



SAP Business AI



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SAP has been helping organizations run their business processes for more than 50 years.



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

What SAP Business AI does for your business

Increase your top line

Grow customer loyalty •

Accelerate sales process •

Optimize inventory levels •

Improve your bottom line

• Accelerate demand planning

• Increase expense compliance

• Reduce working capital

The Future with SAP Business AI

The most important
business insights delivered
with perfect clarity



Entirely new processes
are generated to transform
business performance



Employee productivity is
augmented delivering
improved outcomes



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.

Finance | Supply Chain | HR | Procurement | Marketing and Commerce | Sales and Services | IT



Joule

A copilot that truly understands your business

Embedded AI capabilities

Cloud ERP

Human capital
management

Spend management
and 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

IBM

Microsoft



Introducing Joule

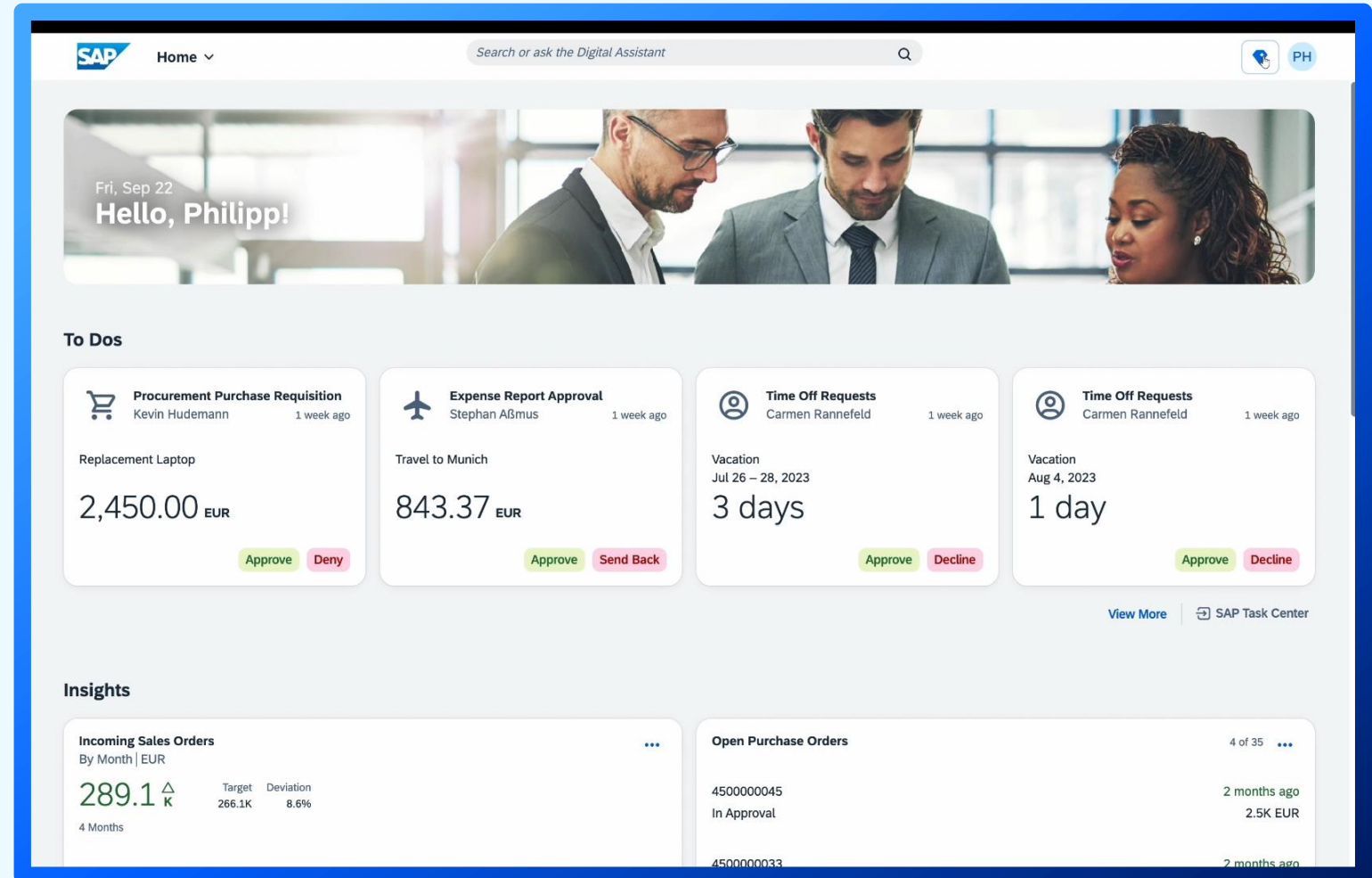
Joule, the AI copilot that truly understands your business

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 Business AI for Cloud ERP

Intelligent Cloud ERP built to create measurable results in every part of your business

Accelerate business processes through context-aware AI

Manage risk through responsible, data-driven decision making

Enhance productivity through AI-augmented user experiences

“With SAP’s rich history and business process expertise, it is uniquely positioned to deliver AI that helps customers better leverage data to achieve measurable business outcomes.”

Ritu Jyoti, IDC, Group Vice President,
Worldwide Artificial Intelligence and
Automation Research Practice Global AI
Research Lead

Automate finance tasks & make better decisions

Automate manually intensive tasks so you can focus on strategic initiatives

Manage capital effectively with improved reporting accuracy

Mitigate fraud risk and reduce losses with anomaly detection

54%

of invoices automatically matched with payments

accenture

enabled by SAP Cash Application

Additional
AI capabilities
available today

Intelligent invoice
matching

Business integrity
screening

Intercompany
reconciliation

AI-powered contract
management

AI-enhanced
policy audits

And more...

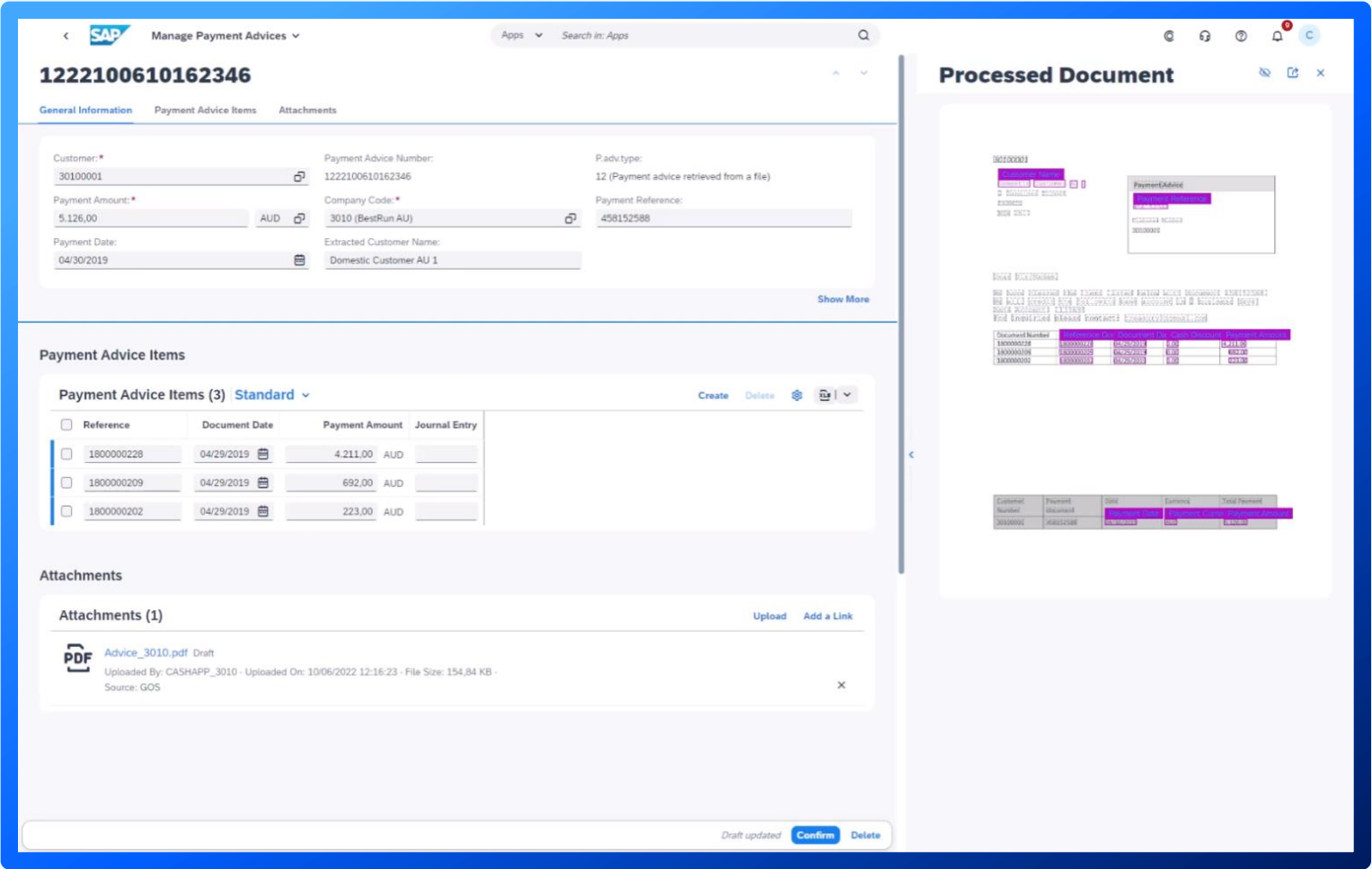
Reduce financial risk through intelligent invoice matching

Increase efficiency and reduce errors in finance

Reduce Days Sales Outstanding (DSO)

Improve scale and speed of shared services team

60%
Reduction of manual receivable matching effort



SAP Cash Application

Automate communication-heavy business processes

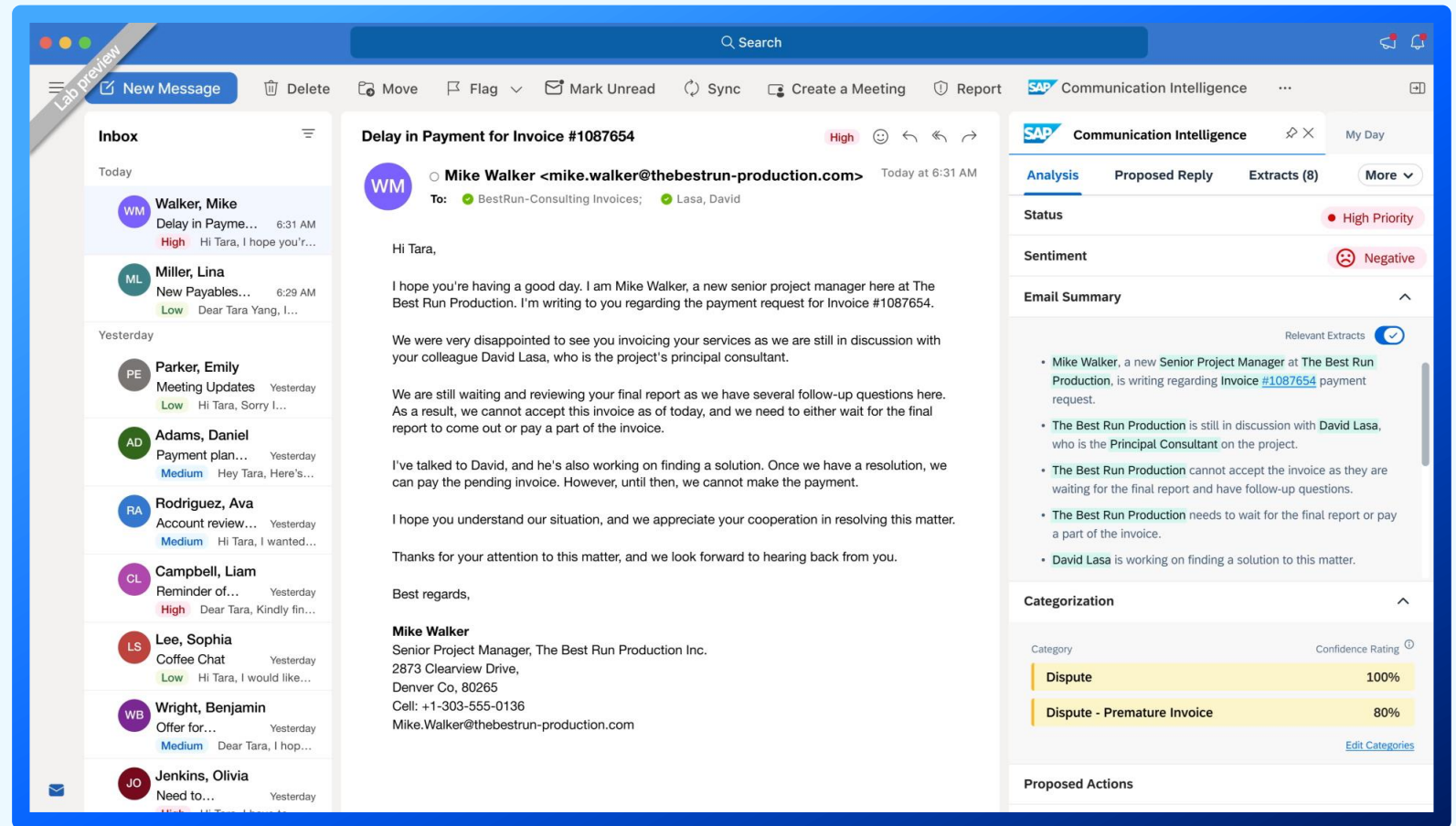
Automate categorization, prioritization and follow-up actions for the correspondence

Reduce response time to the customer

Increase customer satisfaction

50%

Reduction in over-due items



Communication Intelligence

Note: Planned availability in 2024

Create risk-resilient and sustainable supply chains

Predict customer demand reliably
with AI-powered demand forecasting

Improve quality with intelligent anomaly
detection and visual inspections

Streamline operations and maximize
efficiency with predictive maintenance

92%

faster forecasting
and uncompromised reliability



enabled by SAP Integrated Business Planning

Additional
AI capabilities
available today

Emissions forecasting

Manufacturing visibility
and insights

Intelligent inventory
analysis

Intelligent anomaly detection

Predictive maintenance
recommendations

And more...

Automate visual inspections on the shopfloor

Reduce manual effort in the quality control process

Improve operator productivity

Increase customer satisfaction

The screenshot displays the SAP Visual Inspection interface. At the top, there's a header with the SAP logo and 'KH_OP_VI_POD'. Below this, there are input fields for 'SFC:' (D1004201), '*Operation Activity:' (QUAL), and '*Resource:' (KH_QUAL001). A 'Go' button is on the right. Below the inputs are buttons for 'Start', 'Complete', 'Sign Off', and 'Activities'.

The main area is divided into three sections. On the left is a 'Work List (8)' table:

SFC	Status	Priority	Material	Order
D1004201	Green square	500	D18184488	1029628
D1004202	Blue circle	500	D18184488	1029628
D1004203	Blue circle	500	D18184488	1030096
D1004204	Blue circle	500	D18184488	1030096
D1004212	Blue circle	2	D18184458	1030151
D18181234-21	Blue circle	500	D18181234	1030059
D18181234-3	Blue circle	500	D18181234	1030041
D18181234-8	Blue circle	500	D18181234	1030043

In the center is a camera view of a mechanical assembly, identified as 'D1004201'.

On the right is a 'Report List' section. It shows a warning: 'SFC D1004201 is likely nonconformant.' Below this is a table of non-conformances:

NC Code	Probability	Action
MISS CAP Cap Missing Head Assembly	100%	Log NC
MISS SCREW L Screw Left Missing Head Assembly	0%	Log NC
MISS SCREW R Screw Right Missing Head Assembly	0%	Log NC
MISS SCREW T Screw Top Missing Head Assembly	0%	Log NC

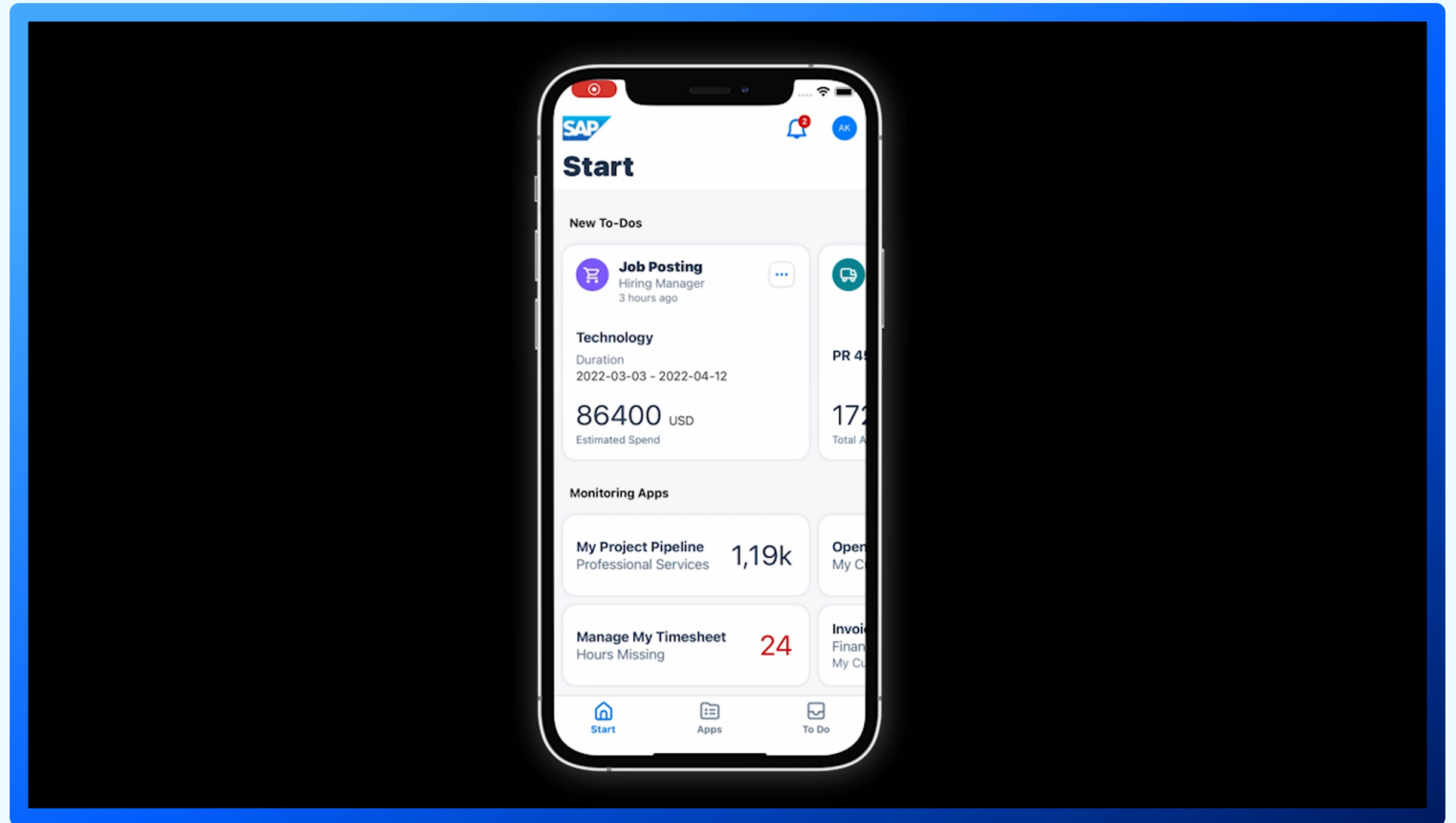
At the bottom right, there are buttons for 'Mark Conformant' and 'Mark Nonconformant'.

Visual Inspection – SAP Digital Manufacturing

Expedite freight verification and documentation

50%

reduction in delivery note processing time



SAP Transportation Management

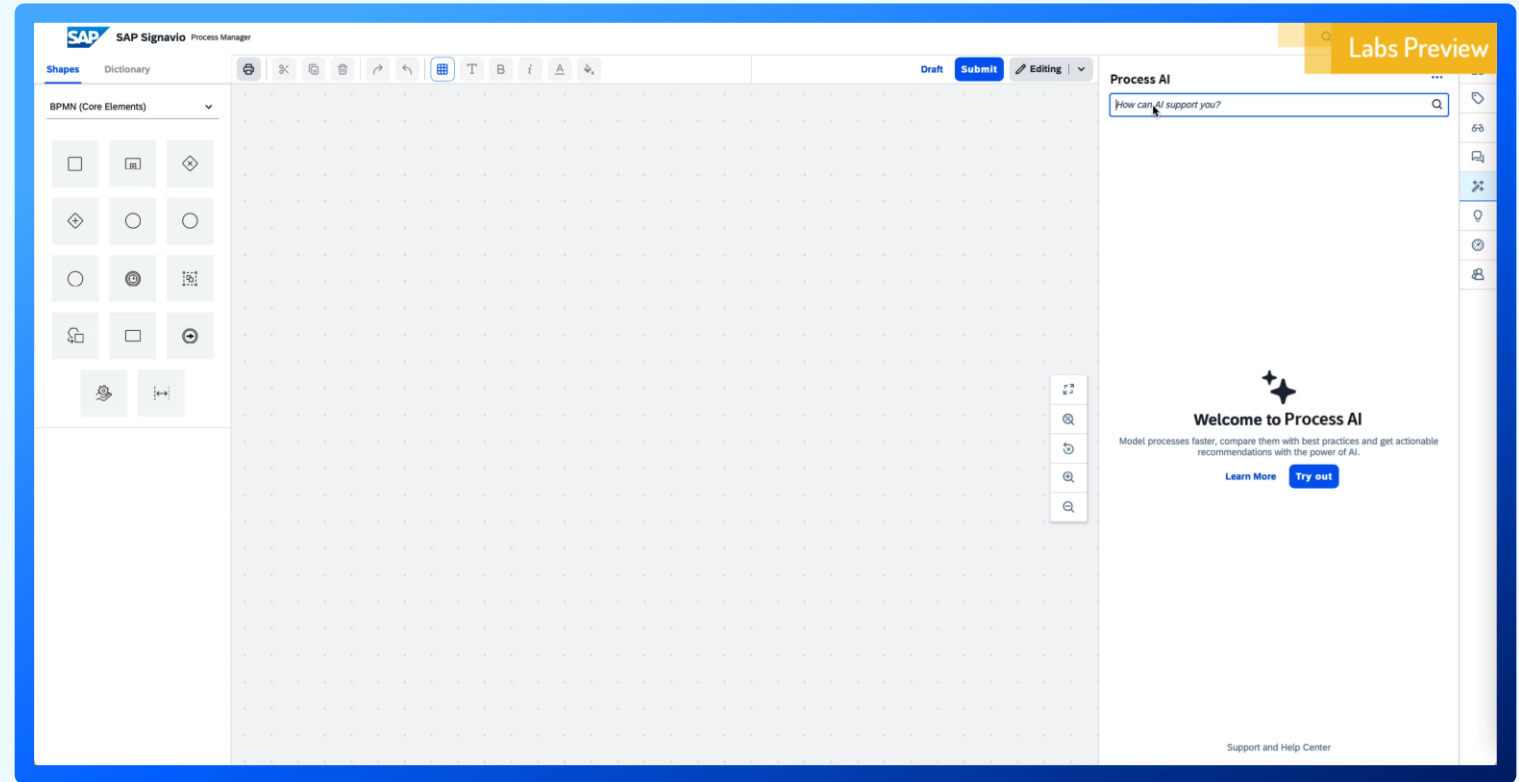
Note: Planned availability in Q2 2024

SAP Signavio Process AI

Boost your process improvement efforts with AI-powered recommendations

Discover process challenges and predict the impact of process improvements

Find instant answers to your most complex process questions



Process AI – SAP Signavio

Note: Planned availability in SAP Signavio in 2024

Accelerate your AI journey with

RISE with SAP



Future AI
capabilities

Delivery Note
Processing

Process Recommender
for SA S/4HANA

Transportation
Management

Communication
Intelligence

Digital
Assistant

And more...



SAP Business AI for Human Capital Management

Create a dynamic, inclusive, and future-ready workforce

Find and attract the best talent for new job postings equitably with gender bias detection

Help your workforce reach its potential with personalized development paths

Identify highly qualified talent in less time with intelligent resume analysis



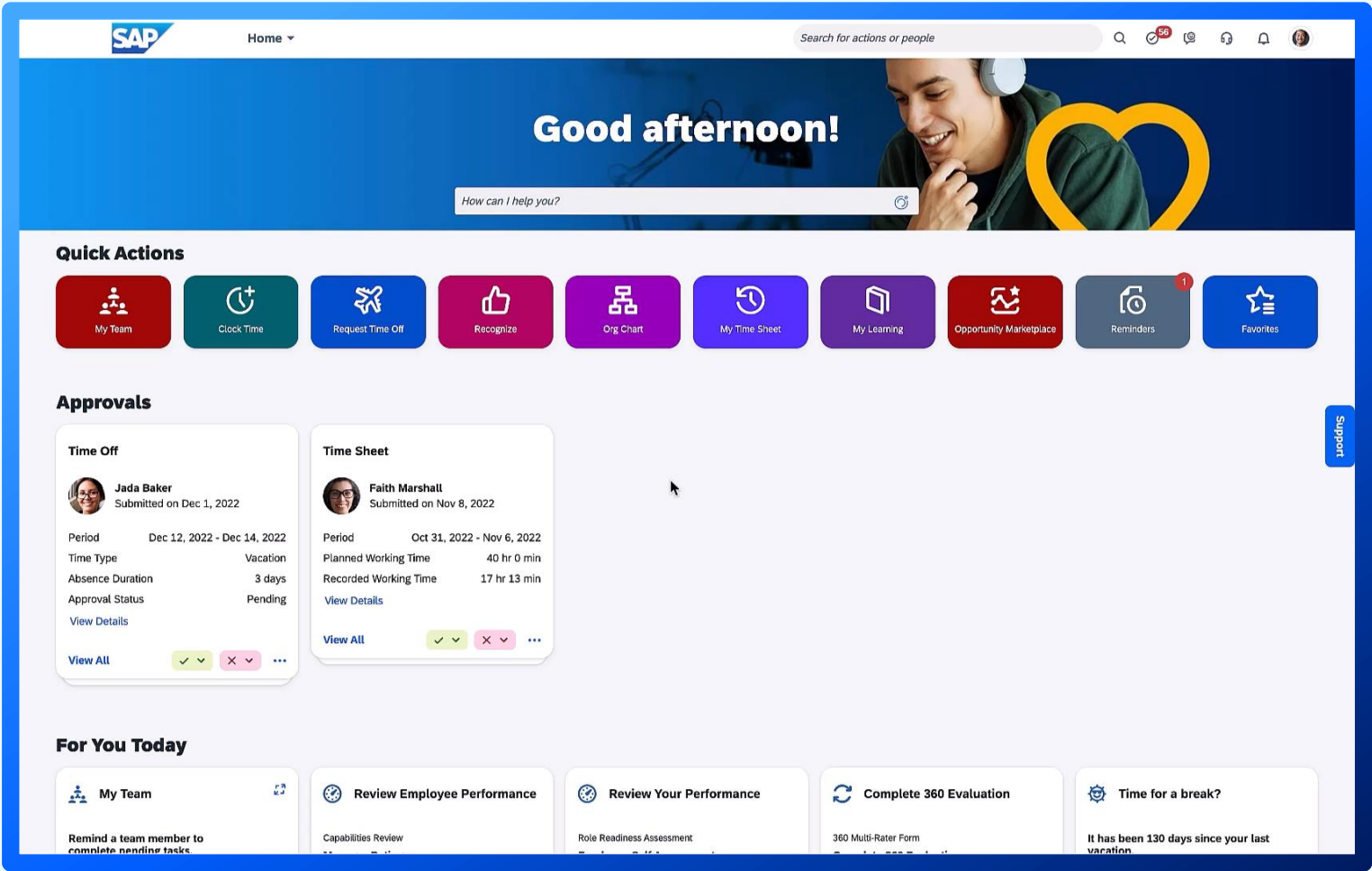
enabled by SAP SuccessFactors



Visibility into the skills and capabilities of your workforce

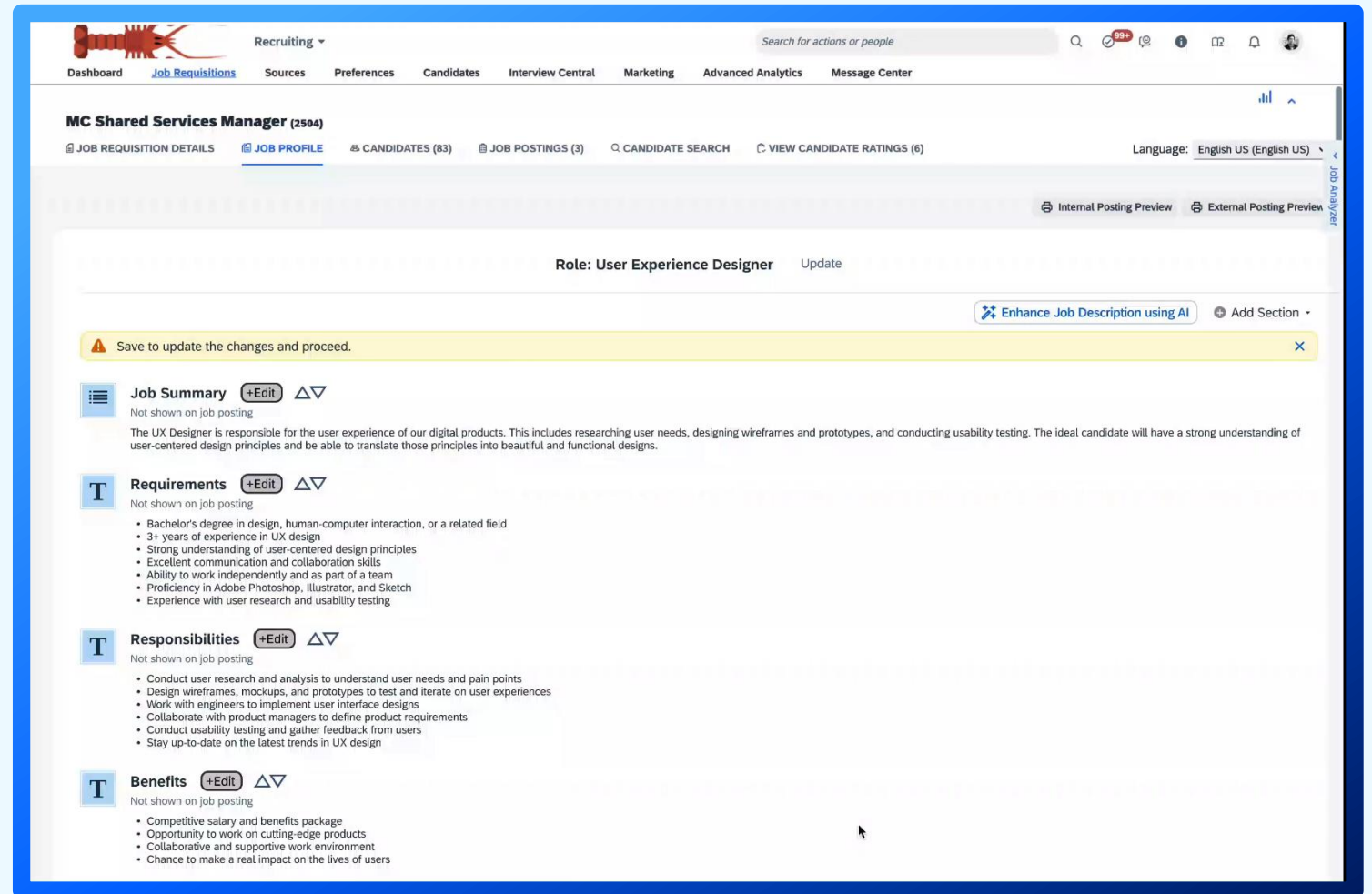
78%

completion rate for recommended trainings



Talent Intelligence – SAP SuccessFactors

Create compelling job descriptions



Job description generation – SAP SuccessFactors

Note: Planned availability in Q4 2023



SAP Business AI for Spend Management and Business Networks


Contain costs and increase compliance

Streamline processes and make better decisions in less time

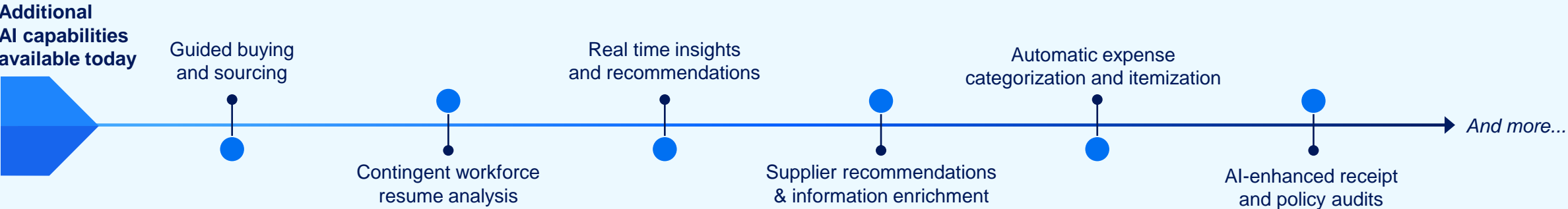
Improve employee experiences while protecting your bottom line

Recommend quality suppliers that match your unique business needs

350 hours
saved each month
through automation



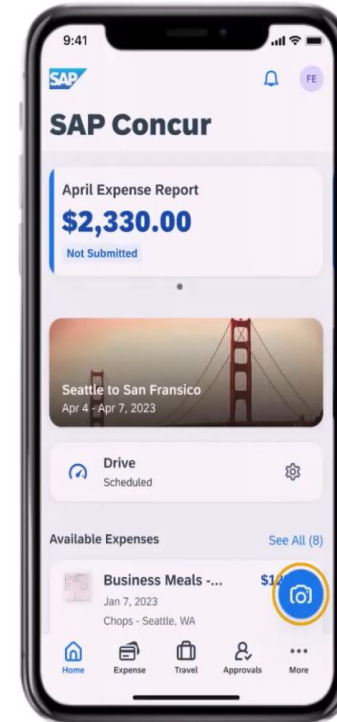
enabled by SAP Build Process Automation



Maximize efficiency,
reduce risks and
maintain compliance
in employee spending

52%

fewer errors
in reporting expenses

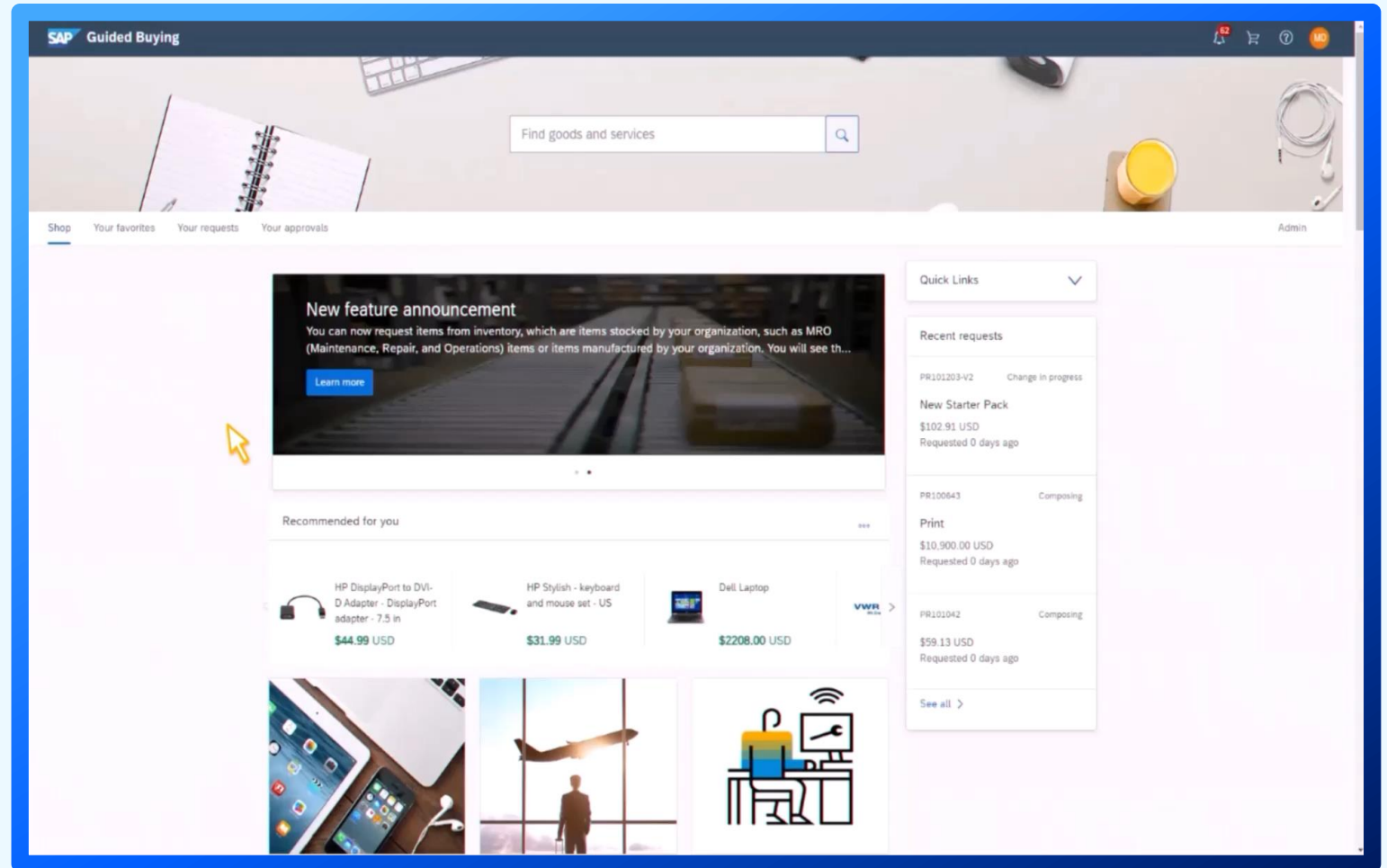


Concur Expense – SAP Concur

Guide employees to reduce expenses

65%

lower number of long tail vendors



Guided Buying – SAP Ariba



SAP Business AI for Customer Relationship Management

Anticipate, automate and personalize every customer interaction

Anticipate customer behavior and create relevant offers

Automate routine tasks and free up your team to exceed customer expectations

Personalize each step of the customer journey with operational and contextual data

10%

faster resolution of service tickets

GOODYEAR

enabled by SAP Service Cloud

Additional
AI capabilities
available today

Commerce product
recommendations

Omnichannel marketing
personalization

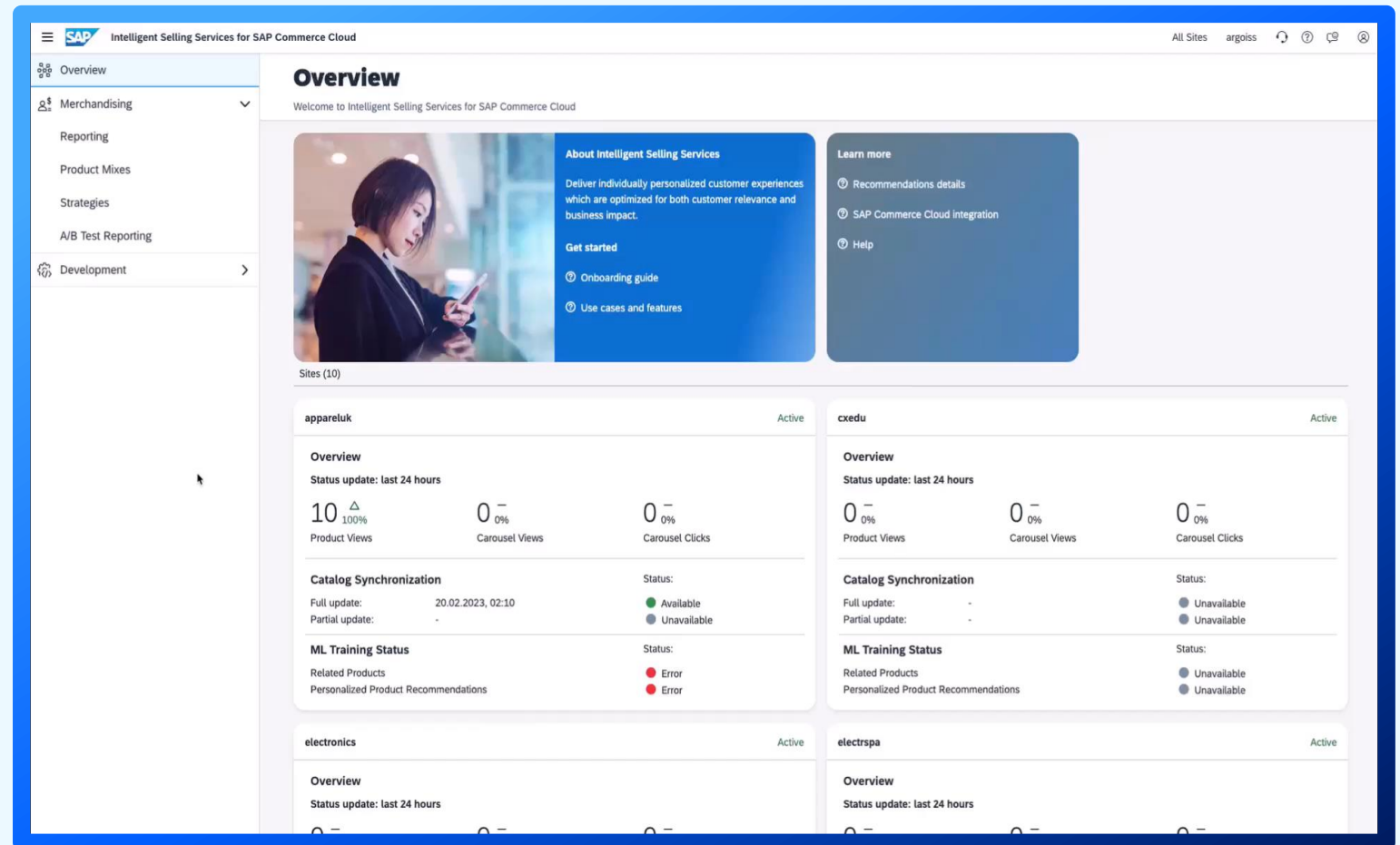
Customer service
intelligence

And more...

Lead & opportunity scoring

Lifetime value &
churn risk models

Match your
customers with
the products
they want



Intelligent Selling Services – SAP Commerce Cloud

Improve sales productivity

The screenshot displays the SAP Sales Cloud interface. On the left, a sidebar shows the contact profile for Mira Bothman, including her name, photo, and various tabs like 'About' and 'Timeline'. The main area is divided into sections: 'General' (Function, Buyer, Status), 'Address' (Map, 28 min drive, BLG1, 1296 Bowers St., Boston, MA, 43291), 'Relationship Intelligence' (Line chart showing a trend from Jan 4 to Jun 18), and 'Highlights' (Shipment for Sales Order 12345 has been delayed by 10 days). The right pane shows the 'Sales Data' tab with a table of relationships. The table has columns for Relationship Type, Business Partner, Address, Division, Main, and Actions. It lists five relationships: 'Has Activity Partner' (Account 1), 'Is End Customer Of' (Omar Dorwart), 'Has Reseller' (Account 2), 'Is Replaced By' (Cheyenne Vaccaro), and 'Has Department' (Account 3). Below this is a 'Target Groups' table with columns for Name, Create By, Change By, Total Numbers, Status, and Action. It lists five target groups: 'crazyelephant681', 'purpleleopard757', 'beautifulion765', 'beautifulbutterfly101', and 'bigbear444'. The bottom of the interface shows a 'Mapping for Integration' section.

Relationship Type	Business Partner	Address	Division	Main	Actions
Has Activity Partner	Account 1	3517 W. Gray St. Uti	Division 1	<input type="radio"/>	
Is End Customer Of	Omar Dorwart	2972 Westheimer Rd	Division 2	<input type="radio"/>	
Has Reseller	Account 2	4140 Parker Rd. Alle	Division 3	<input type="radio"/>	
Is Replaced By	Cheyenne Vaccaro	4517 Washington Av	Division 4	<input type="radio"/>	
Has Department	Account 3	3891 Ranchview Dr.	Division 5	<input checked="" type="radio"/>	

Name	Create By	Change By	Total Numbers	Status	Action
crazyelephant681	BC Bessie Cooper	AM Arlene McCoy	179,646	HOT	
purpleleopard757	SN Savannah Nguyer	KM Kathryn Murphy	2,315	HOT	
beautifulion765	AM Arlene McCoy	MM Marvin McKinney	1,357	HOT	
beautifulbutterfly101	BS Brooklyn Simmor	RF Robert Fox	11,196	HOT	
bigbear444	FM Floyd Miles	EP Eleanor Pena	3,647	HOT	

SAP Sales Cloud

Note: Planned availability in English speaking countries only for Commerce & Sales in Q1 2024. Available in Service in Q1 2024.



SAP Business AI on Business Technology Platform

Use AI to empower developers and data professionals

Accelerate application development
with pretrained AI models

Analyze your data faster and easier
using natural language

Increase efficiency by leveraging AI to
automate and improve business processes

>2.7M

documents automatically
evaluated and classified



Hamburg

enabled by SAP AI Services

Additional
AI capabilities
available today

Document
processing

Forecasting

Model training
and deployment

Integration
recommendations

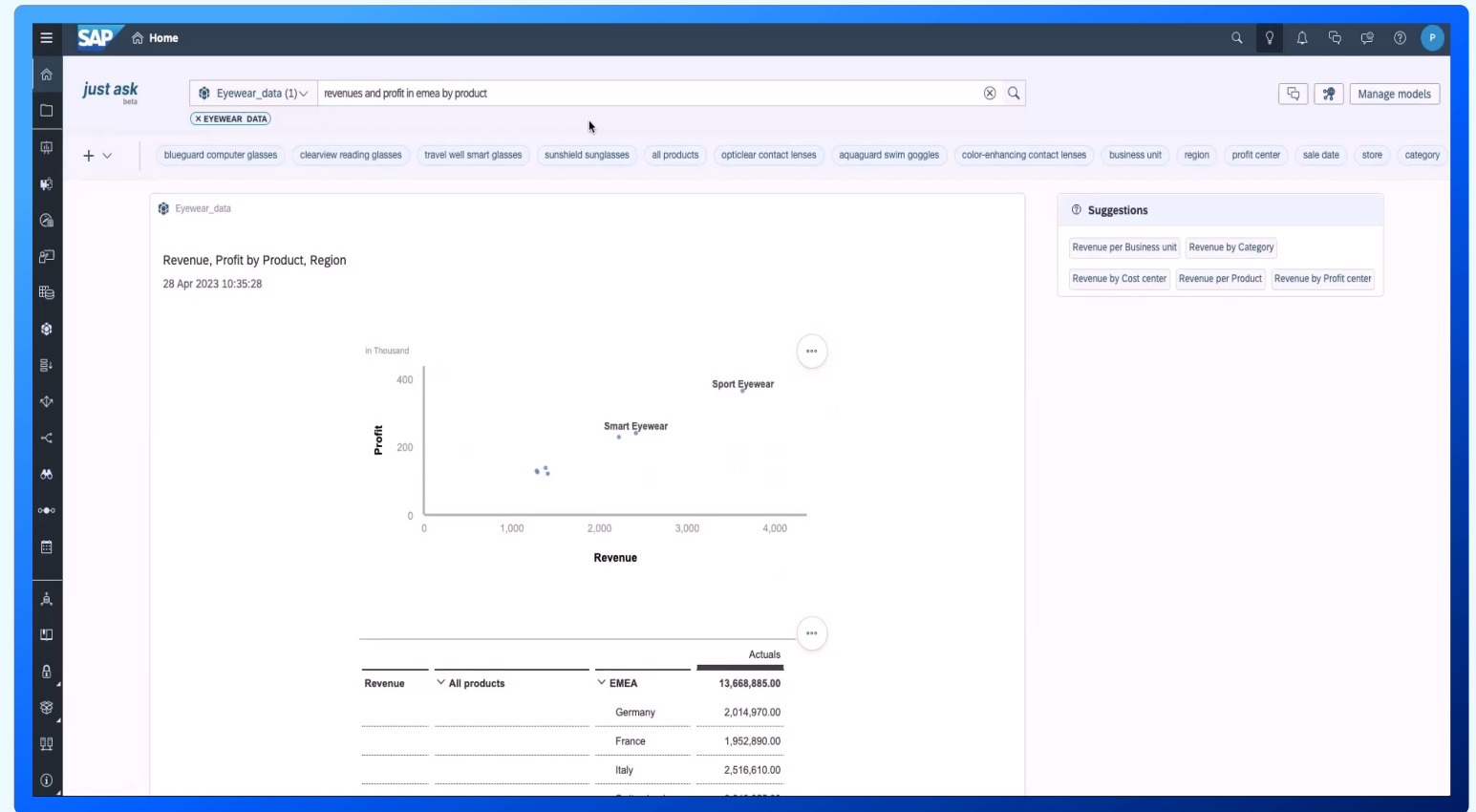
Process mining
and modeling

And more...

Quickly access
trusted insights via
natural language

20%

Faster information retrieval



JustAsk– SAP Analytics Cloud

Note: Planned availability in Q4 2023

Generative AI foundation on BTP

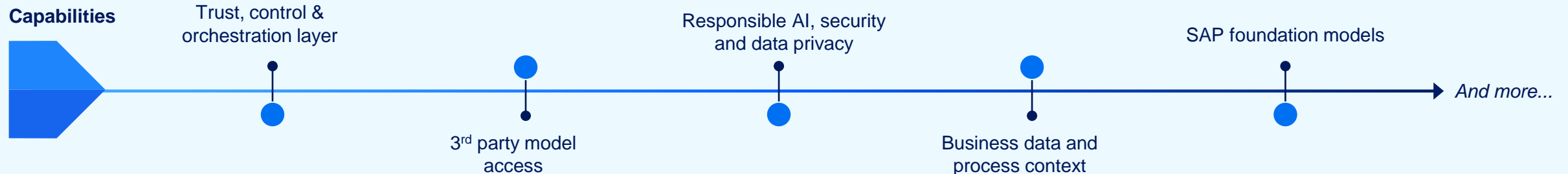
Explore, deploy, and control models

with the flexibility to choose the best for the task

Tailor results safely based on your data

and minimize adverse effects

Contextualize data and process information





SAP Business AI for Industries

Optimize business processes for your industry

Automate and optimize complex industry processes

Stay ahead of the competition with predictive, data-driven practices

Maximize profits with AI-powered forecasting



Additional
AI capabilities
available today

Intelligent agriculture

Predictive replenishment
for retail inventory

AI-infused electric
vehicle charging

Intelligent trade claims management
for consumer products

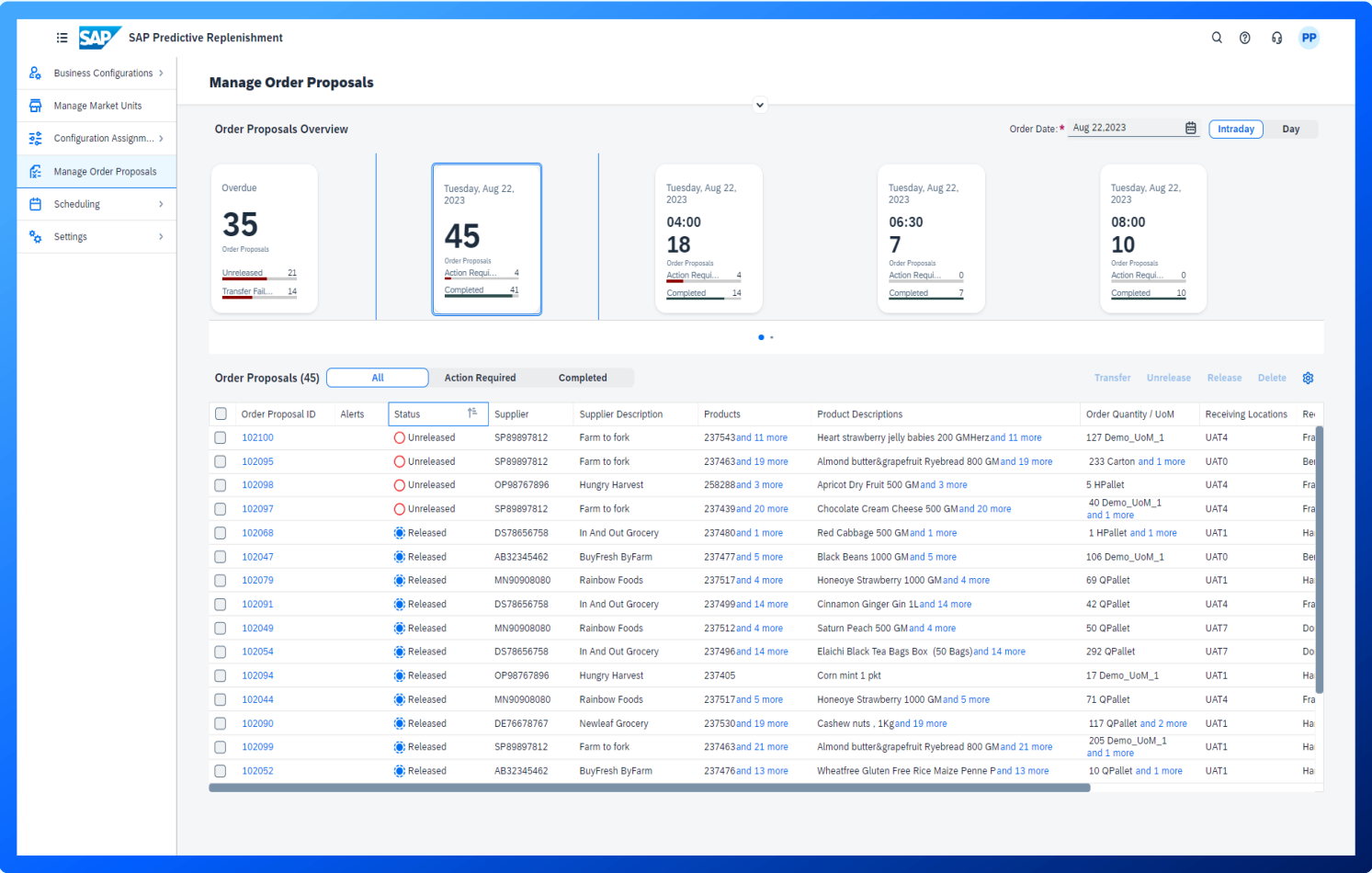
Intelligent recommendations
for configurable products

And more...

Retailers can automate ordering for a more profitable future

Optimize inventory levels and costs while maximizing product availability and margins

Up to
25%
lower inventory costs



SAP Predictive Replenishment



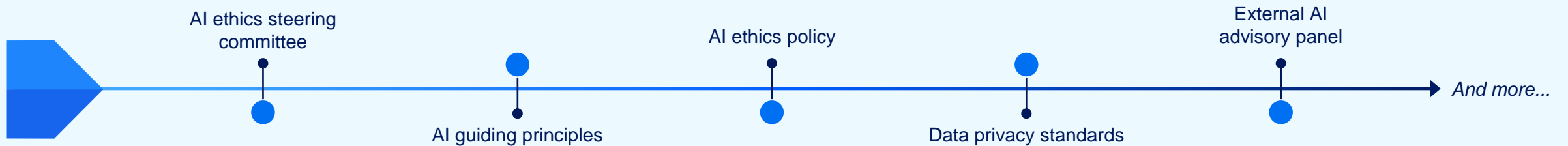
Responsible AI

AI built on leading ethics and privacy standards

Guiding principles and policies that steer the development and deployment of our AI software

Data protection and privacy standards that you can trust to run your business on

Governance model with external AI ethics advisors and cross-functional operationalization



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](#)



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