

# Artificial Intelligence for SAP BTP

**Infuse artificial intelligence into your apps  
with scalability and responsibility in mind**

Pierpaolo Vezzosi, SAP  
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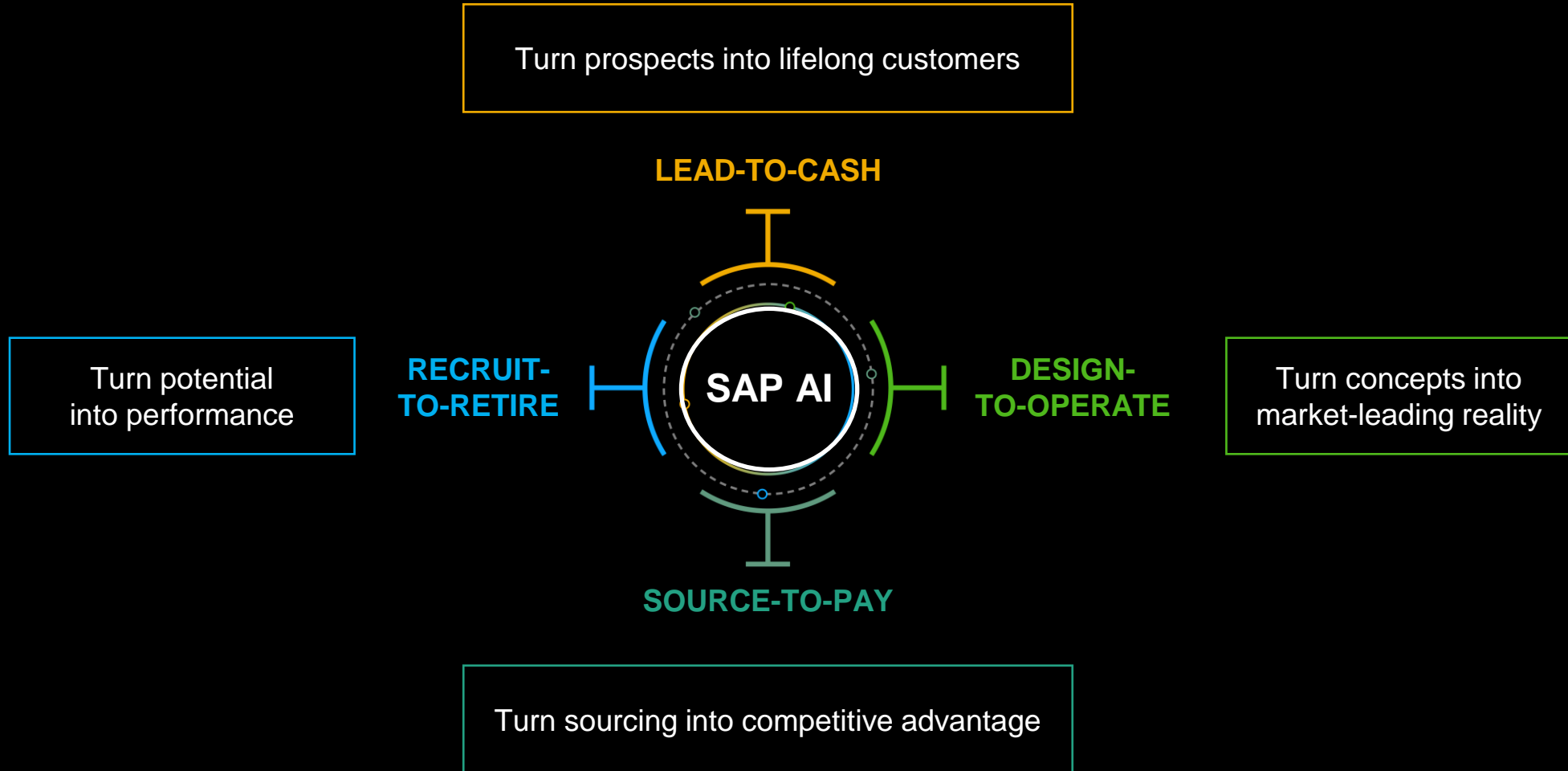


**AI is** already  
**transforming** our lives...



and our businesses alike!

# Immediately optimize every aspect of your business with SAP AI





# SAP AI. **Potential Realized.**

## Transformative Intelligence

Immediately optimize every  
aspect of your business



## Adaptable Innovation

Easily scale and extend the capabilities  
of your business applications



## Trusted

Ensure reliability and trust across  
your entire organization



# Extend and scale applications with business-centric AI capabilities available in SAP BTP for customers and partners

## AI integrated into business processes and solutions

Intercompany Reconciliation   Sales Order Automation   SAP Cash Application   Workflow Intelligence   Personalized Learning Recommendations   Returnable Packaging Management   Product & Pricing Recommendations   Intelligent Expense Scanning   Automatic Invoice Processing

## SAP AI Business Services

Service Ticket Intelligence   Data Attribute Recommendation   Document Information Extraction   Business Entity Recognition   Document Classification   Personalized Recommendation

## SAP Process Automation

Workflow   RPA   Business Rules   Process Visibility

**SAP AI Core**  
**SAP AI Launchpad**

**SAP HANA Cloud**

**SAP Data Intelligence**

# SAP AI. Potential Realized.

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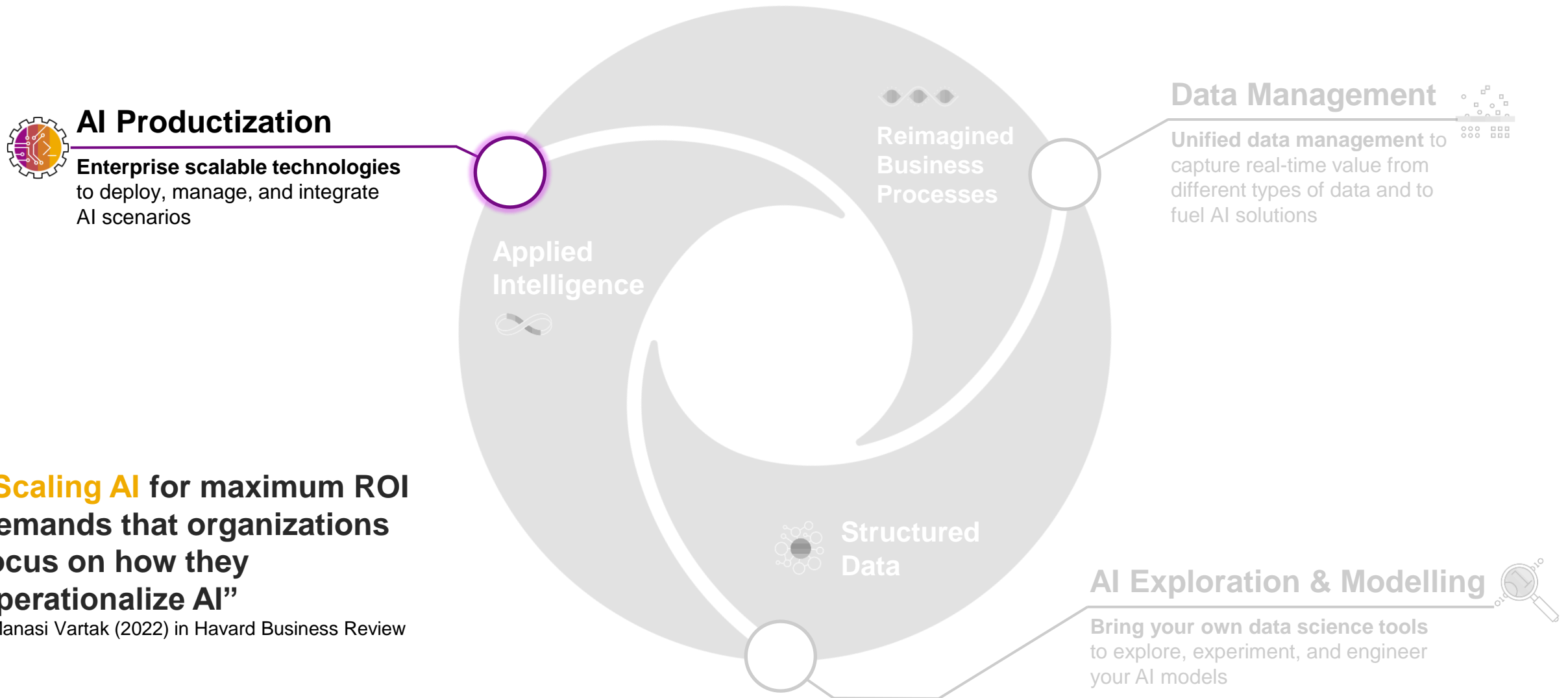
**SAP AI Core**  
**SAP AI Launchpad**

**SAP HANA Cloud**

**SAP Data Intelligence**

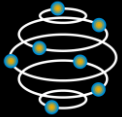


# SAP AI Core, SAP AI Launchpad

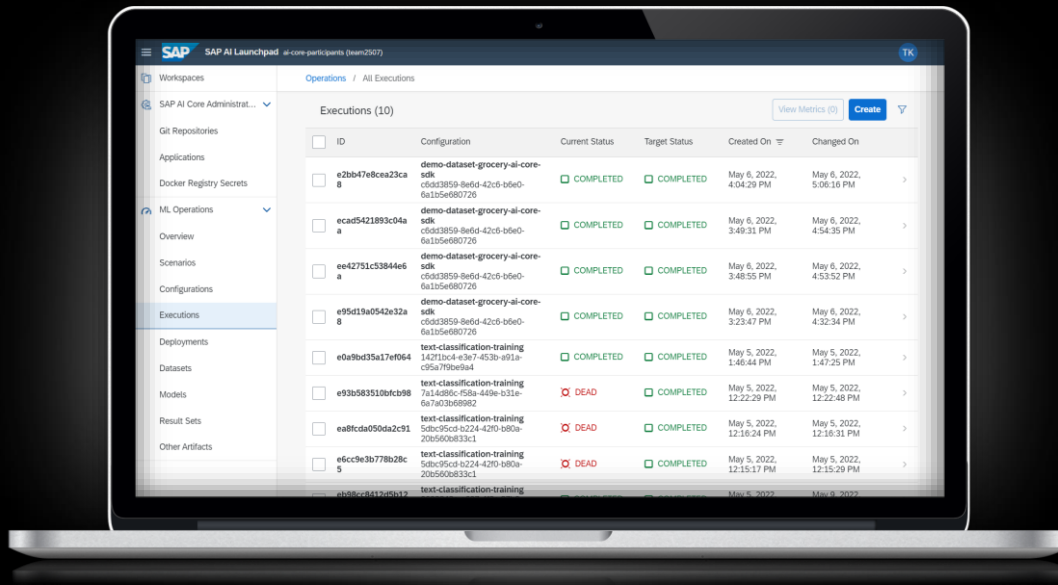


# SAP AI Core & SAP AI Launchpad

## Operationalize AI across your business with confidence



SAP AI Core and SAP AI Launchpad are SAP BTP services to confidently deploy and manage AI models that natively integrate with SAP applications.



### Run AI models cost-efficiently at scale while preserving privacy and compliance

Strike the right balance between cost and performance while gaining peace of mind with fully SAP managed deployments



### Accelerate time to value with AI designed for SAP applications

Quickly embed AI in SAP applications and business processes while enforcing consistent authorization policies



### Ensure governance and compliance

Centralize ML lifecycle management across the enterprise and monitor and continuously improve model performance

# SAP AI Core

## INDUSTRIALIZE AI

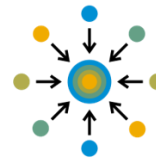
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Train



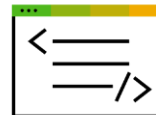
Inferencing



Manage workflow

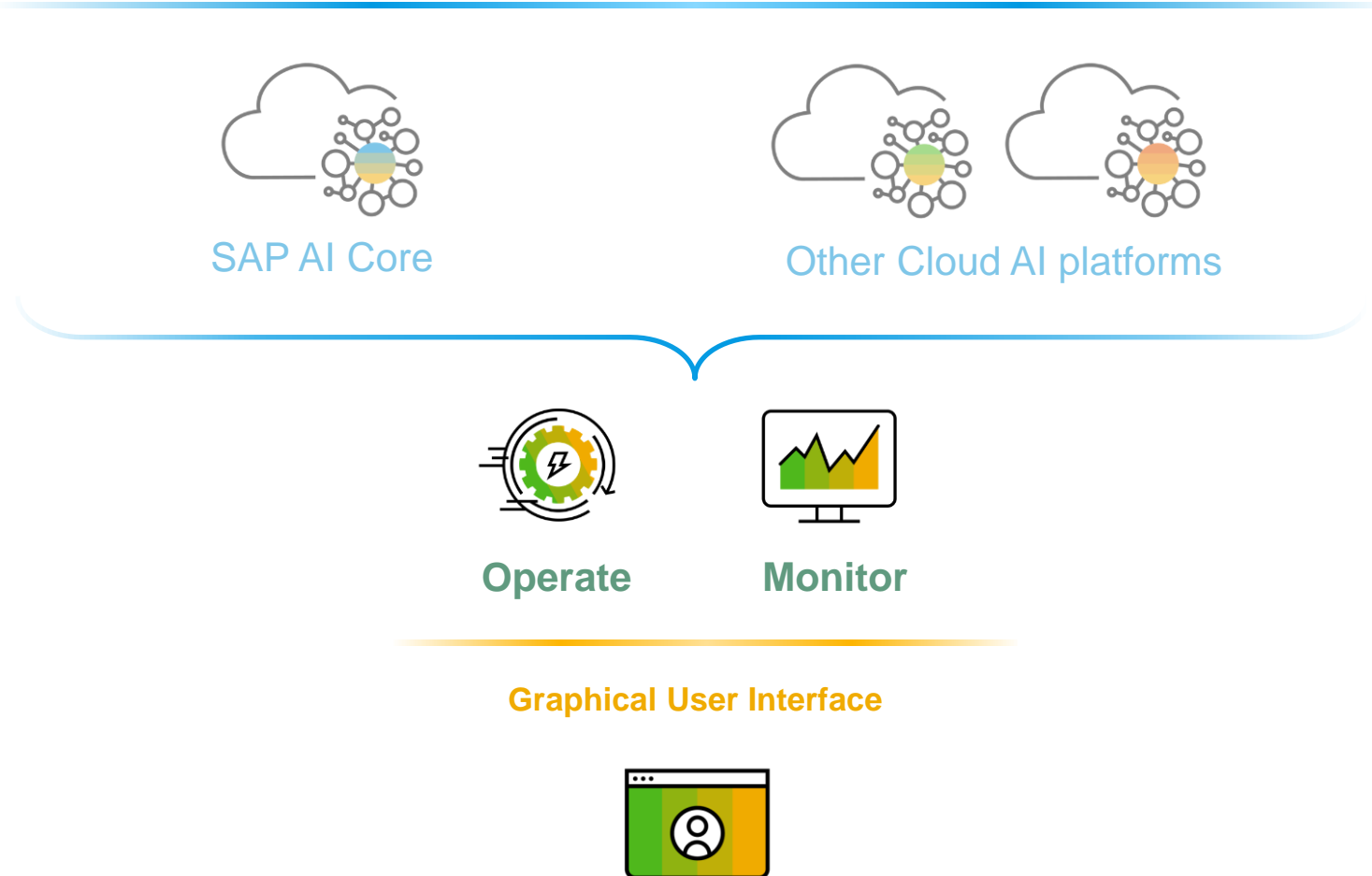
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AI API



# SAP AI Launchpad

## MANAGE AI TRANSPARENTLY





# SAP AI Business Services

Add intelligence to your applications using AI models pre-trained on business-relevant data



SAP AI Business Services provide strategic machine learning capabilities that help you automate and optimize processes while enriching the customer experience.

## Business document processing



### Business Entity Recognition

Detects and highlights named entities in unstructured text

Available in  
SAP BTP Free Tier



### Document Information Extraction

Automatically extracts information from unstructured documents

Available in  
SAP BTP Free Tier



### Document Classification

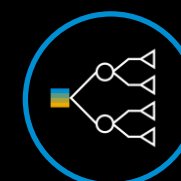
Classifies unstructured documents



### Personalized Recommendation

Provides product recommendations and improved search results in web shop scenarios

Available in  
SAP BTP Free Tier



### Data Attribute Recommendation

Automates creation, maintenance, and management of structured data

Available in  
SAP BTP Free Tier



### Service Ticket Intelligence

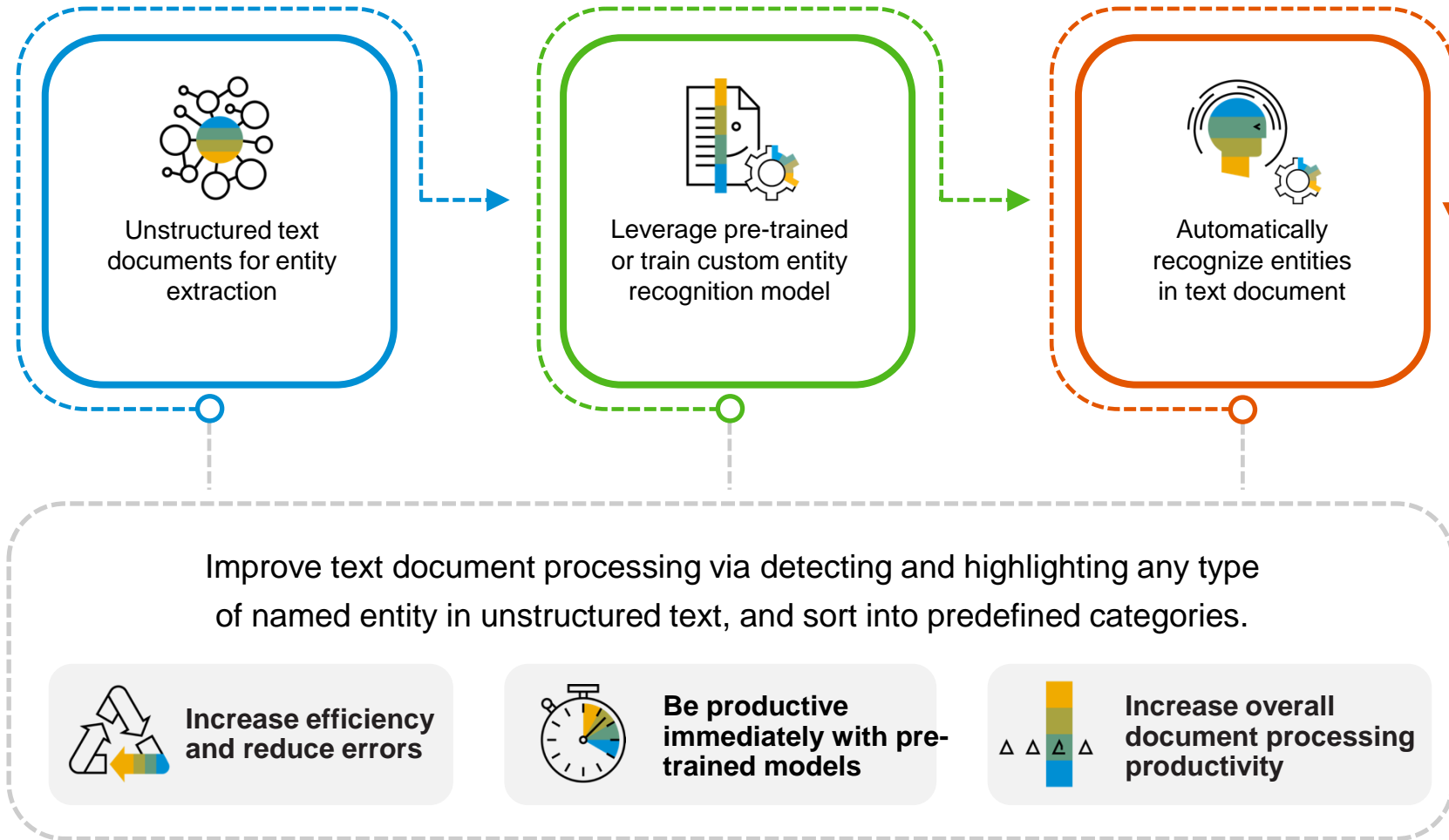
Automates classification, recommendation and clustering of tickets

Available in  
SAP BTP Free Tier

Available via CPEA and SAP Store

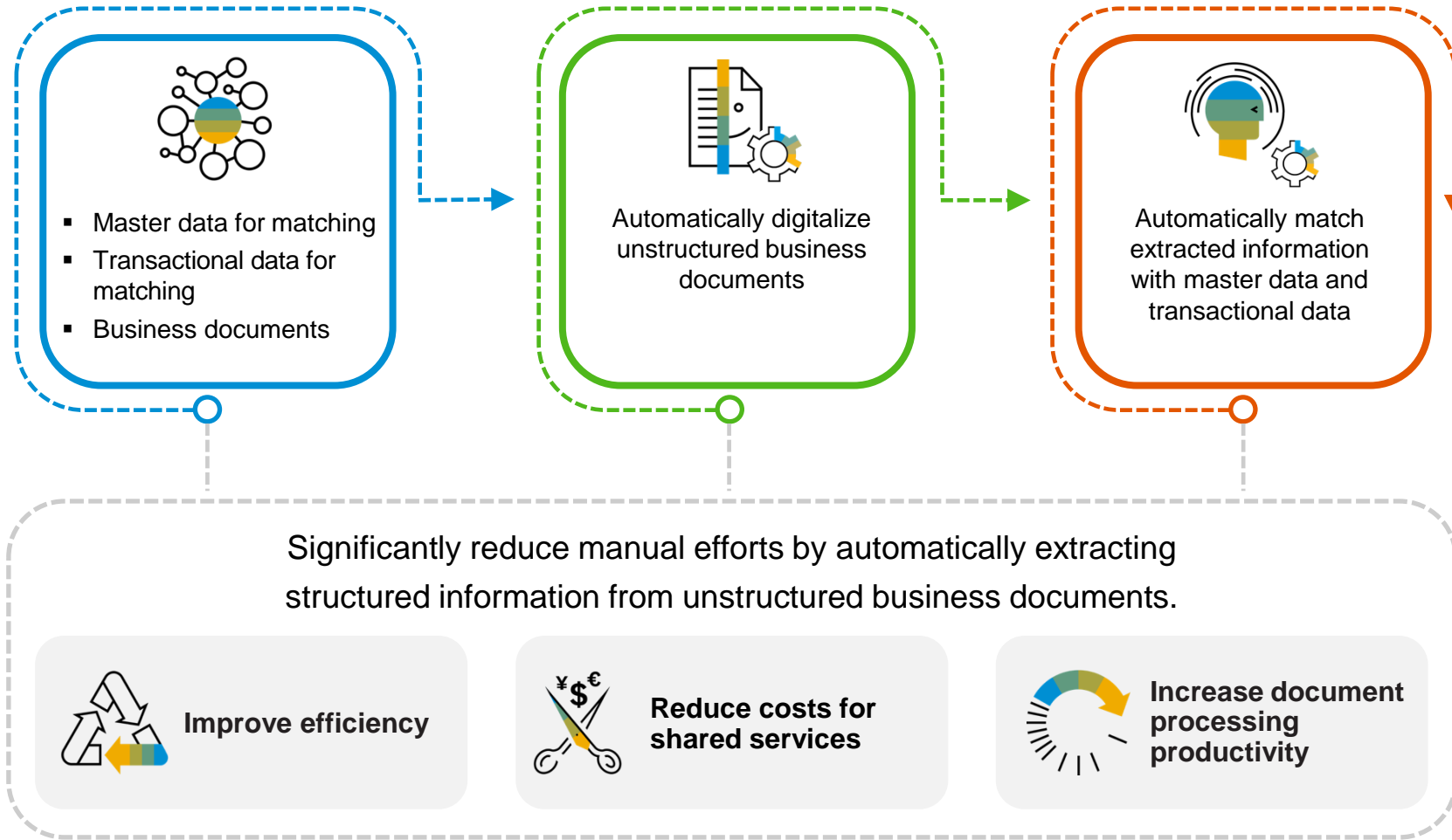
# Business Entity Recognition

Detect and highlight any type of named entity in unstructured text



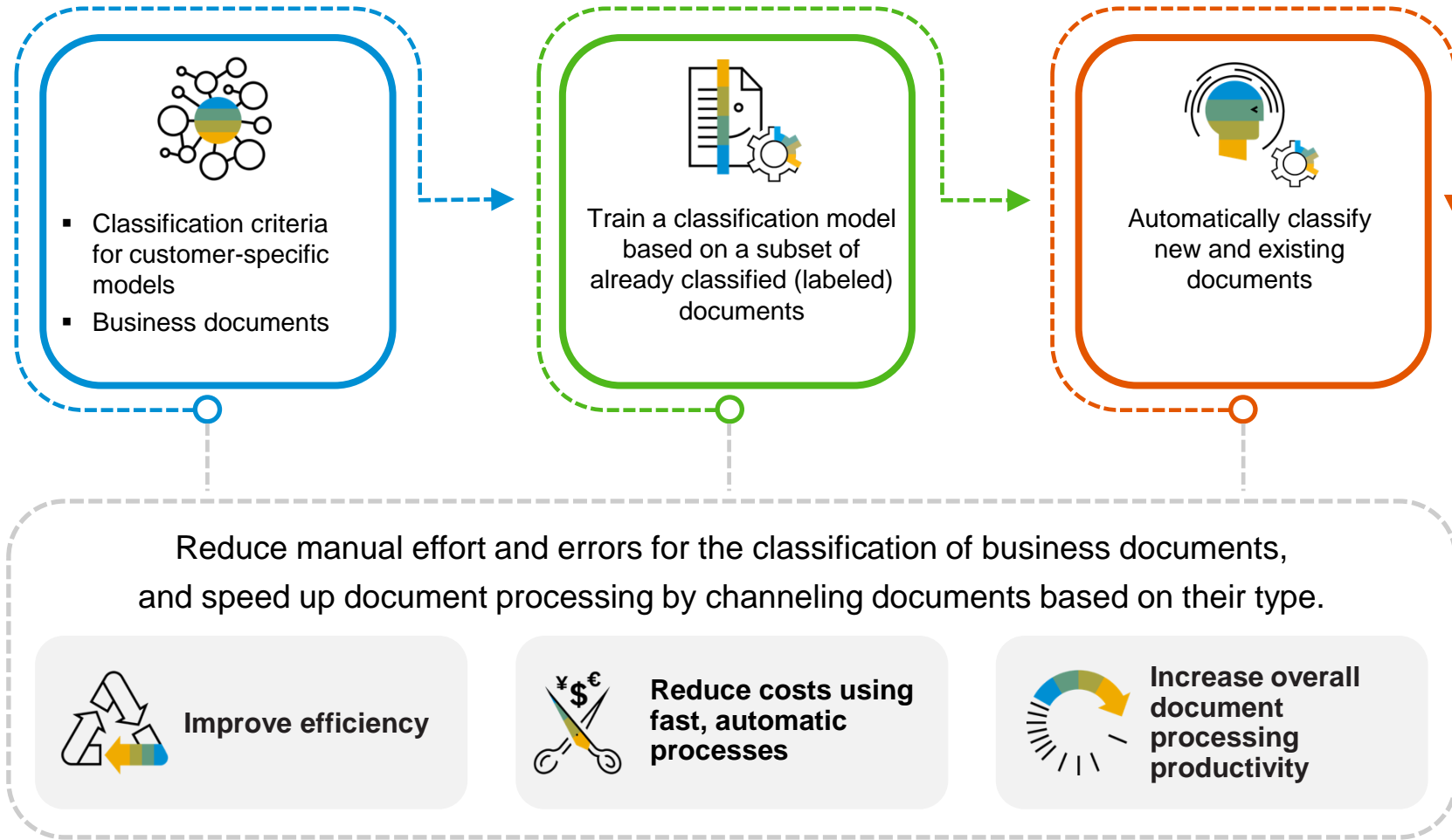
# Document Information Extraction

Extract structured information from unstructured documents



# Document Classification

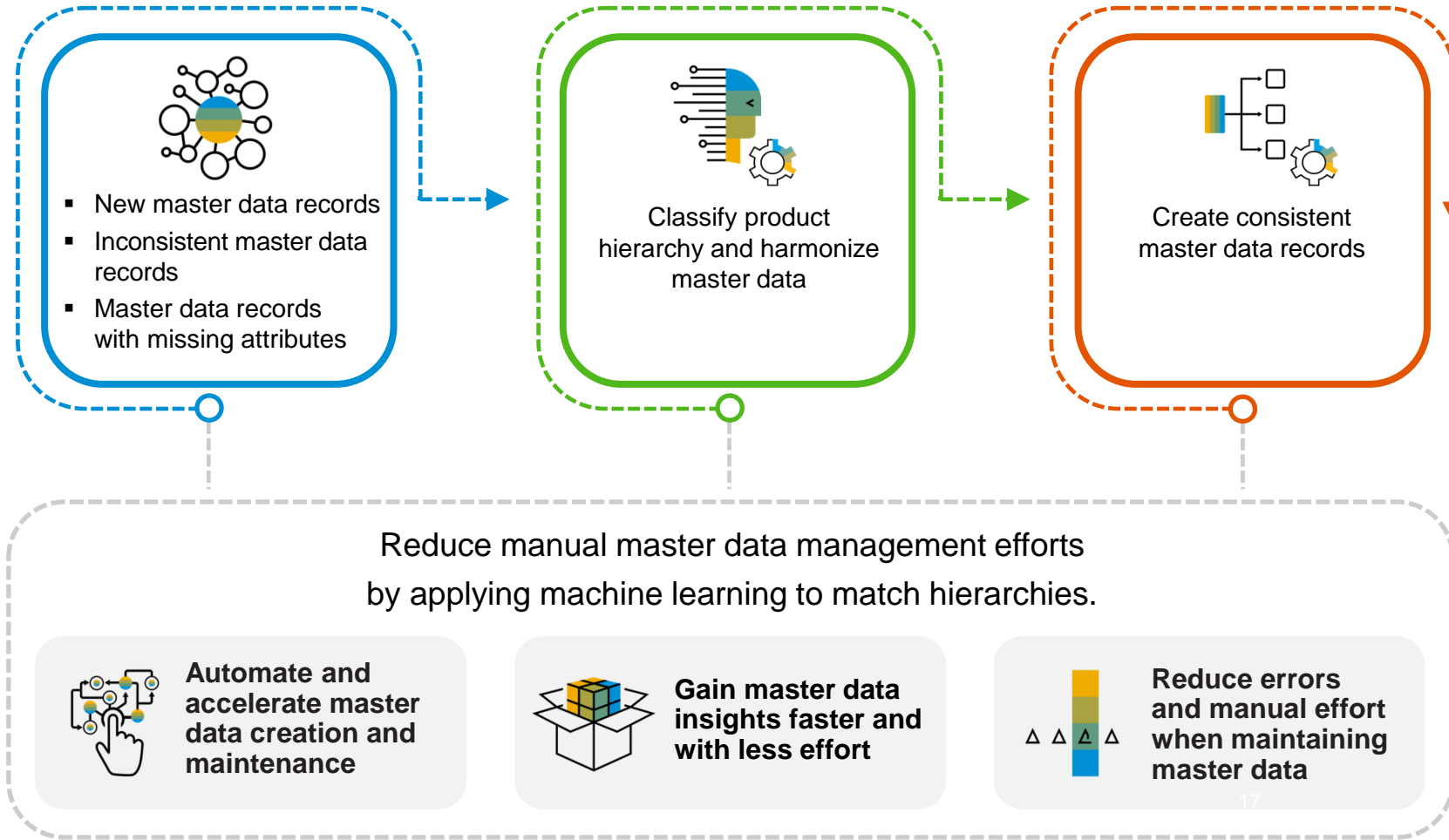
Classify documents based on customer-specific criteria





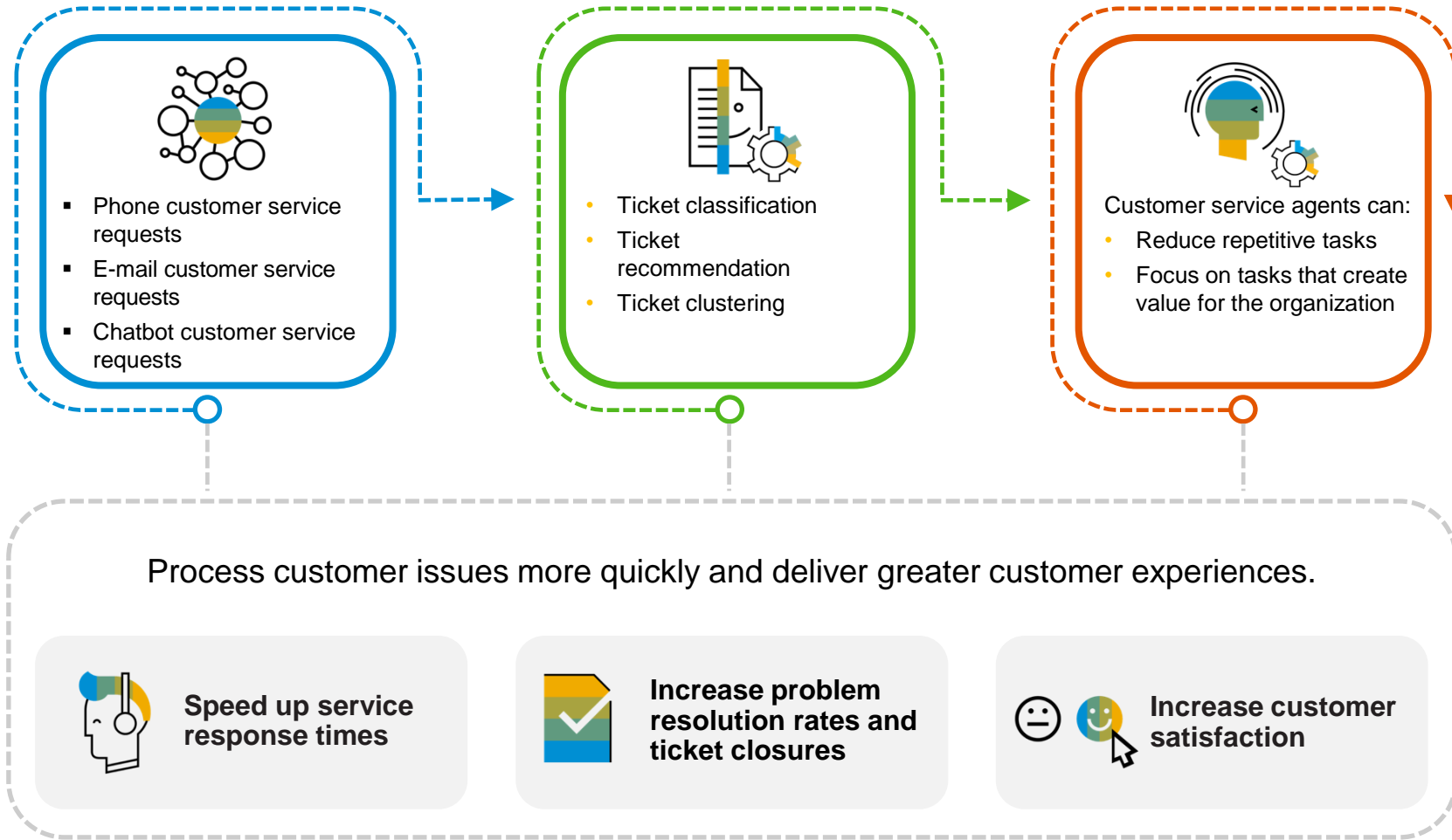
# Data Attribute Recommendation

Automate master data management tasks



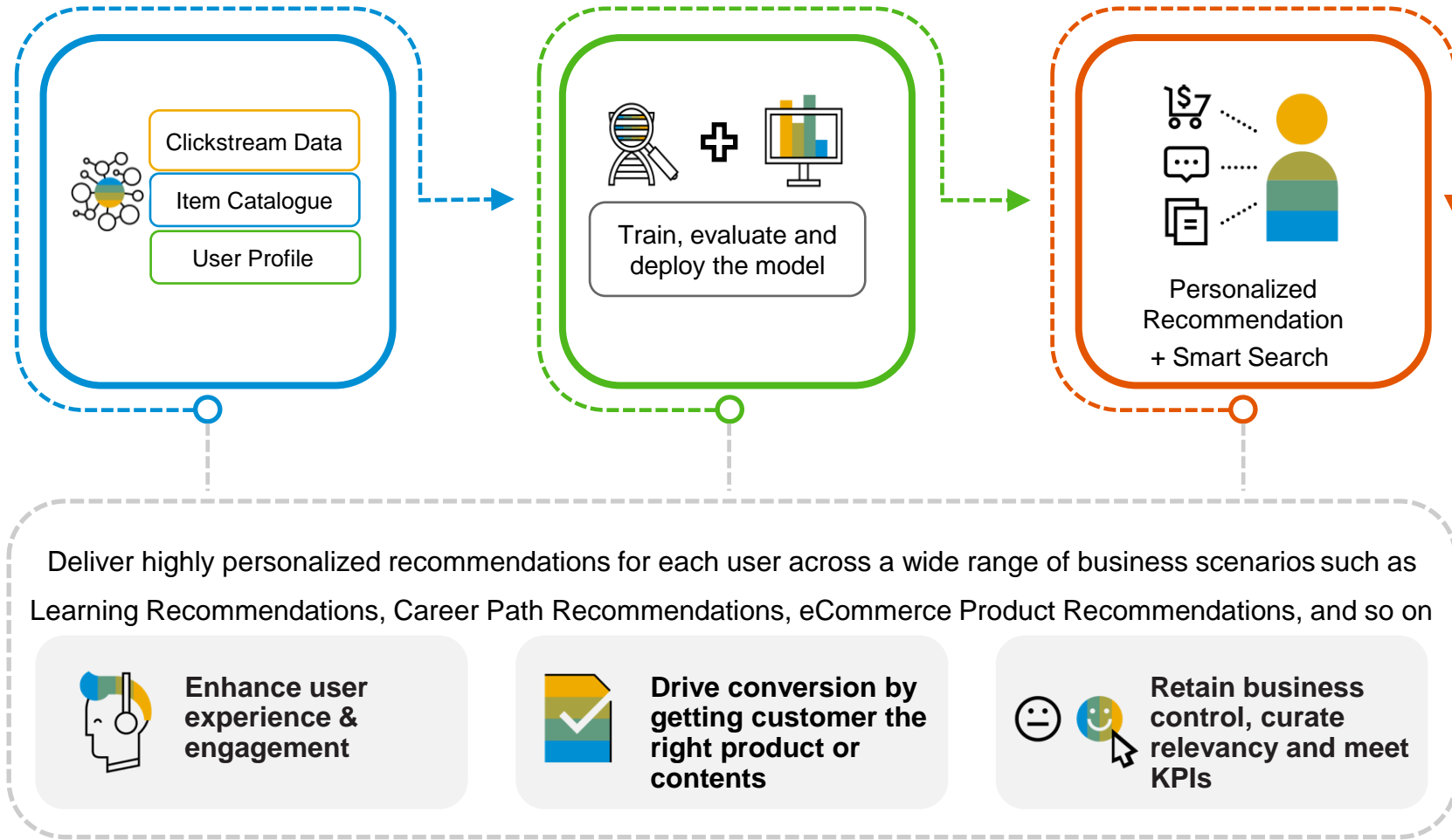
# Service Ticket Intelligence

Reimagine customer service with automated processes



# Personalized Recommendation

Draw insights from historical user behavior and item metadata to deliver highly personalized recommendation



# Analyze smarter and automate faster with built-in AI capabilities in SAP BTP solutions



## SAP Process Automation

Leverage AI for help with data-driven decision-making and document processing.



## SAP Analytics Cloud

Explore relationships in your data set and predict future events or trends.



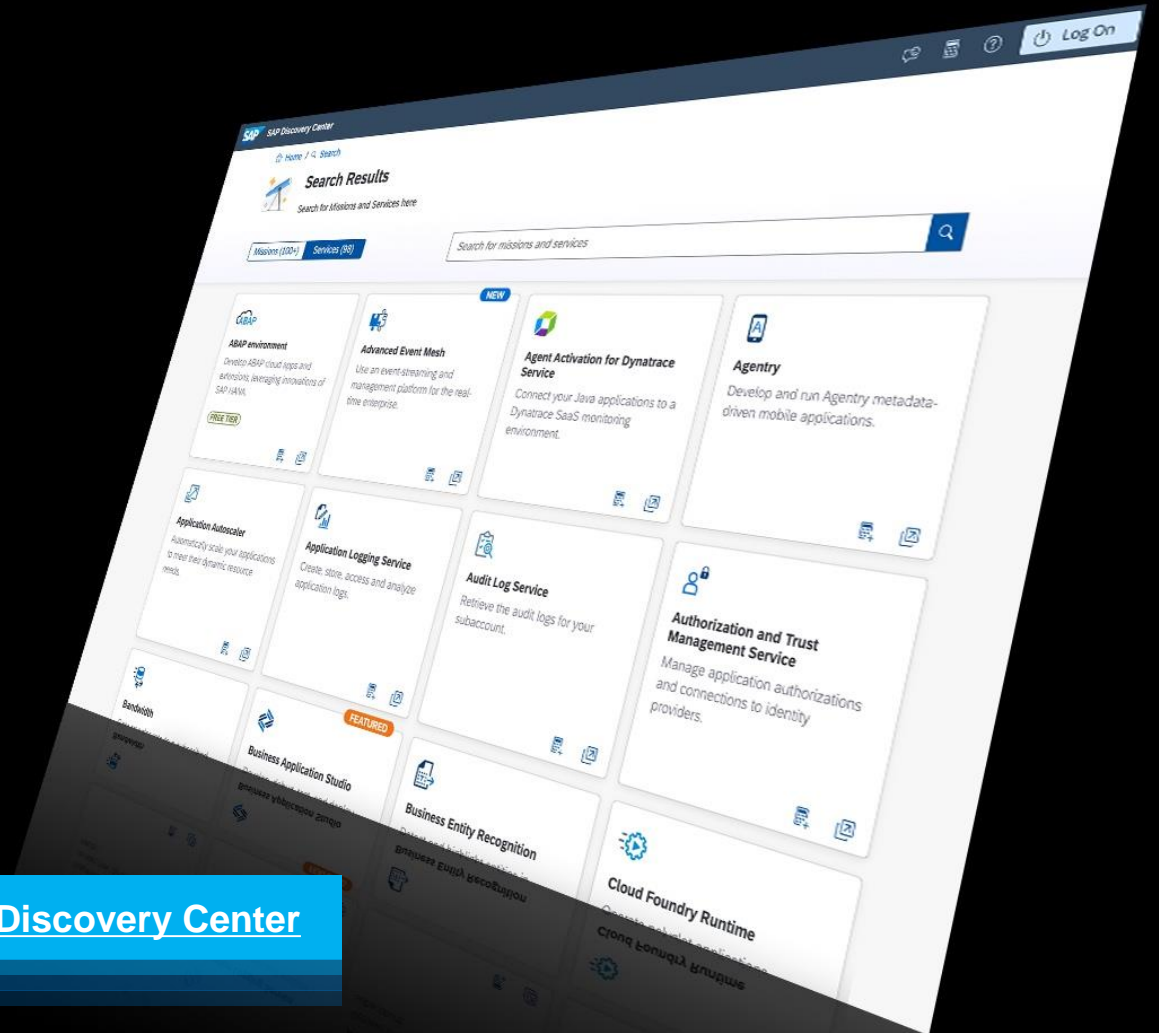
## SAP Data Intelligence

Connect data from various sources to enable next-generation data management.



## SAP HANA Cloud

Store, process, and federate data in a cloud infrastructure.



[Visit SAP Discovery Center](#)



# Use Case: Request Handling in Shared Service Centers



## Business Challenge

- Multi-inbound channel for internal and external standard inquiries about various topics
- High workloads with queued worklists



## Solution

### Service Ticket Intelligence

Automates classification and processing of service requests

### Business Entity Recognition

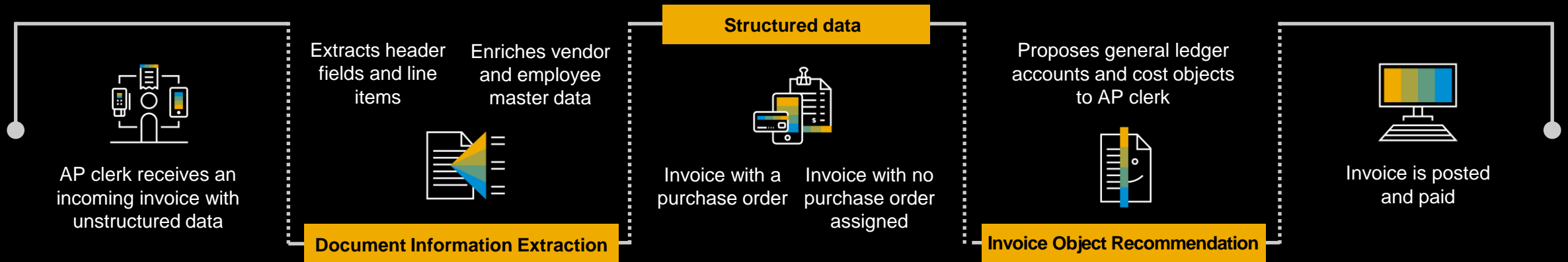
Automatically identifies and extracts business entities from request contents



## Benefits and Value

- Minimized repetitive tasks for service center agents
- Focused on value-creating tasks
- Provided faster and more accurate responses to the customer

# Use Case: Intelligent Invoice Processing with Account Assignment Prediction



## Business Challenge

- Invoices without a reference document (for example, service invoice)
- Time-consuming process to manually search and insert required information to complete the AP process
- Highly repetitive, costly task of finding the right general ledger account and cost object



## Solution

### Document Information Extraction

Automatically extracts structured information from unstructured documents such as invoices and payment advice

### Invoice Object Recommendation

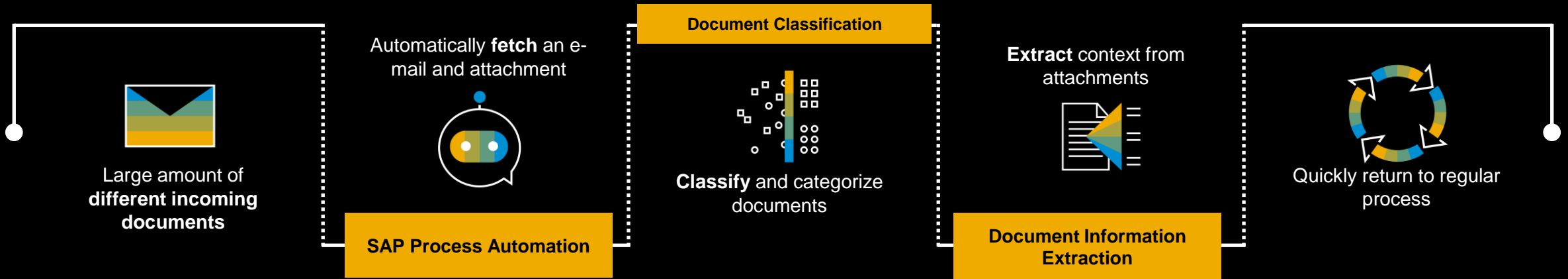
Predicts correct general ledger accounts and cost object assignments with a certain probability for invoices without any reference document previously assigned



## Benefits and Value

- Reduced repetitive tasks
- Enhanced synergies of several SAP AI Business Services
- Automated assignment choices
- Reduced redundancy, time, and manual work
- Enhanced financial reporting by minimizing discrepancies in accounts or budgets
- Increased accuracy of financial reporting

# Use Case: Enterprise e-mail inbox handling



## Business Challenge

- Large amount of **business documents** attached to e-mails coming from customers and partners
- Process is often **slow, manual, and error-prone** – speed and quality of processing suffer



## Solution

### Document Classification:

- Classification of incoming documents

### Document Information Extraction:

- **Extraction** of all relevant information automatically from the document
- **Enrichment** of the extracted information with additional information

### SAP Intelligent RPA:

- Forward attachments from incoming to SAP AI Business Services



## Benefits and Value

- **Minimization of repetitive** tasks
- Focusing on **value-creative** tasks
- **Faster and more accurate** responses to the customer
- **Less time / bottlenecks** in processing documents





## VILLEROY & BOCH

**91%**

of incoming e-mails  
automatically processed



**SAP Innovation Awards  
2022 Winner**

## CITY OF HAMBURG

**900,000**

application documents processed  
monthly to extract relevant  
information



## TELEFONICA

**77%**

of talent completed profiles,  
enabling intelligent matching of  
candidates to positions



## ASPEN PUMPS

**350 hours**

saved monthly for document  
processing



# SAP AI Key Takeaways

1

## Transformative Intelligence

Immediately optimize your core business processes with AI-powered insights, recommendations, and automation built into your SAP applications.



2

## Adaptable Innovation

Enhance, scale and extend your applications by deploying custom or pre-trained AI models on SAP BTP tailored for your business.



3

## Trusted

Run AI built on leading ethics and data privacy standards while maintaining full governance and lifecycle management across your entire organization.



# Thank you.



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