SAP

Unlocking AI Value with SAP Success Plans

Navigate the Path to the Autonomous Enterprise with SAP Services and Support

Nancy Mancison, Global Head of Portfolio Communications and Empowerment
Mine Ecevit, Vice President, Global Transformation Sales - Success Plans

PUBLIC

AI and Success Plans webinar series — November 2026

Four sessions · Tuesdays at 2:00 PM CET | 8 am EST | 6:30 pm IST

01

Tuesday, November 3

AI in SAP Services and Support Portfolio success plans

Navigate the Path to the Autonomous Enterprise with SAP Services and Support

Presenters

Nancy Mancison
Mine Ecevit

02

Tuesday, November 10

AI in Foundational Success Plan

Foundational Success Plan: Start Strong. Run Confident.

Presenters

Markus Hardank
Marcus Blaesi

03

Tuesday, November 17

AI in Advanced Success Plan

How Advanced Success Plan AI Services Drive the Autonomous Enterprise

Presenter

Sathish Radhakrishnan

04

Tuesday, November 24

AI in Max Success Plan

Driving AI Adoption with Max Success Plan AI Services

Presenter

Phillipp Hoffmann

SAP

The world is changing fast

SAP

SAP's vision: The Autonomous Enterprise

AI agents executing end-to-end business processes

AI agents run complete processes

Finance, HR, procurement, supply chain — end to end, with human oversight at the right moments.

Business AI Platform is the foundation

Embedded, governed, and business-ready — inside your existing SAP landscape, not alongside it.

Transformation, not just automation

The goal is how your enterprise operates — not just which tasks run faster.

SAP

What this means for your SAP investment

~200K

Joule for SAP for Me users year-to-date

AI adoption is happening now

Choice and flexibility

Select the success plan you need to ensure your continuous success

Tiered engagements that provide a rich set of features ranging from self-guided resources to a personalized partnership.

SAP

SAP Success Plans

The structured path from adoption to transformation

Always included

Foundational

Included with every
SAP cloud solution.
Your foundation.

Accelerate adoption

Advanced

Proactive guidance,
AI-assisted insights,
activation sessions.

Transform at scale

Max

Deepest SAP engagement.
Tailored AI adoption.
Transformation partner.

Each tier is additive — Max includes everything in Advanced and Foundational

SAP

Three tiers, one journey

Foundational

Included in every SAP cloud subscription

- Self-service resources & guided learning
- Curated knowledge base & SAP community access
- Standard support and onboarding tools
- Foundation for AI ramp-up: AI Discovery workshop and self-paced Joule enablement, initial readiness guidance, AI roadmap for activation

Advanced

Adds proactive guidance & AI insights

- Proactive health checks & risk identification
- AI-assisted insights and recommendations
- Expert-led guidance for faster outcomes
- Accelerated Joule activation on BTP, use-case discovery, AI agent/Joule Studio admin support, AI agent activation (dedicated service)

Max

Full transformation partnership

- Designated Success Plan Manager
- Tailored AI use-case adoption roadmap
- Agentic AI scale-up support
- AI activation, custom AI agent/skill prototypes, full AI strategy and PoC deployment for agents

SAP

Growth Portfolio: AI-powered skills intelligence hub

Attributes Library

Centralizes skills and competencies as a single source of truth across the HXM suite

Skills Ontology

Dynamic, AI-maintained taxonomy that evolves continuously with business requirements

AI Skill Inference

Analyzes user activity to surface skills employees have demonstrated but not self-reported

Learning Integration

Updates skill profiles automatically upon course completion — closing the loop in real time

Personalized Recommendations

Guides employees toward relevant roles and growth opportunities based on their unique profile

SAP HCM suite layers

AI layer — Growth Portfolio & Talent Intelligence Hub

Data layer — Skills Ontology, Attributes Library

Applications — Performance, Learning, Succession, Recruiting

SAP

The value-first approach

AI where it earns its place — measurable ROI, every time

Clean core architecture

AI runs on a stable, upgrade-safe foundation. Process discipline before automation.

Data governance

Trusted data in, trusted decisions out. Strong governance is what makes AI scale reliably.

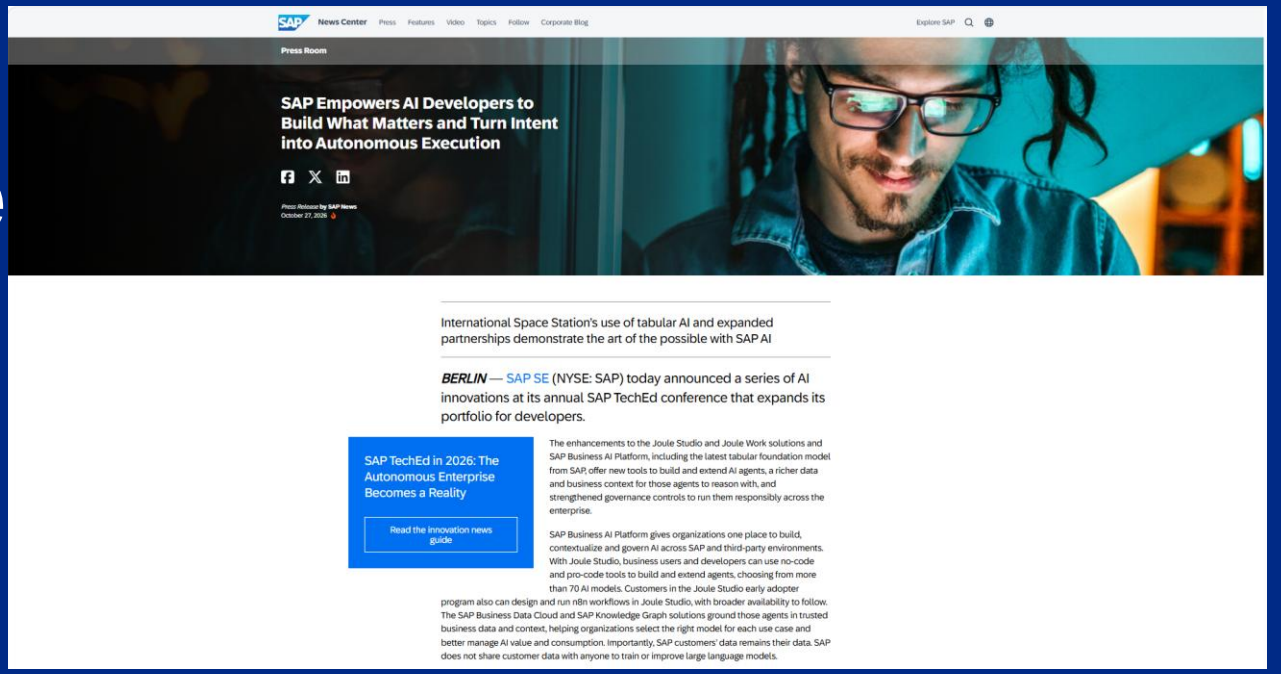
Human oversight

AI accelerates decisions. People remain in control at every critical moment.

This is not experimentation. It is repeatable, scalable business transformation.

SAP

Let's build your Autonomous Enterprise together



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Your plan for the Autonomous Enterprise

Success plans overview

Mine Ecevit

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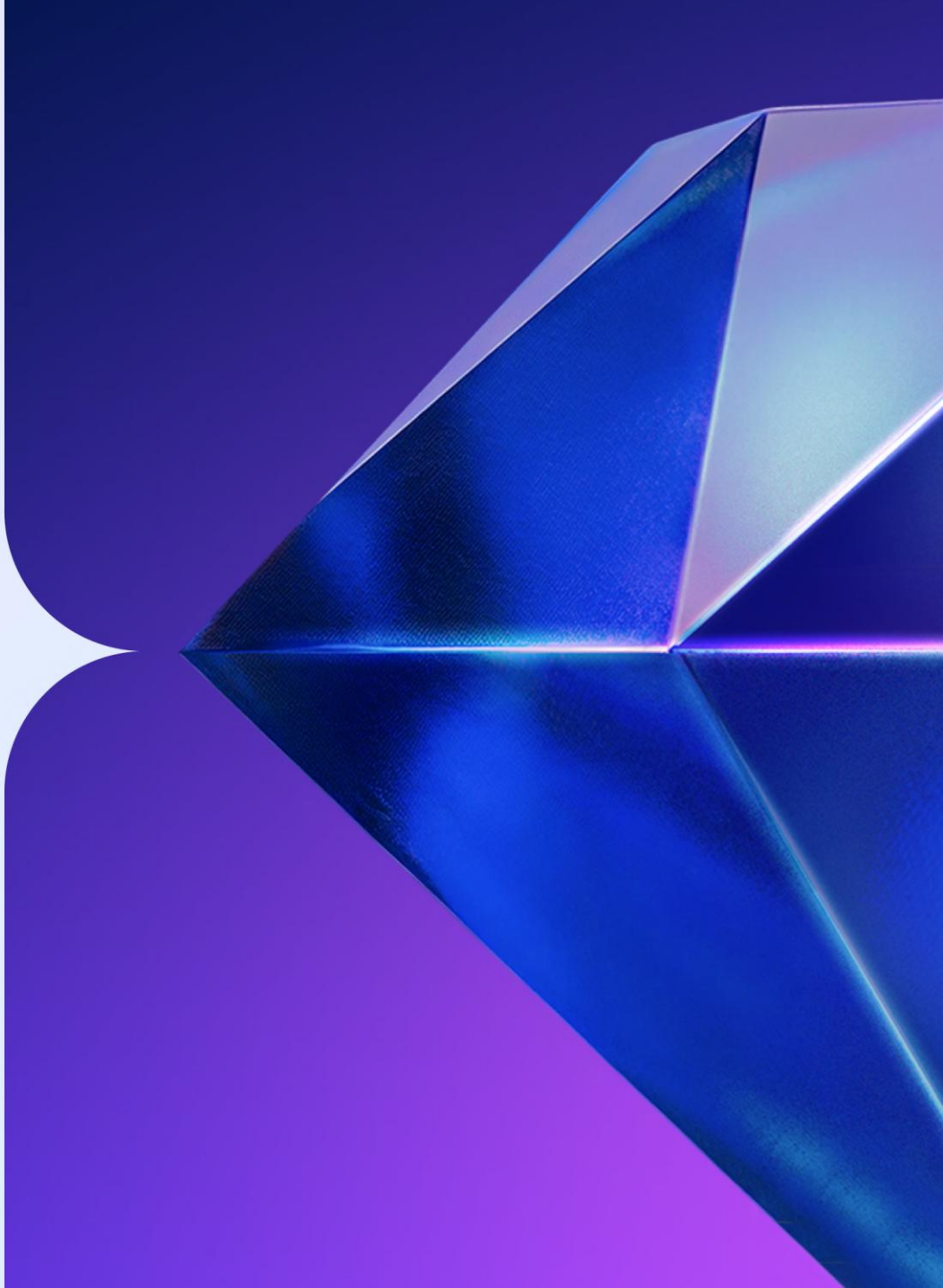


Autonomous domains: 37 assistants and 267 agents

Autonomous Finance

10 Assistants | **86** Agents

- Accounts payable assistant
- Accounts receivable assistant
- Billing assistant
- Cash and treasury assistant
- Financial closing assistant
- Financial consolidation assistant
- International trade assistant
- Recurring receivables assistant
- Sales operations assistant
- Tax and compliance assistant

*86 agents =47 SAP +39 partner

Autonomous Supply Chain Management

5 Assistants | **63** Agents

- Asset operations assistant
- Logistics assistant
- Manufacturing assistant
- Product design assistant
- Supply chain planning assistant

*63 agents =22 SAP +41 partner

Autonomous Spend

9 Assistants | **53** Agents

- Category management assistant
- Invoicing assistant
- Operational procurement assistant
- Procurement contract assistant
- Purchasing assistant
- Receiving assistant
- Requisition assistant
- Sourcing assistant
- Supplier management assistant

*53 agents =21 SAP +32 partner

Autonomous HCM

9 Assistants | **34** Agents

- Career and talent development assistant
- Compensation assistant
- HR operations assistant
- HR service assistant
- HR system assistant
- Learning assistant
- Onboarding assistant
- Payroll assistant
- Performance & goals assistant

*34 agents =25 SAP +9 partner

Autonomous CX

4 Assistants | **31** Agents

- Campaign assistant
- Case management assistant
- Content assistant
- Deal qualification assistant

*31 agents =23 SAP +8 partner

As of November 2026

Denotes new assistant

Not shown: Business AI Platform (3 assistants, 35 agents), Industry AI (3 agents) and 18 partner agents with no domain assigned.

Common challenges

Realizing Value with Agentic AI

Isolated agentic use cases

- Agents are deployed in isolation instead of being embedded into an end-to-end business process transformation strategy
- Lack of process redesign and AI vision prevents agents from unlocking their full transformational potential
- Disconnected agent initiatives across business units create duplication, inconsistent standards, and agent sprawl
- Missing a clear road map from experimentation and pilot to production and enterprise-scale adoption

Alignment of agents with custom processes and extensions

- Standard agents fail to align with customer-specific processes and extensions
- Business logic embedded in custom developments is not understood or considered by standard agents
- Custom extensions and non-standard process variants create challenges for agent orchestration across business processes
- Insufficient integration with custom applications and data sources limits the ability of agents to operate end-to-end

Identifying the most impactful high-value agents

- Use cases are selected opportunistically without clear alignment to strategic business outcomes and transformation objectives
- Limited prioritization of high-value process opportunities leads to fragmented investments and diluted business impact
- Difficulty quantifying business value and ROI potential makes it challenging to prioritize agent investments effectively
- Insufficient consideration of feasibility, risk, and scalability results in use cases that struggle to move beyond pilots

Missing technical readiness

- Landscape is not fully prepared for the rollout and ongoing of assistants and agents
- Missing security prerequisites to run agents in end-to-end processes across systems
- Incomplete view of SAP Cloud Identity Services, tenants, roles, authorizations, and data access controls
- Misalignment in required sap notes, feature toggles, and system readiness
- Backend configurations and API enablement, role assignment to users overlooked

Empowerment and change management

- Limited value realization due to low business users' awareness of assistants' capabilities and limited trust in agents' recommendations and actions
- Insufficient skills and enablement prevent business users from effectively embedding ai into daily processes and decisions
- Missing transparency due to limited tool availability and expertise to monitor agent utilization, costs, performance, and value
- Difficulty measuring business impact and ROI makes it challenging to justify investments and scale successful use cases

Realizing the Autonomous Enterprise with the Success Plan

Common concerns

- *"We don't know where to start."*
- *"Will the agents align with our custom extensions?"*
- *"What are the prerequisites for agent activation?"*
- *"Should we adjust our landscape strategy to take advantage of AI?"*
- *"Our business teams are not using the assistants"*
- *"We have no transparency into agent utilization and cost"*

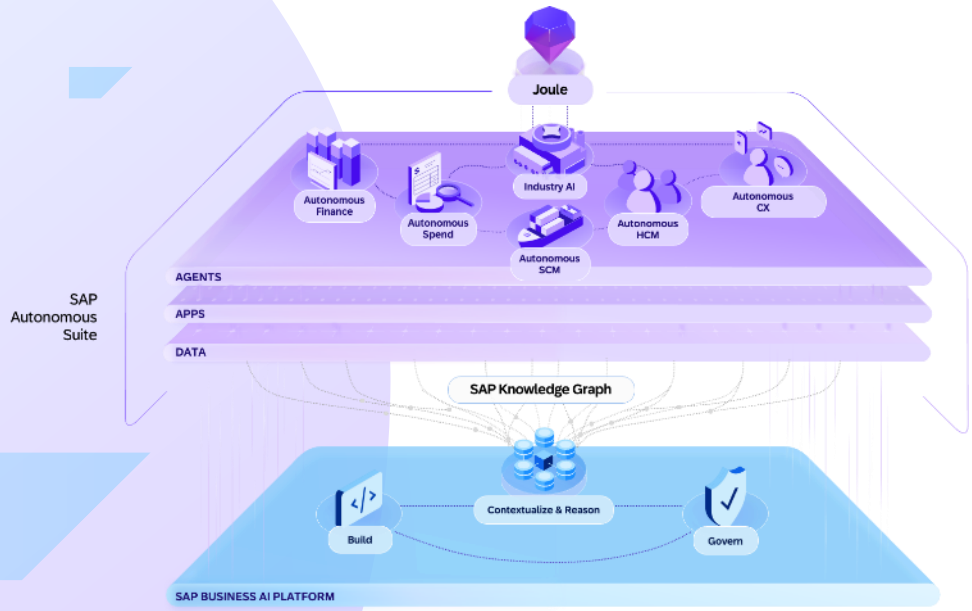
How the Success Plan helps

Identify and prioritize the highest-value Assistants and Agents

Assess readiness and guide the activation of AI agents across your landscape, processes, and custom extensions

Establish governance, transparency, and adoption practices to scale AI securely

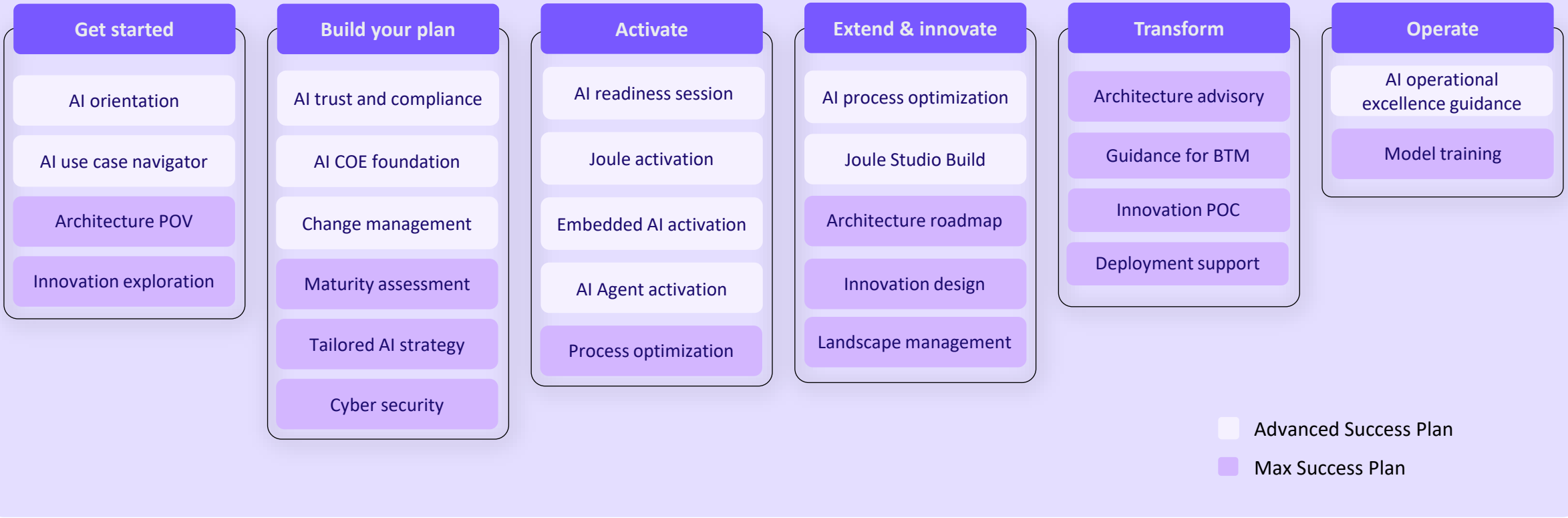
The Autonomous Enterprise



Success plan overview

Portfolio elements for SAP Business AI Platform—AI modules

Cross-LOB service entitlements cover AI use cases, embedded AI features, autonomous domain assistants, and agents across all cloud LOBs



ADVANCED SUCCESS PLAN

Turn your business case into realized business value.

Advanced Success Plans are domain specific offerings that turn your ambitions into results by delivering expert guidance, AI-driven insights, and proactive support throughout your journey through embedded entitlements.

What do you get?

Proactive adoption and value management

A Success Expert enables you to leverage the right domain specific services at the right time to maximize your ROI.

Services for every step of your journey

Focused, domain specific services from a defined catalogue with unlimited consumption throughout your subscription.

Enhanced Monitoring & Support

Better support SLAs with system quality and performance monitoring via SAP Cloud ALM.

EMBEDDED ENTITLEMENTS – EXPERT SERVICES

Guidance for every AI capability

Our AI services help you get the most of your solution and continue to adopt new capabilities as they are released.

Use Case Guidance

Curated show-and-tell service to demonstrate, evaluate, and prioritize standard SAP AI use cases for adoption

Activation Readiness

Combined functional & technical readiness assessment evaluating landscape conditions, prerequisites & process fit

Prerequisite Review

Strategic alignment, resource optimization, and prerequisite verification to prepare for adoption of AI use cases

Activation

Enabling and configuring AI features built into SAP solutions, accelerating your time to value while guiding on SAP Best Practices.

Test and Validation

Accelerated value realization and reduced transformation risks with SAP's AI implementation support

Ongoing Success Expert services

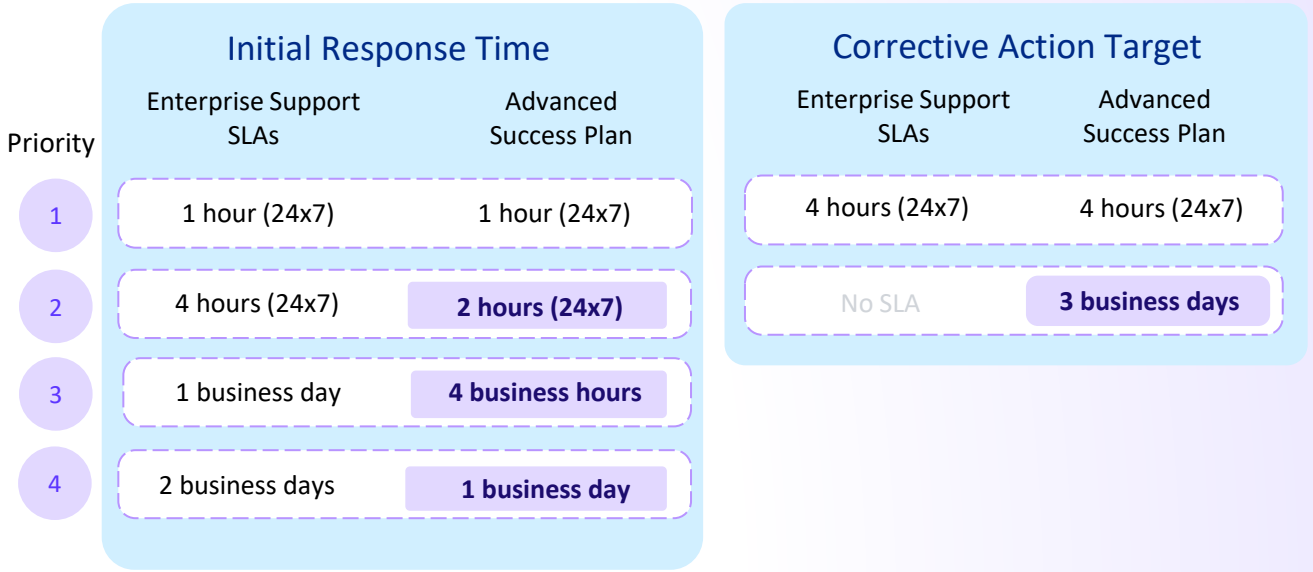
Track your progress against your adoption and value management plans and continuously evolve your service plan.

EMBEDDED ENTITLEMENTS

Enhanced monitoring & support to keep you running smoothly

Faster response times and better corrective action targets help you resolve issues more quickly, while proactive monitoring in Cloud ALM provides proactive insights on system health and usage to keep you ahead of future problems.

- ✓ **Corrective action targets** for P2 cases.
- ✓ **50% faster initial response time** on P2-P4 cases compared to standard enterprise support SLAs.
- ✓ **Quality and performance monitoring** through SAP Cloud ALM.



ADVANCED SUCCESS PLAN - THE VALUE

Expertise that pays for itself.

381%

Three-year ROI for customers subscribed to the Advanced Success Plan.

$3.4M

Average annual benefit: IT cost savings, process efficiency, and business enablement.

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Utilities IT-Services Provider: From AI Ambition to a Concrete Implementation Path

STARTING POINT

Internal demand for AI — but no clear path to deliver it.

- As an IT shared-services provider for utilities, their internal customers were requesting AI capabilities
- RISE with SAP and BTP environments were live — but in-house AI expertise was limited
- They identified a clear use case: automating business partner creation from incoming emails — with no defined implementation path

Success Plan services activated:

- AI Readiness Workshop for SAP Business AI
- AI Workshop AI Workshop with your full technical team
- Expert AI Guidance for BTP Implementation

What We Achieved Together with Success Plans

- Structured engagement model — open questions tracked and resolved at every touchpoint
- AI Readiness Workshop delivered with customer's complete technical team
- SAP AI expert engaged: AI Core architecture explained, pilot use case defined
- Follow-up engagement on customer's own landscape already planned

Key Outcomes & Next Steps

From uncertainty to a clear path forward:

- AI pilot agreed, scoped, and ready to build
- Architectural clarity: which BTP services our customer needs, and in what order
- Customer team is now equipped to build AI use cases independently

Next: Expert engagement on your landscape — moving from learning to building

But what if you need more?

Strategic partnership

Embedded experts

Best possible SLAs

MAX SUCCESS PLAN

Turn your transformation ambitions into realized business value.

The Max Success Plan provides our highest level of engagement throughout the lifecycle of your subscription. Fixed and flexible elements meet the needs of your transformation programs as they evolve over time.

Everything in the Advanced Plan, plus..

Additional embedded entitlements

Designated Success Plan Manager

15mins premium SLAs for P1 incidents with quality and performance monitoring via SAP Cloud ALM, and dedicated support case manager.

Premium days

Flexible pool of expert services capacity, custom-scoped to your specific goals.

Max Success Plan

What’s included beyond your Foundational and Advanced Success Plan

Premium support response SLAs

Smoother implementation and go-live with priority support featuring a 15-minute initial response time for very high priority cases.

Support case management assistance

Address challenges faster with support-related enablement, reporting services, and case management for selected high and very high priority application support cases on demand.

Dedicated success plan manager

Strengthen adoption through trusted expertise with and advisor responsible for proactively helping you adopt the entirety of your SAP solution.

Enable large and complex transformation through a strategic partnership with guidance from dedicated experts.

Transformation advisory services*

Maintain confidence from roadmap to realization using services to guide you with an adoption path for your transformation.

Tailored AI use case adoption services*

Accelerate innovation through a self-sufficient center of excellence to develop innovations and empower your CoE to be more successful.

Cross-solution process improvement services*

Gain a competitive advantage by developing operational efficiency with services for analyzing, improving, and monitoring processes.

* These are premium services that can be consumed under the Max Success Plan service contract

MAX SUCCESS PLAN - THE VALUE

A strategic partnership that compounds.

521%

Three-year ROI.

$451,000

Average annual benefit per SAP cloud solution.

© SAP SE

Outcomes supported by Success Plans

Start your AI journey

Explore AI and Autonomous Enterprise

From isolated pilots to a coherent, scalable AI strategy

Strategize AI

Where AI meets real-world impact

Use Joule Assistants, Joule Agents, embedded AI

Enterprise AI, your way

Extend standard AI and build custom AI

Empower your next big leap

Leverage AI to accelerate your transformation

From insight to impact, at scale

Optimize and operate AI

Thank you.