SAP SERVICES & SUPPORT

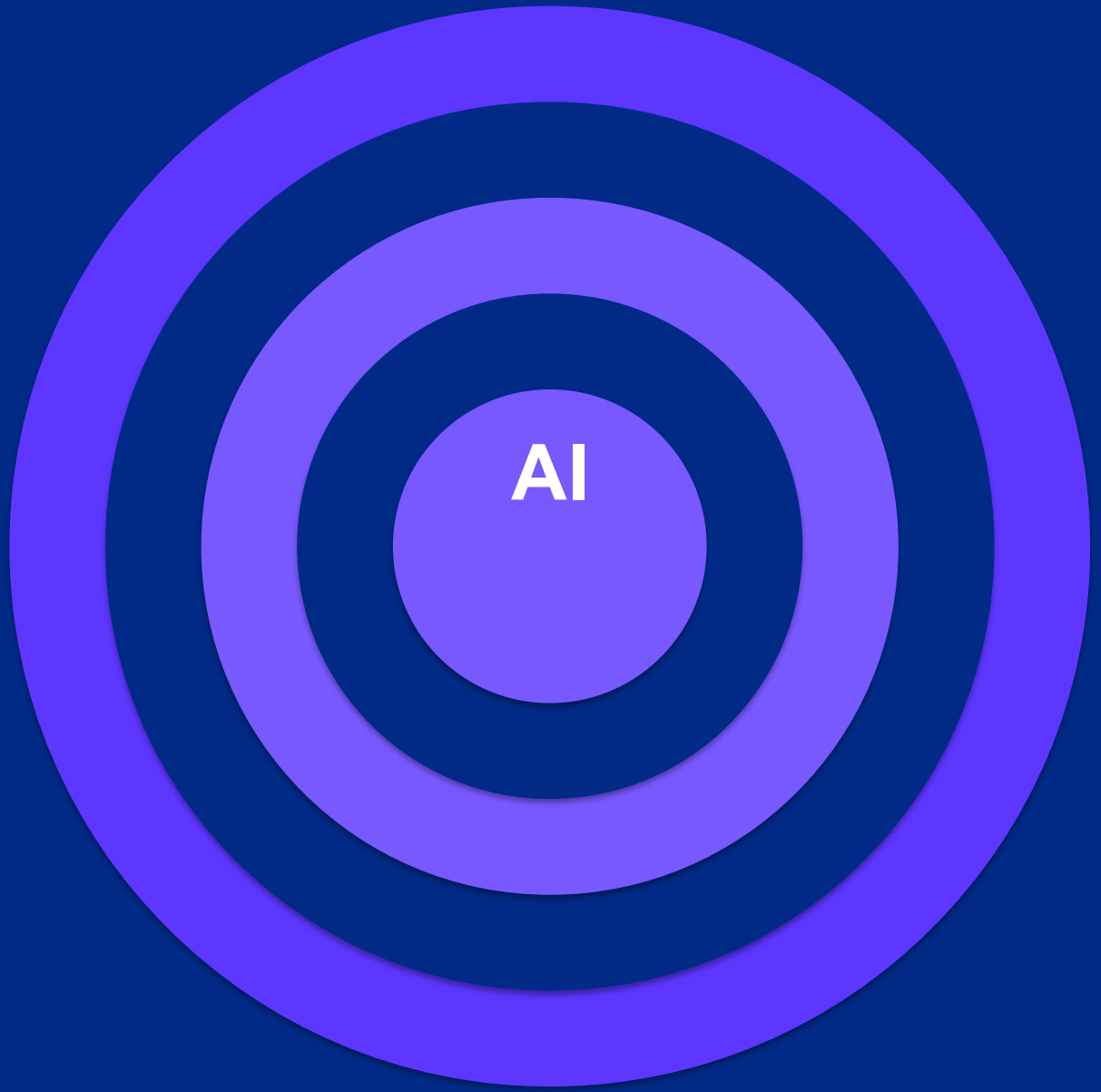
AI WEBINAR SERIES

AI in SAP Services and Support

Navigate the Path to the Autonomous Enterprise

Benjamin Wilk & Marcus Blaesi
Global Customer Support, SAP
Tuesdays in November 2026 · 2:00 PM

4-session series covering AI across the SAP Services and Support portfolio



AI webinar series — November 2026

Four sessions · Tuesdays at 2 PM CET | 8 AM EST · SAP Services and Support portfolio

01

Tuesday, November 3

2 PM CET | 8 AM EST

AI in SAP Services and Support Portfolio success plans

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

Presenter

Nancy Mancison
Mine Ecevit

02

Tuesday, November 10

2 PM CET | 8 AM EST

AI in Foundational Success Plan

Foundational Success Plan: Start Strong. Run Confident.

Presenter

Benjamin Wilk
Marcus Blaesi

03

Tuesday, November 17

2 PM CET | 8 AM EST

AI in Advanced Success Plan

How Advanced Success Plan AI Services Drive the Autonomous Enterprise

Presenter

Sathish Radhakrishnan

04

Tuesday, November 24

2 PM CET | 8 AM EST

AI in Max Success Plan

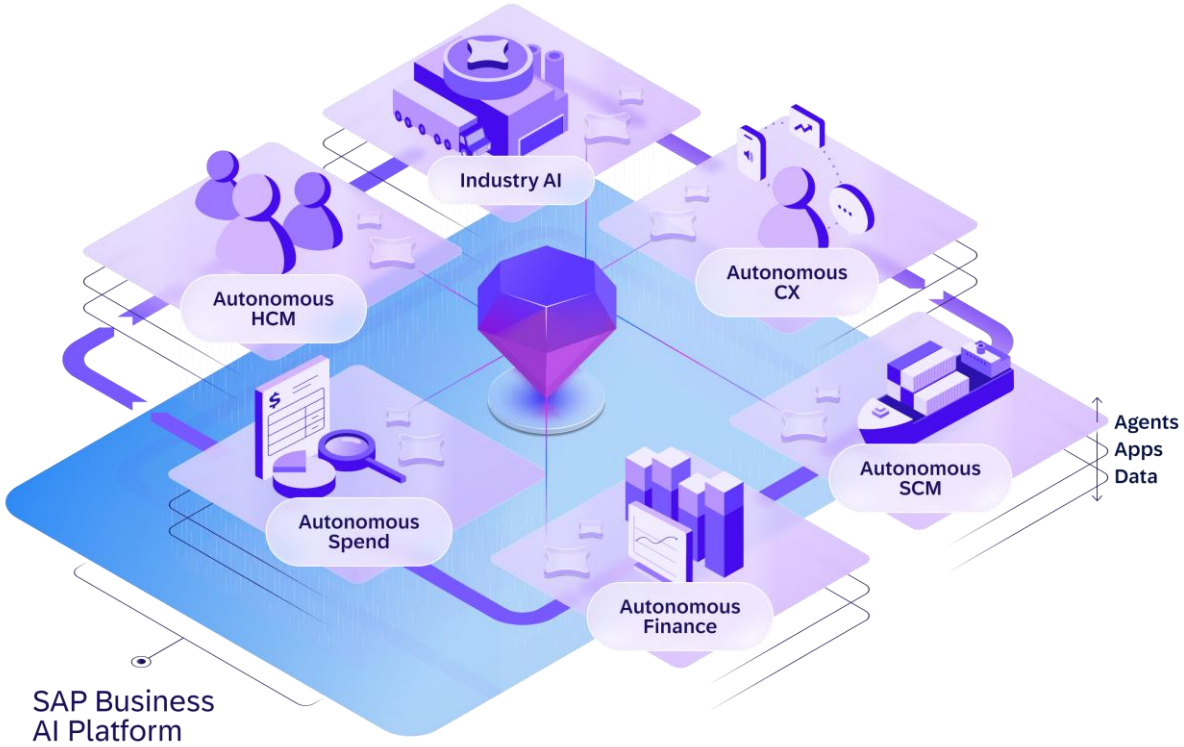
Driving AI Adoption with Max Success Plan AI Services

Presenter

Phillipp Hoffmann

Welcome to the Autonomous Enterprise

People set the direction. AI executes.



Your people can do their best work.

Agents handle routine transactions end to end, so people can focus on the decisions that move the business.

Your business responds before teams convene.

When conditions change, the business acts as one. Agents coordinate across the business in real time. No lag between signal and action.

You move fast because you can trust the system.

Every AI action is governed, auditable, and traceable. Not added later. Built in from the start. Speed and control aren't a tradeoff.

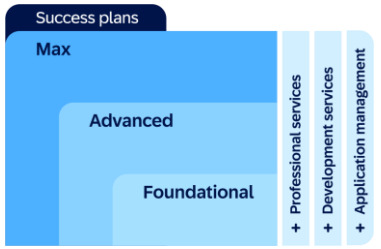
SAP Services and Support

Helping Customers move towards Autonomous Enterprise

Desired Business Outcomes

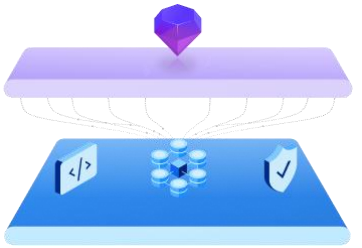
- Clear direction for AI-driven transformation
- Connected and business-ready data landscape
- Accelerated innovation with managed risk
- Robust governance and compliance
- Trusted and explainable AI outcomes
- Workforce readiness for AI-powered business

SAP Services and Support



- A streamlined, tiered engagement model
- Designed to help businesses achieve greater transparency, speed and flexibility
- Helping customers move towards **Autonomous Enterprise**

Autonomous Enterprise



Foundational Success Plan: Enabling Value

According to a new IDC Business Value Snapshot, sponsored by SAP

28%
less time spent on incident management

$1.9M
in additional net revenue per year

11%
more efficient security team

16%
more productive end users

21%
more proactive in identifying issues in SAP Cloud

39%
reduction in impactful security breaches

With SAP, value is not an upsell. It's the foundation.

Link to the IDC study

Get started and achieve continuous value

with the Foundational Success Plan

Foundational

Customer Onboarding

Accelerate Adoption

Accelerate adoption with onboarding resources, embedded launch activities, and services to prepare for your transformation and get your solution up and running.

Get started >

SAP Enterprise Support

Unlock value realization

Protect business continuity

Unlock value realization and protect business continuity with SAP Enterprise Support, comprised of curated content, guidance, learning, mission-critical support, and more.

Explore SAP Enterprise Support >

Technical operations for cloud

Drive resilient operations

Drive resilient operations with services to run and manage cloud solutions.

Learn about cloud operations >

AI amplifies speed and prevention, human expertise ensures depth and trust

Elements include contractual entitlements and specific additional services which SAP makes available via SAP Support Portal

Foundational Success Plan at a glance

An integrated portfolio for transformation and operations

Foundational

Accelerate Adoption	Customer Onboarding Center Embedded Launch Activities for key solutions Transformation preparation service for SAP Cloud ERP Private	Customer Onboarding
Unlock Value Realization	Joule for SAP for Me: Intelligent Guidance and Enablement across the customer lifecycle Remote services, value-driven Insights and actionable recommendations Guided transformation and operations with SAP Cloud ALM & partner support excellence	SAP Enterprise Support
Protect Business Continuity	24x7 Mission-Critical Support with SLAs and built-in support across products Preventive support with risk identification, alerts and actions Round-the-clock customer interaction center for all inquiries	
Drive Resilient Operations	Cloud operations across public and private environments Continuous resilience, security and compliance at scale Reliable platform performance and availability for business-critical workloads	Technical operations for cloud

AI amplifies speed and prevention, human expertise ensures depth and trust

SAP Business AI - Foundational ES Offerings

Live Webinars - Expert-guided Implementation (EGI) Series

Unlocking Joule & SAP Business AI from Strategy to Activation

Covers SAP Business AI commercial model, Joule for Business, Joule for Consultants and Developers, Joule Studio, and more

STRATEGY | 3 DAYS

Activating Joule: The Prerequisites

Configure Cloud Identity Services, SAP BTP & Build Work Zone for secure, scalable Joule adoption

TECHNICAL | 2 DAYS

LOB Specific

Support to activate Joule for S/4HANA Cloud Private Edition (PCE)

Step-by-step expert-led activation and key prerequisites including Cloud Identity Services setup

S/4HANA | 1-2 DAYS

Activating Joule Base and Embedded AI in S/4HANA Cloud Public Edition

Expert-guided BTP setup & embedded AI activation: Enterprise Search, Easy Filter, Smart Summarization

S/4HANA | 2 DAYS

All you need to know about SAP SuccessFactors HCM Generative AI

Comprehensive overview of Gen AI in SuccessFactors HCM: implementation, operations & service guidance.

HCM | 1 DAY

Learning and Change Management

Configuring AI-assisted user learning and change management

Set up intelligent in-app guidance, AI-driven contextual learning and change management workflows

EGI | 2 DAYS

Accelerating User Adoption with SAP's AI-assisted user learning & change management

Best practices for deploying intelligent in-app guidance and measuring adoption success at scale

MTE | 1 HOUR

SAP HANA Cloud

SAP HANA Cloud – Multi-Model Programming with Vector Engine & Knowledge Graph

Vector Engine, Knowledge Graph & RAG for LLM integration and generative AI in HANA Cloud apps.

EGI | 5 DAYS

Pro-code Cloud Application Programming Development with SAP Build and Joule

CAP CDS development in SAP HANA Cloud using Business App Studio & Build Code with Joule.

EGI | 5 DAYS

Meet the Expert (MTE) Recorded Sessions

Transforming Business with SAP Business AI

AI use cases, implementation strategies & outcomes – embedded AI, Joule and custom AI on BTP.

MTE | 1.5 HRS

Reimagining Your SAP Experience with AI – Explore Joule Work Mobile App

Demo-driven exploration of the Joule Work Mobile App (formerly SAP Mobile Start).

MTE | 1.5 HRS

Troubleshooting Joule in SAP S/4HANA Cloud Private Edition: A Guide for Administrators

Admin guide: diagnose identity provider, authorization, connectivity and Joule health in production.

MTE | 1.5 HRS

Register for live webinars*

*login with s-user credentials

Customer Success

Through trusted partner support expertise

Partners with effective support collaboration follow support best practices

Self-sufficiently address customers' consulting and "how-to" questions

Use SAP self-services without creating cases or handling support cases better

Leverage SAP Cloud ALM and SAP Activate for best practice transformations

Partners with trusted support expertise provide incremental value

Faster inquiry resolution

Reduced delays and disruptions

Lower project risks

Customer-authorized partner S-users that handle support cases for customer enable support collaboration and AI-powered support for partners*

Customer action

Choose a partner with trusted support expertise – recognized in SAP Partner Finder

Review your partner's expertise in customer insights dashboard

Authorize partner S-users so the partner can act on your behalf (prerequisite)

Learn more

* Authorized via the service partner user management application

AI-powered support: From issue prevention to faster resolution

Preventing avoidable cases and accelerating resolution when support is needed

AI helps prevent avoidable cases and improves response quality and resolution time when SAP support is needed.

Customer & Partner

Invisible Support

00 Prevent

Proactive action

- Support holiday readiness program Agentic AI
- Preventive customer risk mitigation Agentic AI

Empowered Support

01 Research

Intelligent search

- Joule in SAP for Me AI
- AI-infused search on SAP knowledge GenAI
- Proactive content AI

02 Recommend

Smart recommendation

- Advanced Support models GenAI
- Context-aware recommendations AI

Accelerated Support

03 Respond

Autonomous Response

- AI agents responding automatically Agentic AI

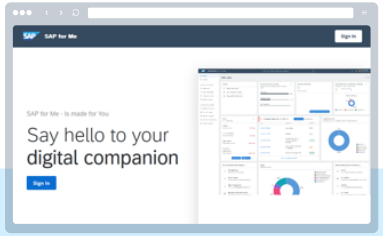
04 Resolve

Faster Resolution

- Agentic case resolution Agentic AI
- Automatic error categorization AI

Public

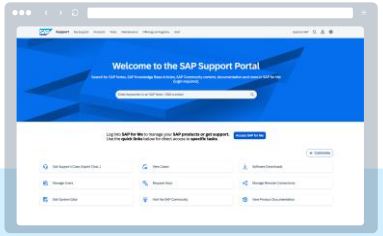
Key takeaways and where to get support



SAP for Me

Single-entry point to SAP's support

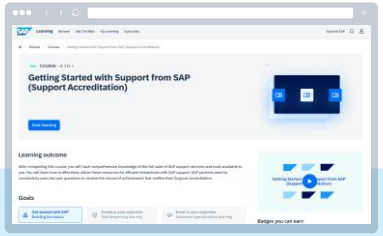
The customer portal makes managing support-related tasks simpler by using a set of digital self-service features to easily request support and resolve issues, with an end-to-end view of the personalized product portfolio.



SAP Support Portal

Public access to support information

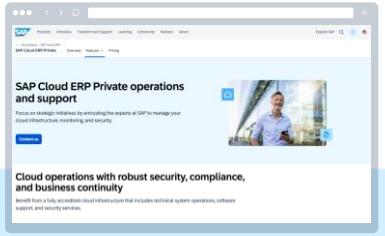
Access to support channels, self-services, tools, and support applications. Details about support offerings, product maintenance, onboarding, and support-related news.



Support Accreditation

Getting Started with Support from SAP

This learning journey is targeted at end users, key users, partners, and SAP consultants on how best to leverage SAP's support channels and tools. It will also provide learning opportunities for SAP cloud solutions.



Technical Operations

Greater agility and scalability

Efficiently operate and manage cloud systems to reduce risks, enhance performance, and maximize your cloud investment.

You Ask, We Answer.

Q&A

Thank you.

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SAP Bring out your best.