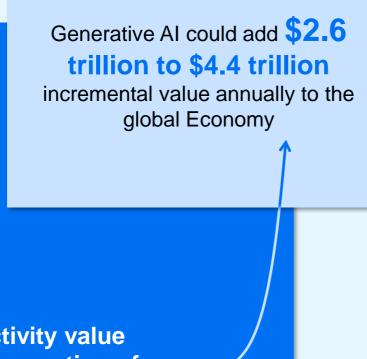


SAP AI Built for business.

PUBLIC



Al adoption is accelerating in the industry



WIDESPREAD ADOPTION, DESPITE EARLY DAYS

1/3

companies globally are using Generative AI regularly in at least one business function

40%

organizations will increase their investment in AI overall because of advances in Generative AI

60%

organizations with AI adoption are using Generative AI

Existing productivity value from previous generation of Al and analytics

Source: McKinsey, State of Al in 2023, 1,684 participants globally

SAP AI momentum

24,000+ customers



\$6.1B in annual total R&D investment

3 direct investments in Generative AI leaders

SAP AI - Built for business



Relevant

The most relevant AI delivered in the context of your business processes.

Reliable

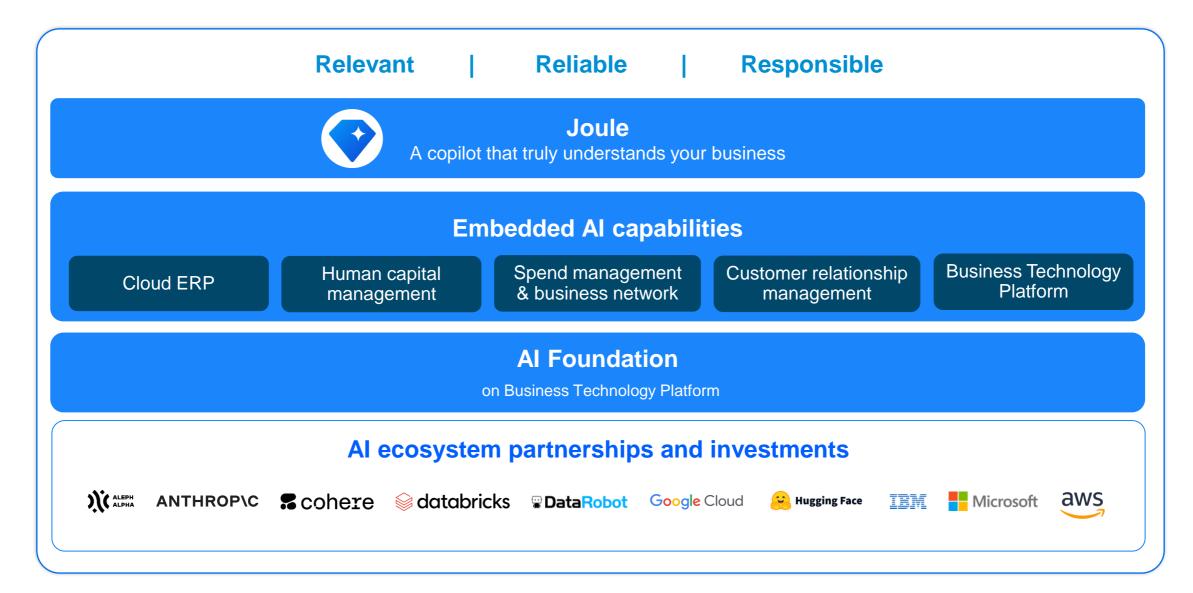
Uniquely reliable AI trained on the industry's broadest business data sets.

Responsible

Al built on leading ethics and data privacy standards.

Real business results

SAP Business AI Approach



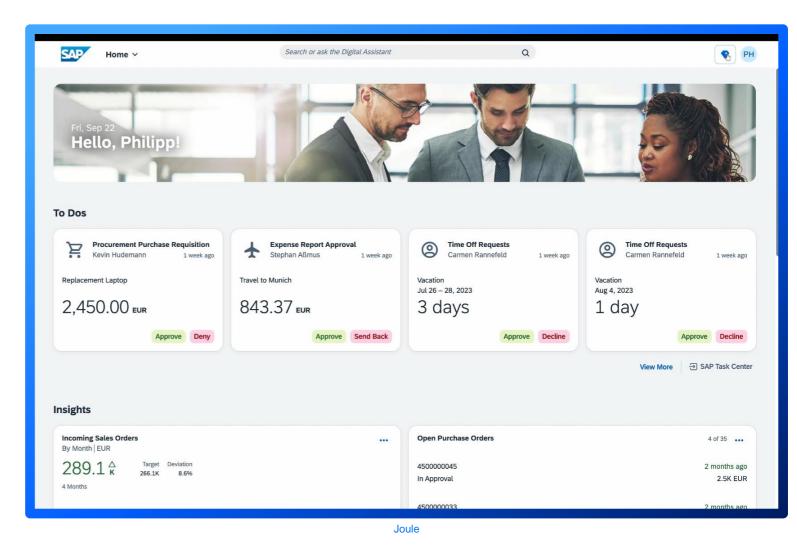
Joule

Work faster with an AI copilot that truly understands your business

Benefit from smarter insights and quick answers on demand

Achieve better outcomes when creating content, code, and more

Maintain full control over decisionmaking and your data privacy



Note: Planned availability in SAP business applications at different times, starting with SuccessFactors and SAP Start in Q4 2023.

SAP is innovating with Generative Al

Human Resources

Create compelling job descriptions and interview questions Supply Chain & Logistics Expedite freight verification

Customer Experience

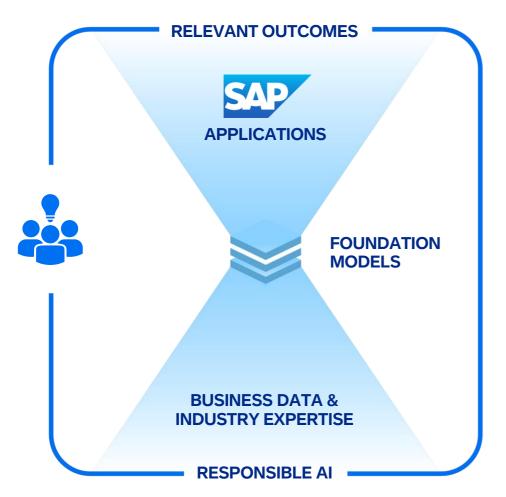
Enhance employee experience and CX

Process Management Quickly identify process models and KPIs Analytics

Quickly access trusted insights

-111111

SAP's Approach for Generative Al



SAP combines the power of **generative AI with the context of business data and business processes** and applies fine-tuning and prompt engineering at scale. This allows SAP to turn otherwise generic results into ones that are tailored to your business. These results are built into the SAP applications that business users use every day.

SAP **keeps humans in the loop responsibly** to review and approve generated information.

SAP's use of generative AI follows the same principles of business AI and the same rigorous development and responsible AI review processes.

Today, SAP offers a large catalogue of AI-powered scenarios across all business functions

Finance	Supply Chain	Customer Experience	Procurement	Human Resources	IT and Cross-Function
 Tax Compliance Cash Application Intelligent accrual Travel expense auditing Travel expense verification Invoice processing Business Integrity screening Goods and invoice receipt matching Intercompany matching & reconciliation Mobile expense entry 	 Stock in transit Visual Inspection Demand forecasting & sensing Project-cost prediction Predicted delivery processing Demand-driven replenishment Forward scheduling Field service scheduling Asset prediction & optimization Slow-moving materials prediction 	 Predicted delivery processing Discount recommendations Intelligent sales execution Relationship intelligence Sales route optimization Sales order automation Opportunity scoring Customer insights Guided selling Lead scoring Product recommendations 	 Guided buying Sourcing item and supply prediction Material group recommendations Invoice object recommendations Job matching for contingent workforce Resume ranking for contingent workforce O'Net labelling 	 Skill and career path recommendations Learning recommendations Job analyzer 	 Joule Process automation Business rule mining Intrusion detection

Ìm

Increase financial sustainability

with Business AI in Finance

Automatically extract information from invoices and process them - Companies must reduce manual invoice processing, which accounts for up to 62%

Accounts payable departments need to modernize and optimize processes for clearing the growing number of PDF invoices
 Additional fields that don't appear in the invoices need to be filled in to complete the document processing

of the total processing cost

SOLUTION

SAP Central Invoice Management with Document Information Extraction

- · Automatically match invoices and payment notes
- Extract text from images with optical character recognition (OCR) processing
- Identify key document attributes with intelligent text processing
- Automatically identifies general ledger line item and adds the information for the workflow

Reduced

Errors and complexity

OUTCOMES

Faster

Processing of paper or PDF-based invoices

Increased

Reliability of the invoice management process

99%

automation of incoming invoices

SBB CFF FFS

Contain costs and increase compliance with Business AI in Procurement

Reducing repetitive and manual tasks with Intelligent Automation for SAP Business ByDesign

Before: Challenges and Opportunities

- · Repetitive tasks in area of administration was taking lot of time of employees
- · Unplanned days off were causing disruption in day to day operations
- · Manual processing of invoices was consuming activity for employees

Why SAP?

- SAP intelligent Robotic Process Automation together with SAP AI services allows to automated processes within SAP Business ByDesign which previously were executed by user.
- Aspen Pumps partner Sapphire offered to prepare automation in area of WIP Clearing which is part of manufacturing process.
- · Sapphire has developed proof of concept within 2 days and in 3 days automation went into operations

After: Value-Driven Results

- · Repetitive tasks are taken by the robot, so unplanned absence doesn't affect daily tasks
- · Employees may focus on more valued tasks instead
- · Helps to saves up to 160 hours a year for a person.
- On top Aspen Pumps also automated the process of invoice scanning allowing to release employees from manually enter documents into the system.



""Typically it takes 10-15 minutes per invoice. Now you can do 10-15 minutes review of all the document you have got in. So, it is a lot more straightforward." Jon Curtis, Group Business Systems Consultant, Aspen Pumps



ophire

every month.

Featured Partner

Processed automatically Saved monthly

350

350 hours

saved each month through automation



Aspen Pumps Apex Way, Haitsham, United Kingdom www.aspenpumps.com

2

Industry Products and Services Industrial Pumps Machinery and Components

ices Featured Solutions and Services SAP Business ByDesign , SAP Intelligent RPA SAP AI Business Services Watch the video Aspen Pumps cut off the cost and pressure with Intelligent Automation for SAP Business ByDesign



THE BEST RUN

Attract, develop, and retain top talent

with Business AI in Human Resources

GENERATIVE AI

Lab preview

Increase

Attractiveness as

Generate job descriptions and interview questions

	Enhance Job Description		
Job Requisition	Original	Suspended by Al	
Sustain			
Job Detail	Your Future Role We are looking for a Consultant (finiti) to strengthen our consultant team. Our	Your Future Role We are looking for a Sustainability Supply Chain Consultant (Invit) to strengthen	
Job Descri	consultants and architects help some of the largest customers in their digital transformation. We help to safeguard the implementation of SAP software, and ensure that or selects will successfully ap live.	our delivery capabilities in the sustainability space with premium Customer Engagements globally. Our consultants and archivects help some of the largest enterprises in their digital transformation. As such, we had to define their	
Your Future	Your Profile	individual Supply Chain Strategy, support and safeguard the implementation of SAP software, and ensure that projects will successfully go live and operate in the	
transformatic	 A university-degree in a relevant field is required Customer orientation with a focus on quality 	cloud. While the deputylins Unit you will work on trains an	afine
Your Profile	 Very good English language skills 	Holitic support for implementation, digital transformation and cloud transition	tion and free
Custome Very good		projects with a focus on Analytics • Creation of business process design, architecture, scalability, security, and operations concepts for SAP solutions in Analytics	cks with
Job Summ Strengthen d		 Knowledge transfer as part of trainings and project support for customers and patients Analyzing official customer situations including performance, scalability, and implementation-decian 	
globally. Sup process desi		Tour Profile	
implementati		A university degree in statural, economic or engineering sciences Customer orientation with a strong focus on quality and several years of	
Skills		experience is analytics- and/or business intelligence development or product management • Verv good analytical and logical skills for solving complex problems; a	
English la Program		structured, veliable, and independent way of working • Experience in presenting complex scenarios in a clear, compact, and	
Analytica SAS Certi		understandable way to our oustomers chairman • Programming skills and practical experience in at least one programming limitsom	
		Inrginge Very good German and English/anguage skills, both spoken and written Openness for travel, customer facing work, and being onsite with customers for the duration of the project worklavite	

CHALLENGE

- Limited time to create a compelling job descriptions
- Quality of job description impacts relevance to applicants
- Ensure consistency across job descriptions for employer branding
- Rushed preparation for candidate interviews

SOLUTION

SAP SuccessFactors Recruiting

- Draft job descriptions quickly that are well-structured and reduce bias
- Receive tailored interview questions based on job description and candidate's resume

OUTCOMES

Reduce Time and cost to create job descriptions

Quality of interviews and preparation

Improve



See in action: SAP SuccessFactors

Talent Intelligence



Al powered recommendations for career and learning

- Employees need assistance in choosing their career path
- A large learning offering can cause confusion
- Employees might take learnings that are not in line with the company future directions

SOLUTION

SAP SuccessFactors

- Recommend learning to employees based on their profile, aspirations and company directions
- Recommend career paths or skills to learn to be successful personally and professionally, in accordance whit the company goals

OUTCOMES

Reduce Employee churn

Improve Attractiveness as employers of choice

Increase Employee satisfaction and company future SUCCESS

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Create a risk-resilient supply chain with Business AI in Supply Chain

GENERATIVE AI

LAB PREVIEW

Process large quantities of good receipts with Generative AI

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CHALLENGE

- Time-consuming, manual checks for deliveries
- Inaccurate freight orders lead to manual re-work and delays

SOLUTION

SAP Transportation Management

- Increase accuracy and document processing of delivery notes
- Reduce manual checks at the gate
- Expedite unloading freight process

OUTCOMES

>3,000 hrs Saved per day

10-45 mins

Manual work less per truck Up to 80% Instant accuracy

92%

faster forecasting and uncompromised reliability

Infuse Al into your apps with scale with Business Al in IT and Cross-function

Get insights into your business data using natural language queries

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CHALLENGE

- Business users have limited expertise to model and answer typical business questions
- Users' data exploration is limited to existing reports
- Existing "search to insight" feature based on keywords, English only

SOLUTION

Just Ask for SAP Analytics Cloud

- Understand user queries and deliver data in user-friendly way
- Simplify team collaboration and make data-driven decisions
- Retrieve and present data stored in SAP Analytics Cloud data models via natural language queries
- Search and chat with any data live, independent of its source system

OUTCOMES

Accelerate Increase Access to relevant insights Analytics adoption

r the Users to answer their

Analytics adoption for the 70% occasional users Users to answer the business questions



GENERATIVE A

CHALLENGE

AI powered process modeling and documentation

- High effort for process enhancement and redefinition
- · Lack of visibility into process performance
- · Hard to identify the best-suited process KPIs quickly

SOLUTION

Process.Al in SAP Signavio Process Manager

- Ready-to-use process model and KPI recommendations based on expert knowledge and best practices
- Accelerate search across product documentation

OUTCOMES

50-60% Less effort for process modeling and KPI selection

Up to **30 PDs** Saved per process

~120k€/ yr. Expected savings for 8 processes

Lab preview



It's time to realize your potential with Business AI from SAP



99% of incoming payments automatically assigned



15 minutes

to run forecasts down

from 3 hours



350 hours

saved each month by reducing repetitive tasks



91.5% of employees use intelligent reskilling application





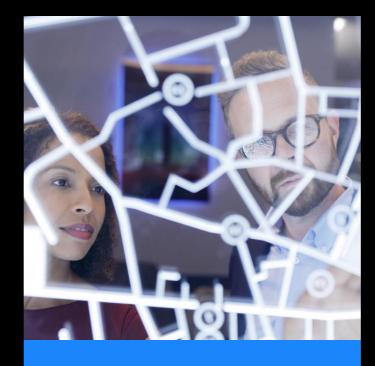


Telefónica

Get started with SAP Business Al



Speak with an SAP expert about accelerating your Al journey with RISE with SAP and other solutions



Deep dive into the <u>AI roadmap</u>



Explore more on sap.com/ai