



Introducing Joule



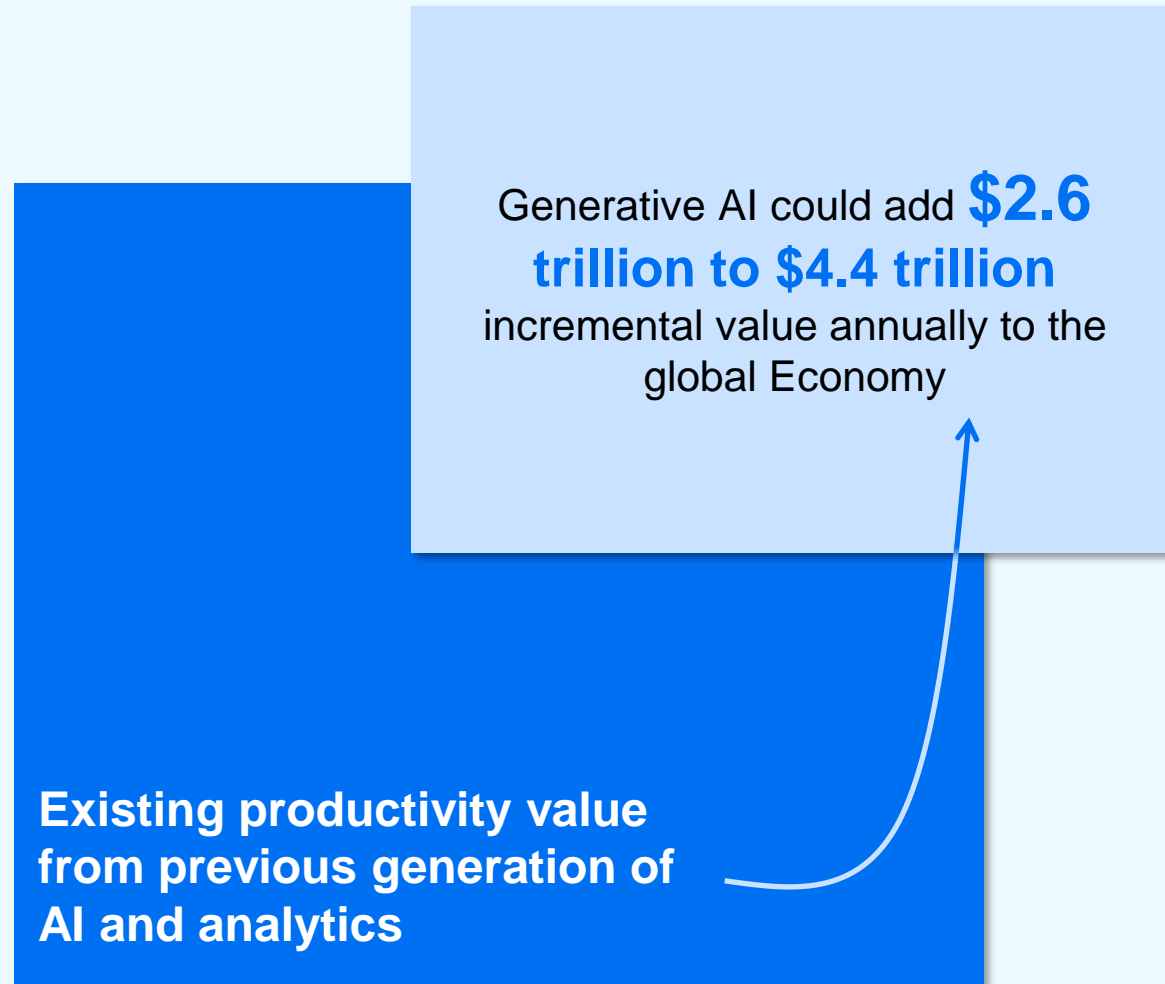
Disclaimer

The information in this presentation is confidential and proprietary to SAP and may not be disclosed without the permission of SAP. Except for your obligation to protect confidential information, this presentation is not subject to your license agreement or any other service or subscription agreement with SAP. SAP has no obligation to pursue any course of business outlined in this presentation or any related document, or to develop or release any functionality mentioned therein.

This presentation, or any related document and SAP's strategy and possible future developments, products and or platforms directions and functionality are all subject to change and may be changed by SAP at any time for any reason without notice. The information in this presentation is not a commitment, promise or legal obligation to deliver any material, code or functionality. This presentation is provided without a warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement. This presentation is for informational purposes and may not be incorporated into a contract. SAP assumes no responsibility for errors or omissions in this presentation, except if such damages were caused by SAP's intentional or gross negligence.

All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.

AI adoption is accelerating in the industry



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

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

SAP Business AI

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

cohere

databricks

DataRobot

Google Cloud

Hugging Face

IBM

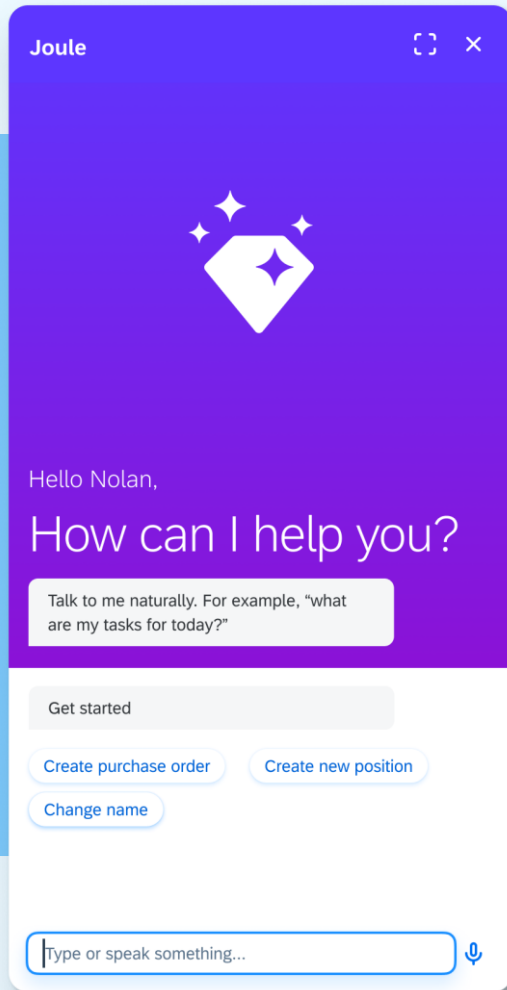
Microsoft

aws

Introducing Joule, the AI copilot that truly understands your business.

Joule revolutionizes
how you interact with
SAP business systems,
making every touchpoint
count and every task simpler.

The word "Joule" is displayed in a bold, purple, sans-serif font, centered within a light blue rectangular frame that has a darker blue border.



Joule

Faster work

Streamline tasks with an AI assistant that knows your unique role and acts as your work copilot across SAP applications.

The screenshot shows the SAP Home dashboard for a user named Philipp. The dashboard includes a 'To Dos' section with three tasks: 'Procurement Purchase Requisition' (Replacement Laptop, 2,450.00 EUR), 'Expense Report Approval' (Travel to Munich, 843.37 EUR), and 'Time Off Requests' (Vacation, Jul 26 - 28, 2023, 3 days). Below this is an 'Insights' section with 'Incoming Sales Orders' (289.1 K, Target 266.1K, Deviation 8.6%) and 'Open Purchase Orders' (4500000045 In Approval, 4500000033). An AI assistant overlay is present on the right, titled 'AI assistant' with a diamond icon. It says 'Hello Philipp, How can I assist you?' and provides a text input field with the example 'Talk to me naturally. For example, 'Show the weather''. Below the input field are buttons for 'Create Position', 'Give Feedback', 'Leave Request', and 'Sales Reporting'. At the bottom of the overlay, there is a text box with the prompt 'Please pull the average historical sales and profitability data of our physical stores in Europe over the past 6 quarters'.

SAP Home Search or ask the Digital Assistant

Fri, Sep 22
Hello, Philipp!

To Dos

- Procurement Purchase Requisition**
Kevin Hudemann 1 week ago
Replacement Laptop
2,450.00 EUR
Approve Deny
- Expense Report Approval**
Stephan Aßmus 1 week ago
Travel to Munich
843.37 EUR
Approve Send Back
- Time Off Requests**
Carmen Rannefeld 1 week ago
Vacation
Jul 26 – 28, 2023
3 days
Approve Decline

Insights

- Incoming Sales Orders**
By Month | EUR
289.1 K
4 Months
Target 266.1K Deviation 8.6%
- Open Purchase Orders**
4500000045
In Approval
4500000033
7 months ago

AI assistant

Hello Philipp,
How can I assist you?

Talk to me naturally. For example, 'Show the weather'

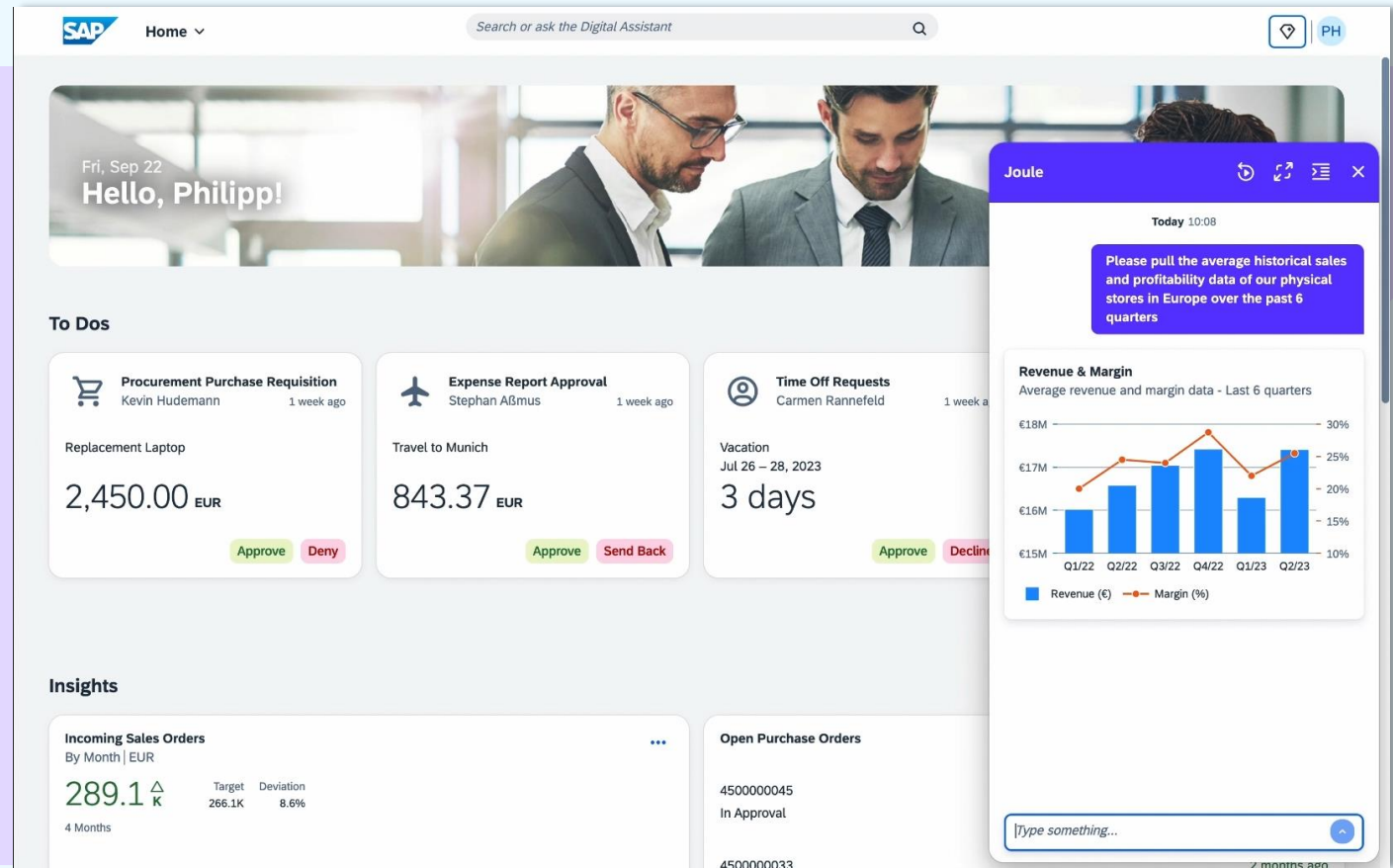
Get Started with Joule

Create Position Give Feedback
Leave Request Sales Reporting

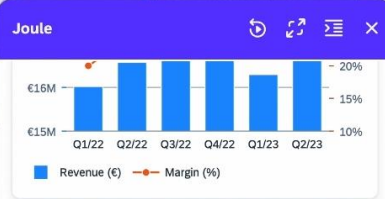
Please pull the average historical sales and profitability data of our physical stores in Europe over the past 6 quarters

Smarter Insights

Get quick answers and smart insights on-demand, facilitating faster decision-making without bottlenecks.



Just ask and get excellent content for job descriptions, coding assistance, and more...



now find information from the internet and our knowledge base on the guitar market in Switzerland and give me the top 3 cities ranked by income and population

Let me collect the data for you...

City	Avg Income Per Capita	Population	Avg Age
Zurich	48.000 €	341,730	42
Geneva	41.000 €	183,981	41
Basel	43.000 €	164,488	43

Type something...

Full Control

Maintain full control over decision-making and your data privacy while accessing generative AI in a safe environment.

The screenshot shows the SAP Fiori 'Hello, Philipp!' dashboard. The top navigation bar includes the SAP logo, a 'Home' dropdown, a search bar with the placeholder 'Search or ask the Digital Assistant', and a user profile icon labeled 'PH'. The main content area is divided into three sections: 'To Dos', 'Insights', and 'Open Purchase Orders'. The 'To Dos' section contains three cards: 'Procurement Purchase Requisition' (Replacement Laptop, 2,450.00 EUR), 'Expense Report Approval' (Travel to Munich, 843.37 EUR), and 'Time Off Requests' (Vacation, Jul 26 - 28, 2023, 3 days). The 'Insights' section shows 'Incoming Sales Orders' (289.1 K) and 'Open Purchase Orders' (4500000045). A Joule chat overlay is open on the right, displaying a conversation about a new position location (Geneva) and effective date (2023-09-26).

SAP Home Search or ask the Digital Assistant PH

Fri, Sep 22
Hello, Philipp!

To Dos

- Procurement Purchase Requisition**
Kevin Hudemann 1 week ago
Replacement Laptop
2,450.00 EUR
Approve Deny
- Expense Report Approval**
Stephan Aßmus 1 week ago
Travel to Munich
843.37 EUR
Approve Send Back
- Time Off Requests**
Carmen Rannefeld 1 week ago
Vacation
Jul 26 - 28, 2023
3 days
Approve Decline

Insights

- Incoming Sales Orders**
By Month | EUR
289.1 K
4 Months
Target: 266.1K Deviation: 8.6%
- Open Purchase Orders**
4500000045
In Approval
4500000033
2 months ago

Joule

What is the new Location?
Geneva

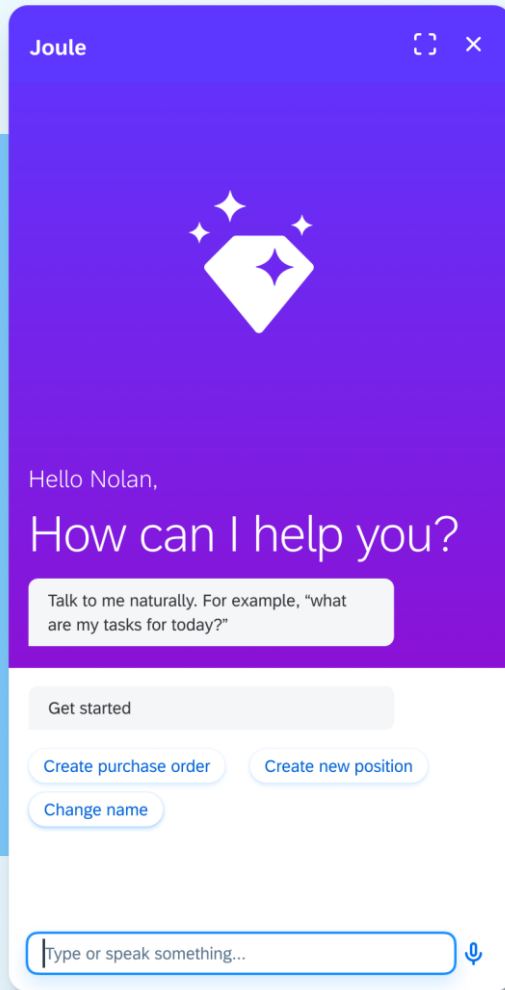
Okay.
Any other changes?
no

Got it. Would you like the position to be effective starting today?
No, I'll pick a date

Please select the effective date.
2023-09-26

Here are the details of your new position effective Sep 26, 2023. Would you like to submit for approval?

Key Position Details
Type something...



Joule in your SAP applications

Joule in your SAP applications

Joule is included in your SAP applications, starting with SAP Start and SAP SuccessFactors, with more to come...

SAP Start

Access SAP SuccessFactors and SAP S/4HANA Cloud, public edition from Joule in SAP Start

SAP SuccessFactors

Give employees and managers an AI assistant that enhances their experience while reducing manual HR efforts

More to come...

Note: Planned availability in SAP SuccessFactors and SAP Start in Q4 2023.

© 2023 SAP SE or an SAP affiliate company. All rights reserved. | PUBLIC

Get started with Joule



Sign up for the latest updates for Joule



Explore more on sap.com/Joule

Thank you.



Follow us



www.sap.com/contactsap

© 2023 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platforms, directions, and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See www.sap.com/trademark for additional trademark information and notices.

