your standard cloud solutions.



Base AI

Included foundational AI — no AI Units required

Accessed through two simple paths

Joule Base

What it is
Foundational, **conversational AI** available across SAP applications

Entitlement & access
- Universal entitlement for Base AI
- Customers with an active AI Units SKU automatically have access to Joule Base
- Customers without an AI Units SKU can access Joule Base via a zero-dollar SKU

What it enables
- Conversational assistance across SAP applications
- Navigation, information lookup, and contextual guidance
- Simple, everyday productivity interactions embedded in user workflows

Embedded AI

What it is
AI capabilities **embedded directly into SAP applications**

Entitlement & access
- Scoped and included within specific SAP cloud subscriptions
- Availability depends on the SAP solution
- Activated or accessed via configuration or click-through enablement in the application

What it enables
- AI-driven insights and recommendations inside business processes
- Intelligence delivered in-context, without separate interaction
- Productivity and quality improvements where work happens

© SAP SE

Start using Joule Base today

Included at no additional cost for SAP cloud customers

01

Get Access

One-time entitlement (commercial)

Via SAP Store – Self-service

- Open the SAP Store product page for Joule Base
- Add SKU 8019544 (€0) to your cart
- Complete checkout to accept AI Terms & Conditions
- Step-by-step guides available:
  - New SAP Store user
  - Existing SAP Store user
  - PDF guide also available here

Via your SAP Account Executive – For quote-based use cases

02

Activate in BTP

Technical activation

- Joule is automatically provisioned in your BTP global account
- Access the BTP Cockpit and run the Joule Booster to integrate with your SAP solution
- Joule Base features are now ready for use

Fore more information, check out the help portal.

Exceptions:

- Customers with AI Units SKUs (8019164, PM430 8018592, PM120 8016532) can skip Step 1 (entitlement) but must complete Step 2 (activation).
- Customers with Joule Embedded Entitlement (8017178) are treated as Joule Base (8019544) customers; this entitlement will be sunset, and customers will transition to Joule Base (0-€ SKU 8019544) in the future.

© SAP SE

Start using Embedded AI

What customers need to know before and after Premium to Base transition

During Q3 2026, most generative AI capabilities will move from Premium AI to Base AI, significantly expanding the Embedded AI features available to you at no additional cost.

Before the transition

- You can activate Embedded AI either via SAP for Me or directly within your SAP application
- When activating within an application, you need to accept the terms and conditions via a simple in-app step

After the transition

- **If you are an existing customer:**
  You need to re-accept the updated Embedded AI terms and conditions (via click-through), regardless of your current setup or AI subscription
- **If you are a new customer:**
  The Embedded AI terms are included in your order, so no additional activation step is required

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Premium AI Commercials

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What Are AI Units?

The standard way to consume Premium AI across SAP



AI Units are SAP's consumption-based credit system — a virtual currency used to access and run Premium AI capabilities across SAP solutions.

One shared pool across products

Customers purchase AI Units once and use them flexibly across multiple SAP AI capabilities, drawing from a central balance.

Consumption reflects actual usage

AI Units are consumed based on defined usage metrics, such as actions executed, documents processed, or data extracted.

Purchased upfront, consumed over time

AI Units are bought annually and used as AI is adopted, with unused units expiring after 12 months.

One currency. Predictable planning. Usage-aligned consumption.

© SAP SE

AI Units available in SAP store

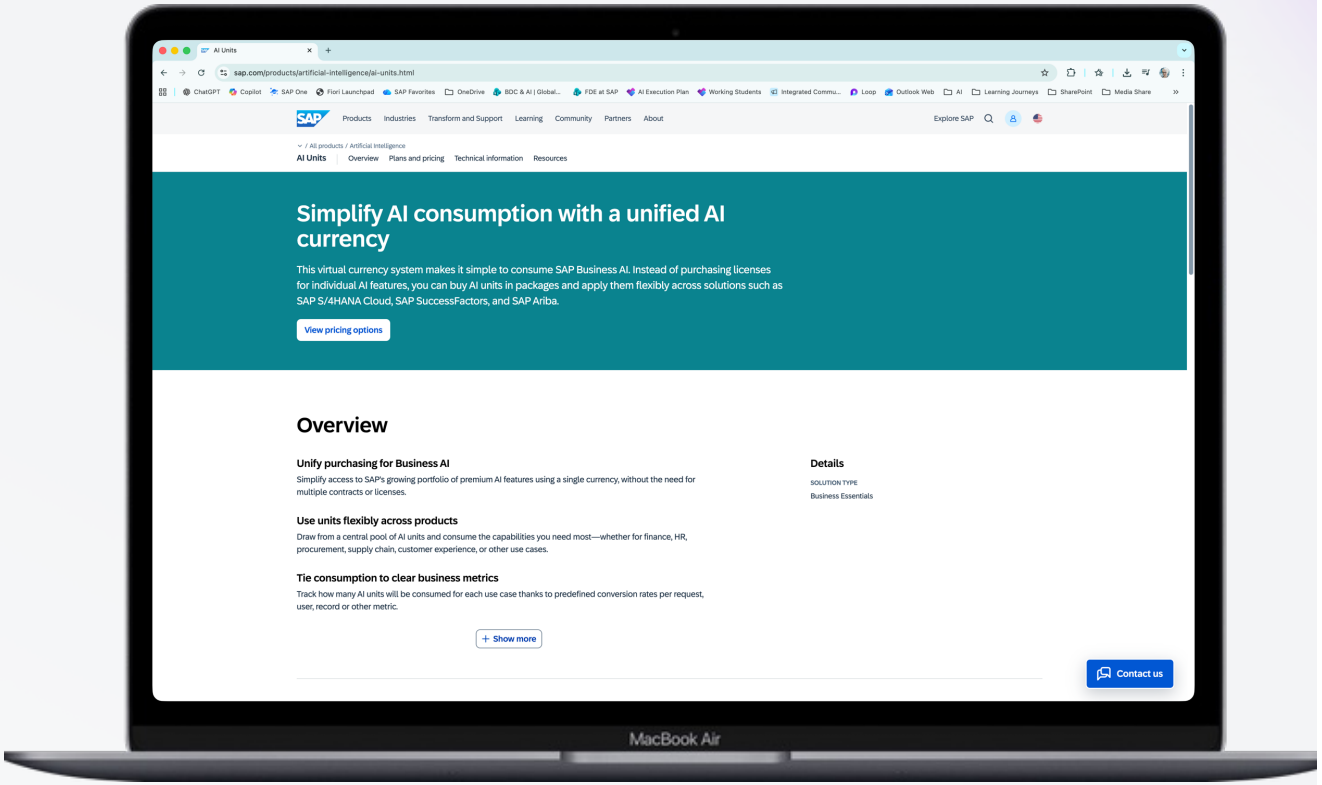
Easily unlock premium SAP Business AI features with flexible, self-service purchasing.

Unlock advanced SAP Business AI features with flexible AI Units—now easy to purchase directly from the SAP Store*.

- Seamless access to premium AI capabilities across SAP solutions
- Scalable: buy only what you need, when you need it
- Fast, self-service purchase and activation

Explore AI Units in SAP Store today and power up your business with intelligent automation.

Visit SAP Store



*For new AI customers and customers on the current AI Commercial Model (SKU: 8019164) only.

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Premium AI

Aligning fixed pricing with scalable consumption to meet demand

AI Units

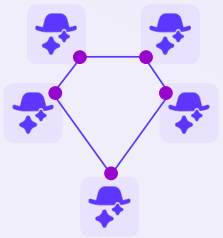
Scales with execution

Scales with individual productivity

Consumption-based

Agents

- All agents are measured by actions executed
- One agent category
- One uniform price per action for Autonomous Domain agents



AI features

- High-value AI Features
- Usage measured by requests or records processed

Document AI

Document grounding

Joule for Developers

...

Per User Per Month Packages

- Assigned users, adjustable monthly
- Fixed AI Units charged per user
- Fair-use limits apply
- Automatic access to new features

Joule for Consultants

© SAP SE

Commercial metrics for pre-built

Terminology and basics

Record

A “Record” is an individual data object of supported file types ingested by the Active AI Service and/or available for retrieval.

Request

A “Request” is a response or action that uses AI to retrieve information or perform tasks. The number of requests consumed is a measure of the time and effort per use of the Active AI Service.

User

A “User” is an individual authorized to use the Active AI Service.

Action

An "Action" means a distinct operation performed by an Al agent that is invoked and processed as a part of completing a task within an Al agent run. An Al agent run may be triggered by a human query or a system event, ending when a task is completed, tools and/or services are invoked, a workflow is completed, a response is received, or the interaction is terminated. An Al agent run may consist of one or more Actions.

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Agent pricing based on actions

Fair, transparent, scalable

Definition

- An Agent action is a single action executed by an AI agent as part of completing a task
- A task may include multiple actions, depending on complexity
- Examples: triggering a workflow, calling a service, generating a response

Why actions?

- Costs scale with the work performed
- You can easily track and understand usage
- Simple tasks require fewer actions, complex tasks use more

Pricing

- One consistent price per action
- Applies across all autonomous enterprise agents
- Total cost = number of actions executed
- Note: Tiered pricing for actions will be introduced during Q3 2026.

Industry context

- Action-based pricing aligns cost with actual execution and outcomes
- Reflects how AI increasingly performs work on behalf of the business
- Typical tasks involve multiple actions, depending on complexity

Agents are commercialized based on agent actions, aligning pricing with the work AI actually performs.

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Premium AI pricing

At a glance



AI Units

AI Units power Premium AI pricing. They are purchased annually and consumed based on actual usage across agents and AI features from a single shared pool. Unused units expire after 12 months.

Agents

0.02 AI Units per action

Note: Tiered pricing for Actions will be introduced in Q3 2026.

Consumption-based AI Features

Consumption-based AI Feature	AI Units consumed per metric	Metric
Document Grounding	0.005 AI Units	per record
SAP Document AI, Workspace	100 Units	per user
SAP Document AI, embedded edition	0.1 AI Units	per request
Joule for Developers	0.007 AI Units	per request

Per User Per Month Package

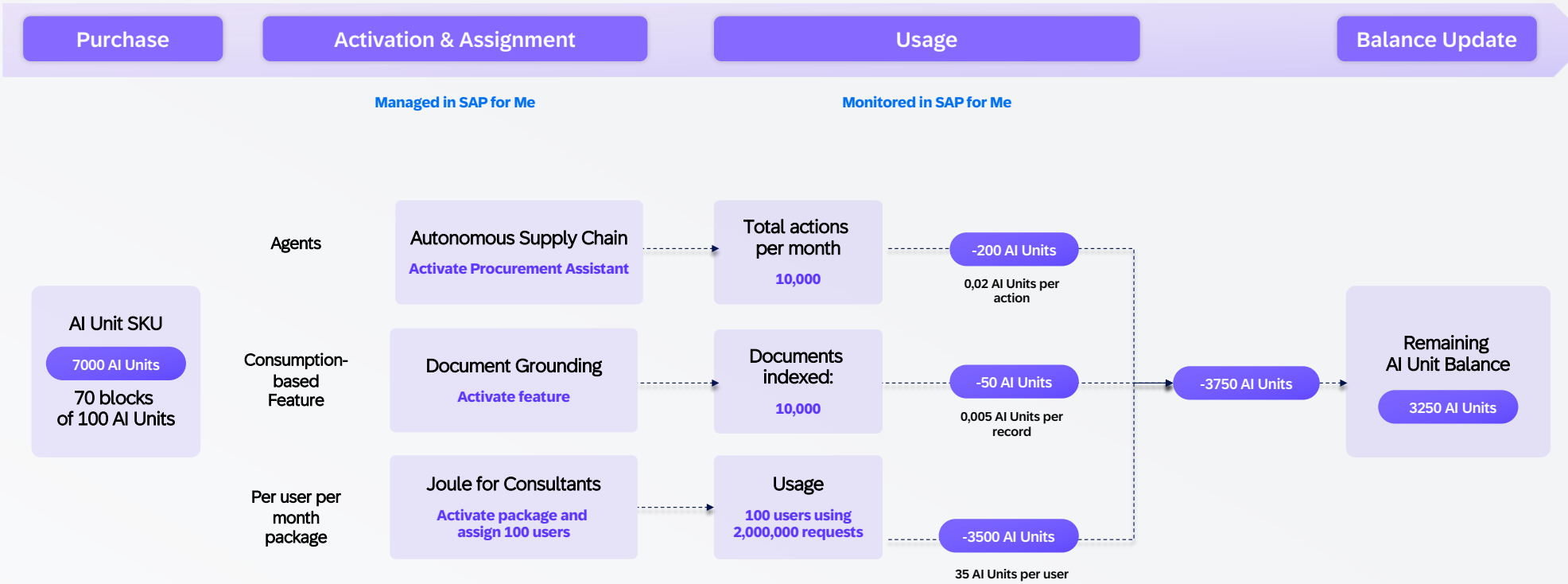
PUPM Package	AI Units consumed per user per month	Fair Use Limit per month
SAP Joule for Consultants	35 AI Units	22900 requests per user
Overage Requests	2 AI Units	per 1K requests

Refer to the AI Features Guide Price List for the full overview.

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Unlock SAP AI capabilities

Premium AI example



© SAP SE

Understanding additional usage scenarios

How usage beyond included capacity is handled

When AI Units are used up

Scope

- Applies to all Premium AI scenarios (agents, consumption-based AI, PUPM)

How it works

- Premium AI usage is consumed in AI Units
- Once units are used up, usage continues seamlessly
- Additional usage is automatically billed under PPU (Excess Use) terms

PPU Pricing (Excess Use)

- Price = List Price – adjusted discount
- Adjusted discount = (Line-item discount – 30%), min. 0%

Example

- AI Unit list price = €7
- Line-item discount = 40% → Adjusted discount = 10%
- PPU price = €6.30 per AI Unit

When request limits are exceeded

Scope

- Applies only to per user per month (PUPM)
- Relevant for Joule for Consultants

How it works

- Includes a fixed number of requests per user/month, pooled across users
- If the total pool is exceeded, additional requests are converted into AI Units

Overage Pricing

- 2 AI Units per 1,000 requests (calculated at month-end)

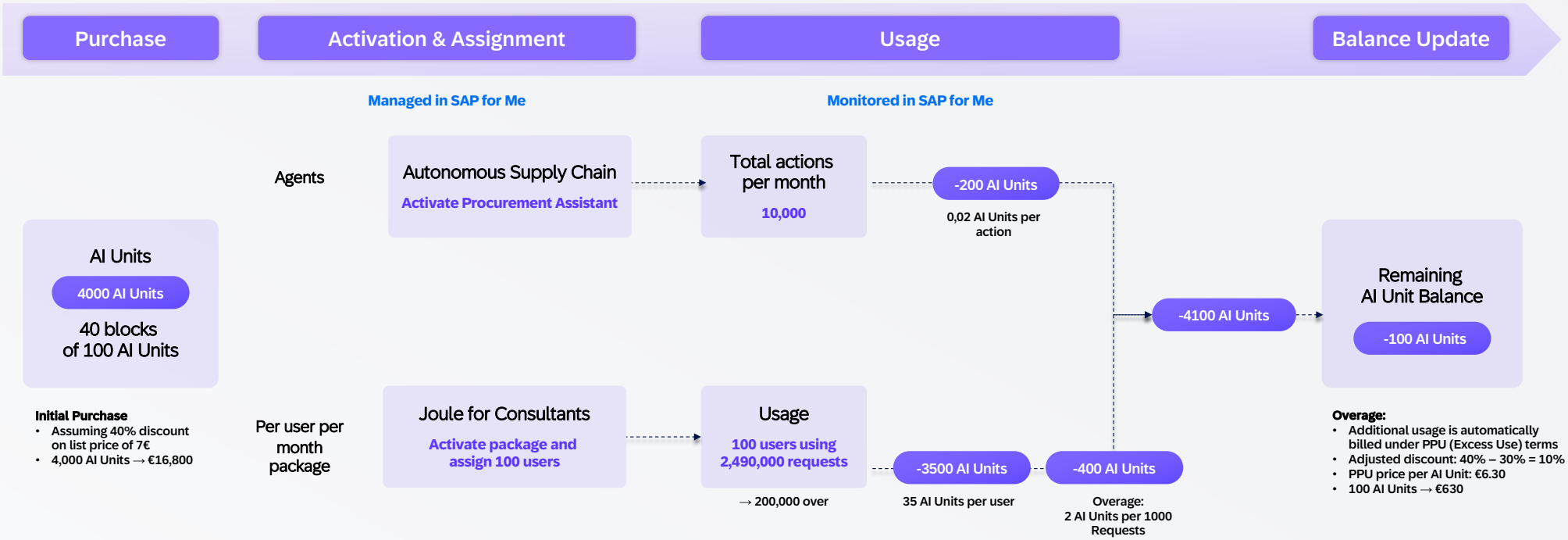
Example

- Joule for Consultants → 22,900 request per user per month
- 10 users × 22,900 = 229,000 included
- Usage = 240,000 → 11,000 over → 22 AI Units consumed

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Unlock SAP AI capabilities

Premium AI overage example



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Commercial Tools



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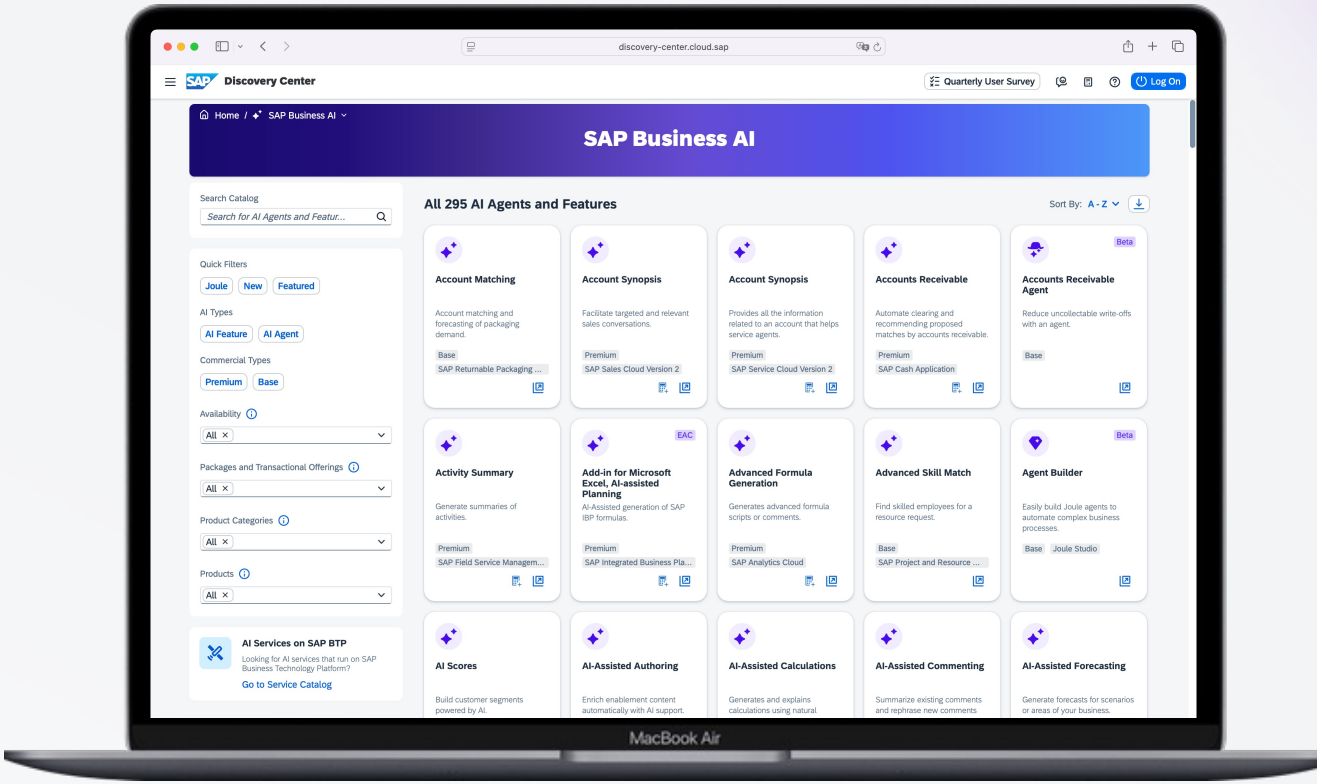
Business AI feature catalog & AI estimator

Explore and estimate SAP AI Units

Use the Business AI catalog and AI Unit estimator to explore AI features, estimate AI units, and request a quote immediately.

Filters let you narrow results, for example by premium vs. base capabilities or by product.

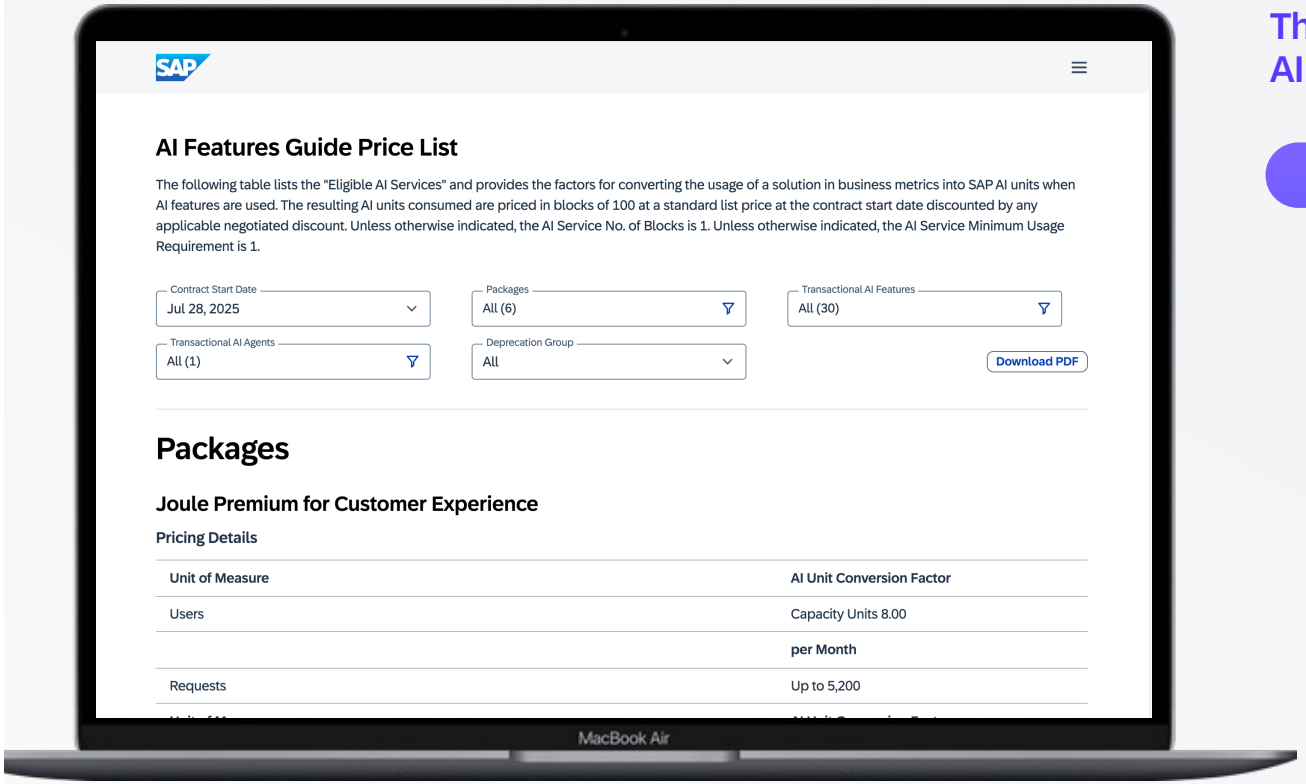
AI Feature Catalog | AI Unit Estimator



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AI features guide price list

Key resource for evaluating AI capabilities and cost implications



This guide provides an overview of available AI capabilities and their associated pricing.

AI Features Guide Price List

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SAP for Me

Activate, manage, and track your SAP Business AI usage in one place

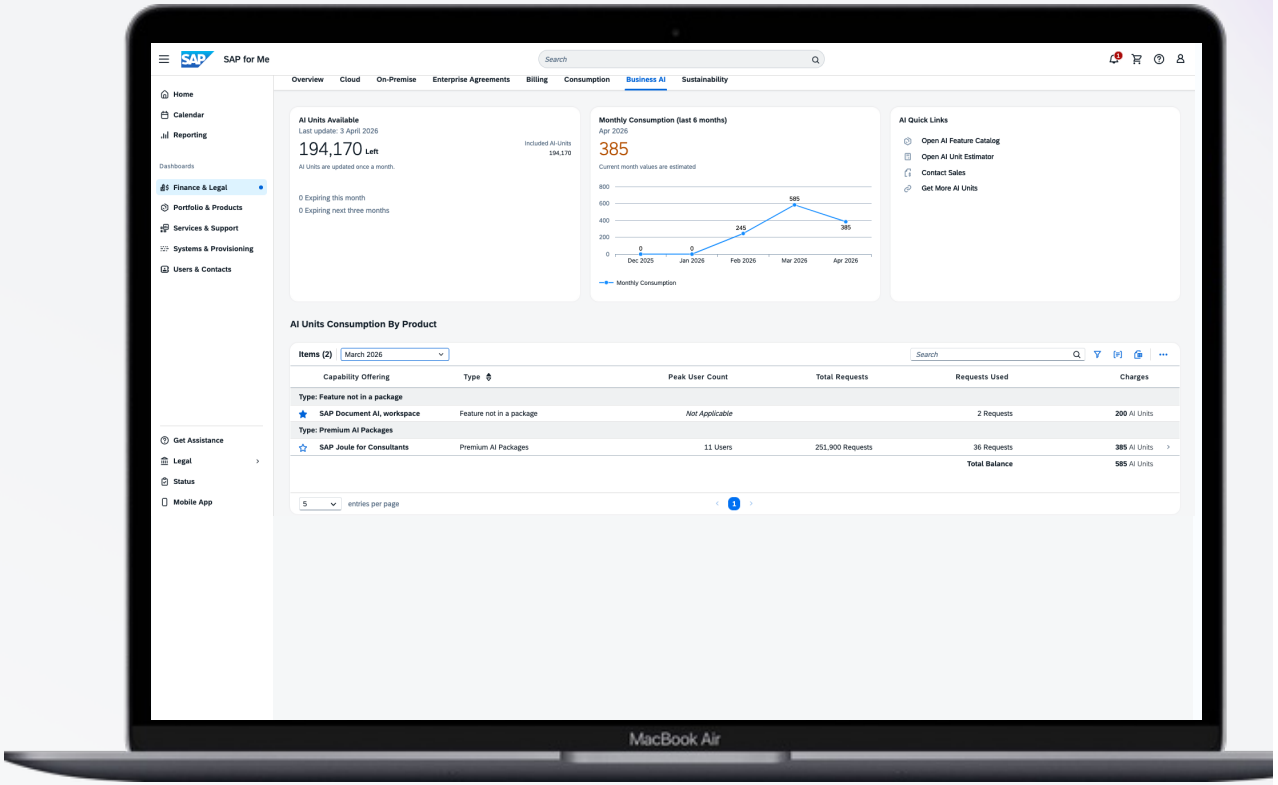
Activation & Setup

Activate AI features and packages across SAP Solutions directly in the Portfolio & Products section of SAP for Me—ensuring a fast and seamless start.

Monitoring & Financial Transparency

Gain full visibility into your AI usage in the Finance & Legal section. Track consumption of SAP AI Units, review contracts, and monitor billing and balance in real time—so you always stay in control of your costs and usage.

SAP for Me



© SAP SE

Your SAP Business AI setup: what stays stable, what's evolving

What stays the same

AI Units stay at the core
Customers continue to buy AI Units upfront and consume them over time, guided by adoption plans.

No commercial disruption
For customers already on the latest AI Units, the commercial foundation remains stable (no new licensing construct introduced for the Autonomous Enterprise)

One shared pool across Premium AI
AI Units remain the common "currency" used across Premium AI capabilities.

What is changing

Agents are now consumption-based with AI Units
SAP-delivered AI agents are commercialized based on consumption (measured via actions as agents execute work)

More AI becomes "included" in Base AI
Most generative AI capabilities transition into Base AI and are included in standard cloud subscriptions during Q3, 2026.

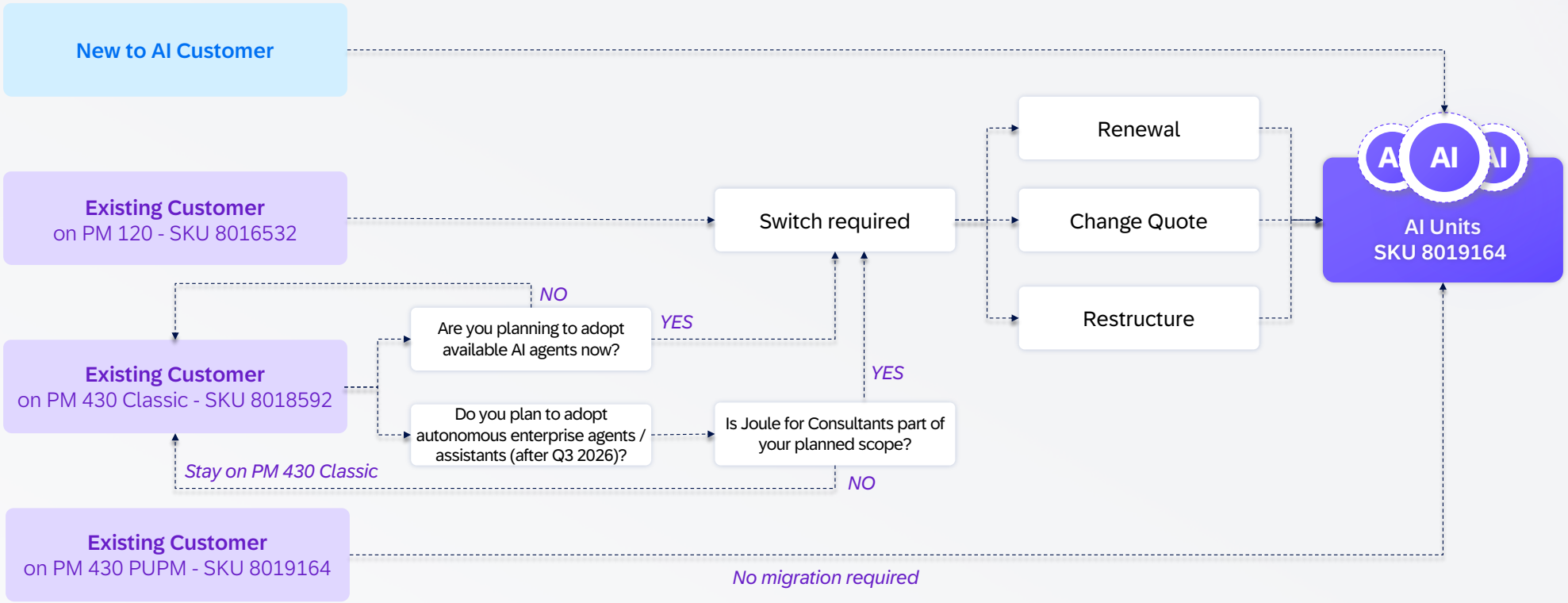
User-based pricing is reduced to only where it's tied to individual productivity
User-based pricing is retained only for offers tied to individual productivity (e.g., Joule for Consultants).

Customer-built AI is free at design time and priced at runtime
Simple t-shirt sizing guidance to plan and scale AI adoption

© SAP SE

How you adopt the evolved commercial model

Based on your current setup



© SAP SE

Key takeaways

Premium AI focuses on agents
Agents are priced by execution, not users

More genAI becomes standard
Most GenAI moves to Base, user-based pricing only remains for Joule for Consultants

Planning and scaling become simpler
The AI Unit Estimator helps you estimate consumption and plan capacity with confidence.

No commercial disruption
No new SKU required for existing AI Units customers on the latest SKU

Customer-built AI follows the same principle
Custom AI can be developed without upfront barriers and is priced based on actual runtime usage

Getting Started

Based on your current setup

Learn & Explore

Get an overview of SAP's AI strategy
http://sap.com/ai

See what's coming next
SAP Roadmap Explorer

Discover & Plan

Discover AI features across SAP solutions
AI Feature Catalog

Calculate and plan your AI Unit needs
AI Estimator

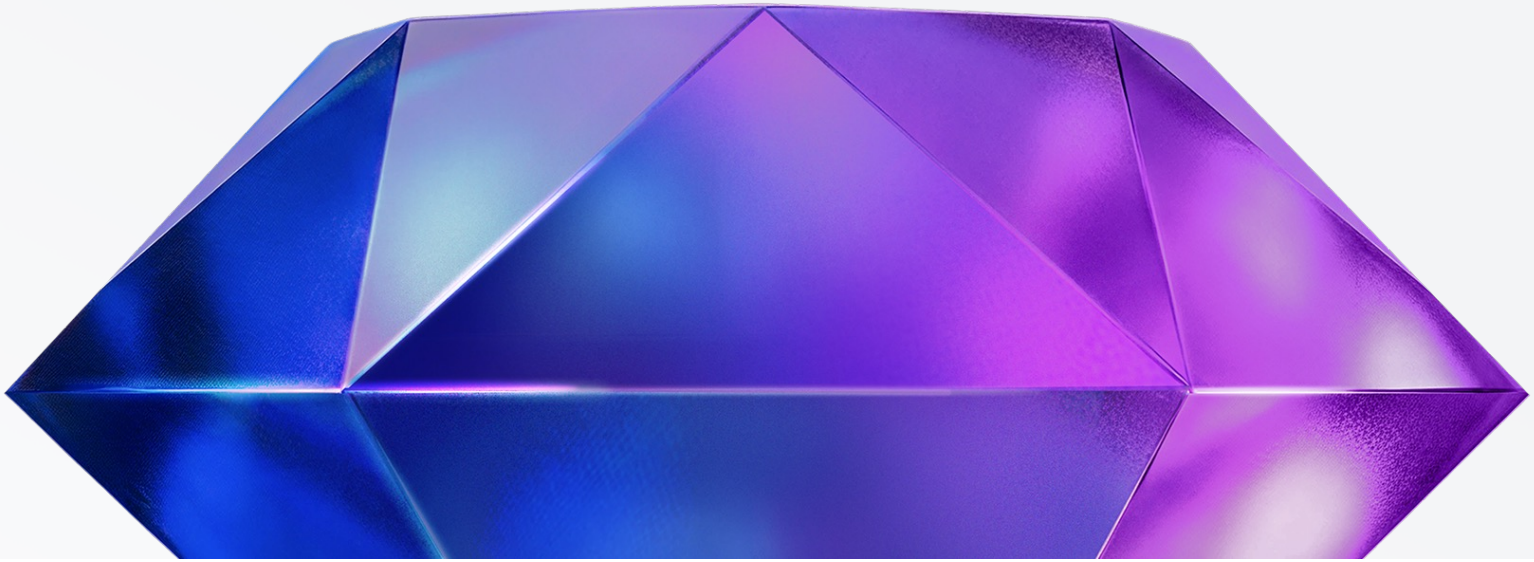
Commercials & Benefits

Understand pricing and commercial details
AI Features Guide Price List

Start with included AI features at no cost
Free Joule Base Entitlement (SAP Store)

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Thank you



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