

SAP AI

Built for business.

PUBLIC

AI adoption is accelerating in the industry

Generative AI could add **\$2.6 trillion to \$4.4 trillion** incremental value annually to the global Economy

Existing productivity value from previous generation of AI and analytics

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

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

SAP AI momentum

24,000+
customers

>\$1B investment via
venture capital

\$6.1B in annual total
R&D investment

3 direct investments in
Generative AI leaders



ALEPH
ALPHA

ANTHROPIC



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

AI built on leading ethics and data privacy standards.



Real business results

SAP Business AI Approach

Relevant

Reliable

Responsible



Joule

A copilot that truly understands your business

Embedded AI capabilities

Cloud ERP

Human capital
management

Spend management
& business network

Customer relationship
management

Business Technology
Platform

AI Foundation

on Business Technology Platform

AI ecosystem partnerships and investments



ANTHROPIC



Google Cloud



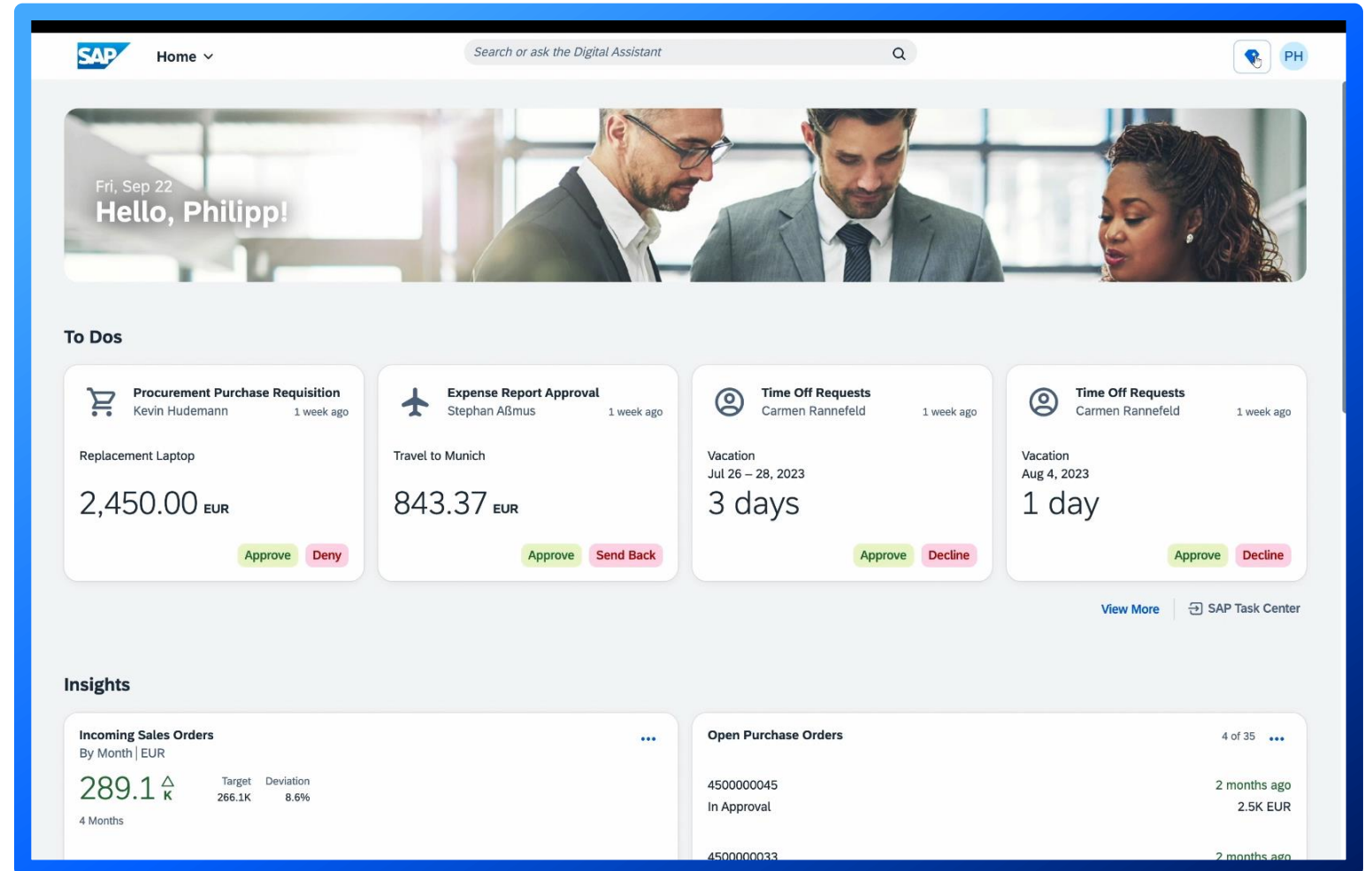
Joule

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 decision-making and your data privacy



Joule

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

SAP is innovating with Generative AI

Human Resources

Create compelling job descriptions and interview questions

Supply Chain & Logistics

Expedite freight verification

Customer Experience

Enhance employee experience and CX

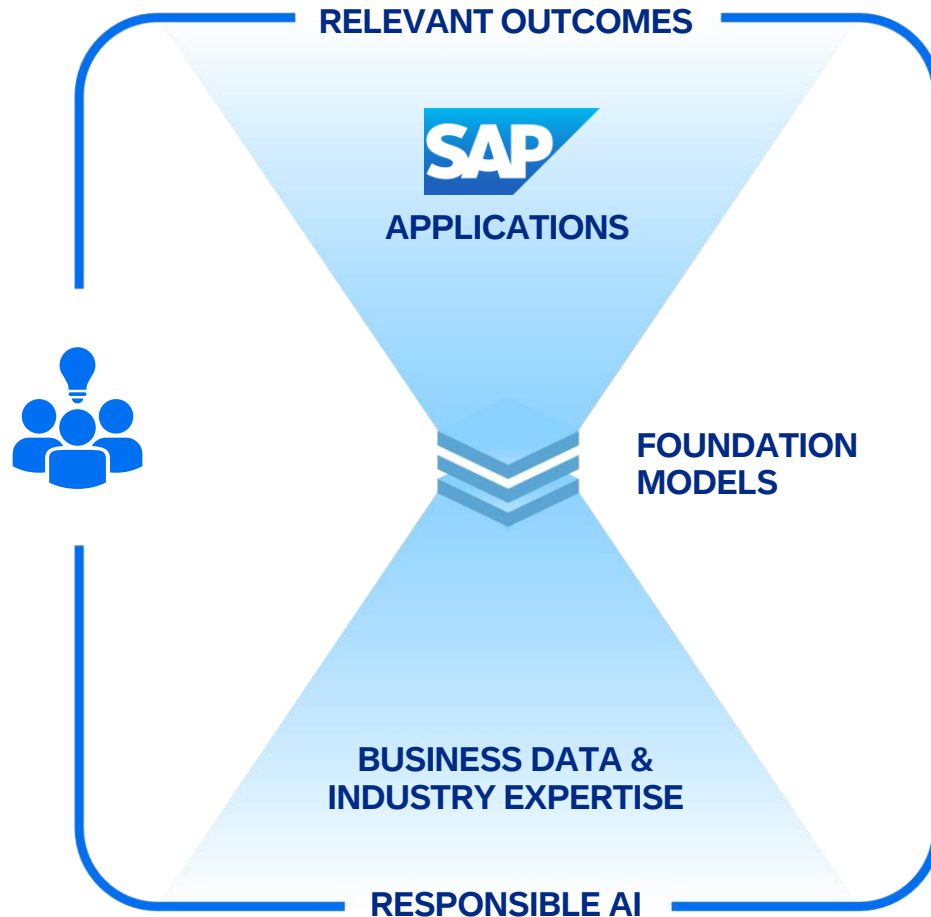
Process Management

Quickly identify process models and KPIs

Analytics

Quickly access trusted insights

SAP's Approach for Generative AI



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

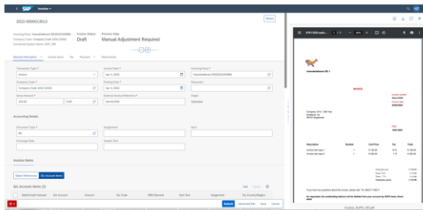
Finance	Supply Chain	Customer Experience	Procurement	Human Resources	IT and Cross-Function
<ul style="list-style-type: none">▪ Tax Compliance▪ Cash Application▪ Intelligent accrual▪ Travel expense auditing▪ Travel expense verification▪ Invoice processing▪ Business Integrity screening▪ Goods and invoice receipt matching▪ Intercompany matching & reconciliation▪ Mobile expense entry	<ul style="list-style-type: none">▪ 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	<ul style="list-style-type: none">▪ 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	<ul style="list-style-type: none">▪ 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	<ul style="list-style-type: none">▪ Skill and career path recommendations▪ Learning recommendations▪ Job analyzer	<ul style="list-style-type: none">▪ Joule▪ Process automation▪ Business rule mining▪ Intrusion detection

...Find out more on [SAP Business AI](#)



Increase financial sustainability with Business AI in Finance

Automatically extract information from invoices and process them



CHALLENGE

- Companies must reduce manual invoice processing, which accounts for up to 62% of the total processing cost
- 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

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

OUTCOMES

Faster

Processing of paper or PDF-based invoices

Reduced

Errors and complexity

Increased

Reliability of the invoice management process

DISCOVER MORE



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

2200

Documents

Processed automatically
every month.

350

Hours

Saved monthly

Featured Partner



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

Industry
Industrial
Machinery and
Components

Products and Services
Pumps

Featured Solutions and Services
SAP Business ByDesign
SAP Intelligent RPA
SAP AI Business Services

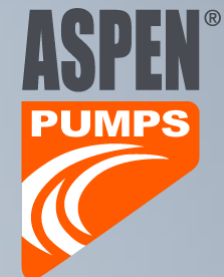
Watch the video
[Aspen Pumps cut off the cost and pressure with
Intelligent Automation for SAP Business
ByDesign](#)

THE BEST RUN



350 hours

saved each
month through
automation

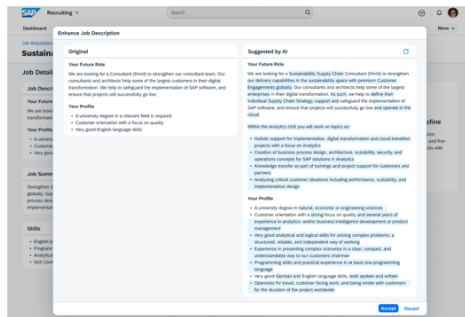


Attract, develop, and retain top talent with Business AI in Human Resources

GENERATIVE AI

Lab preview

Generate job descriptions and interview questions



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

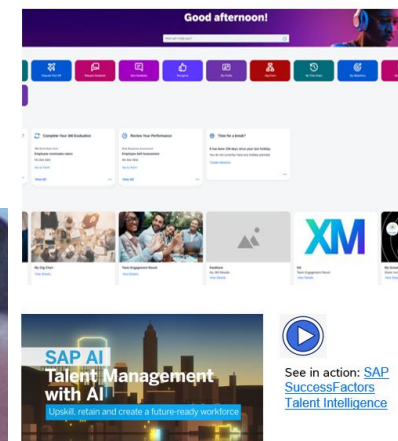
Improve

Quality of interviews and preparation

Increase

Attractiveness as employer of choice

AI powered recommendations for career and learning



CHALLENGE

- 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 with the company goals

OUTCOMES

Reduce

Employee churn

Improve

Attractiveness as employers of choice

Increase

Employee satisfaction and company future success

GENERATIVE AI

LAB PREVIEW

Process large quantities of good receipts with Generative AI

[illegible]

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

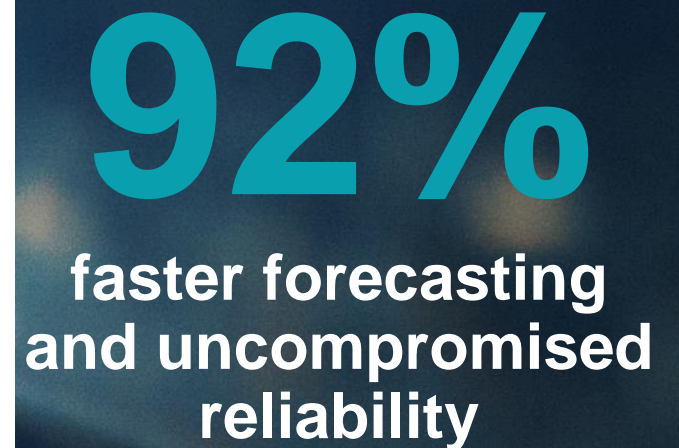
Saved per day

10-45 mins

Manual work less per truck

Up to 80%

Instant accuracy

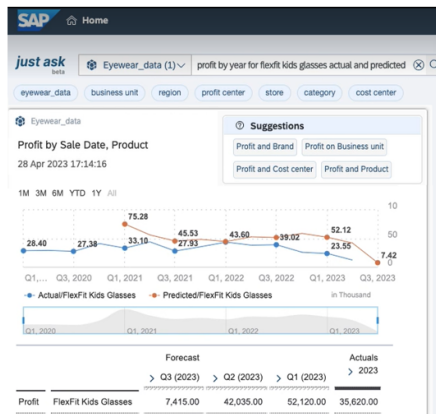


92%
**faster forecasting
and uncompromised
reliability**



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

Get insights into your business data using natural language queries



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

Access to relevant insights

Increase

Analytics adoption for the 70% occasional users

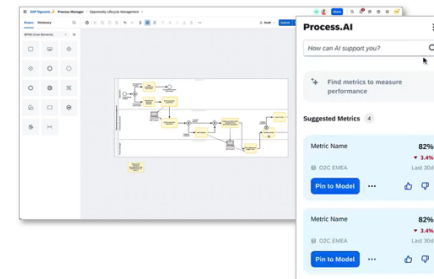
Empower

Users to answer their business questions

GENERATIVE AI

Lab preview

AI powered process modeling and documentation



CHALLENGE

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

SOLUTION

Process.AI 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

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



Get started with SAP Business AI



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



Deep dive
into the [AI roadmap](#)



Explore more on
sap.com/ai