

# RISE with SAP + SAP Business AI AI Built for Business

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INTERNAL – SAP and Partners Only



# Agenda

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SAP Business AI

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**2**

Infusing SAP Business AI in context SAP Portfolio

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**3**

RISE with SAP leveraging SAP Business AI

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**4**

Understanding the partner play

# Disclaimer

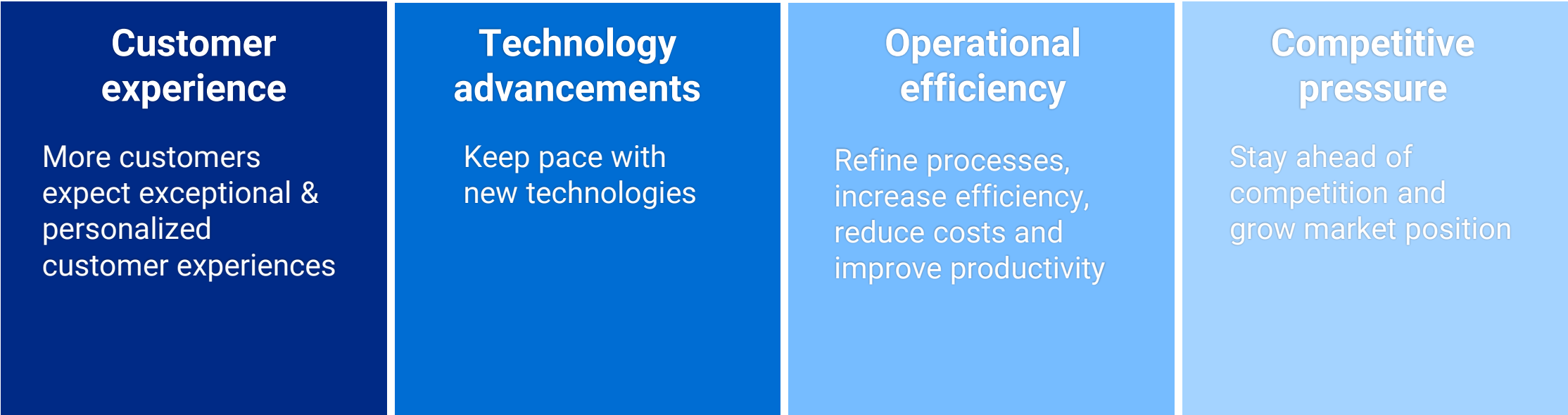
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# Fast-changing business environments drive the need for greater agility and innovation

## Transformation Drivers



**AI accelerates achieving business goals**



# AI represents a huge value creation potential across industries, many organizations are actively looking into expanding their adoption

Generative AI could add  
**\$2.6 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

**33%**

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

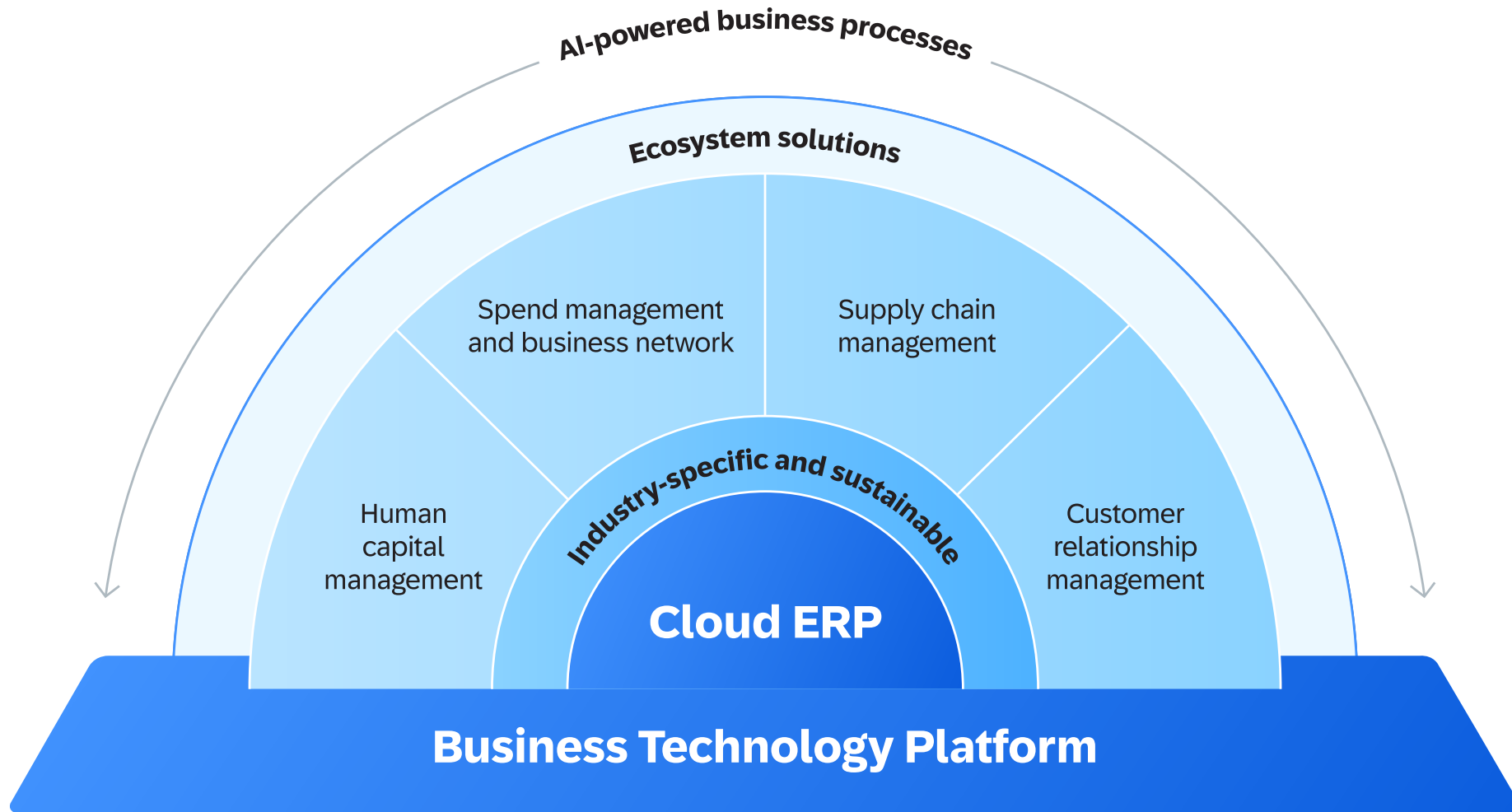
**40%**

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

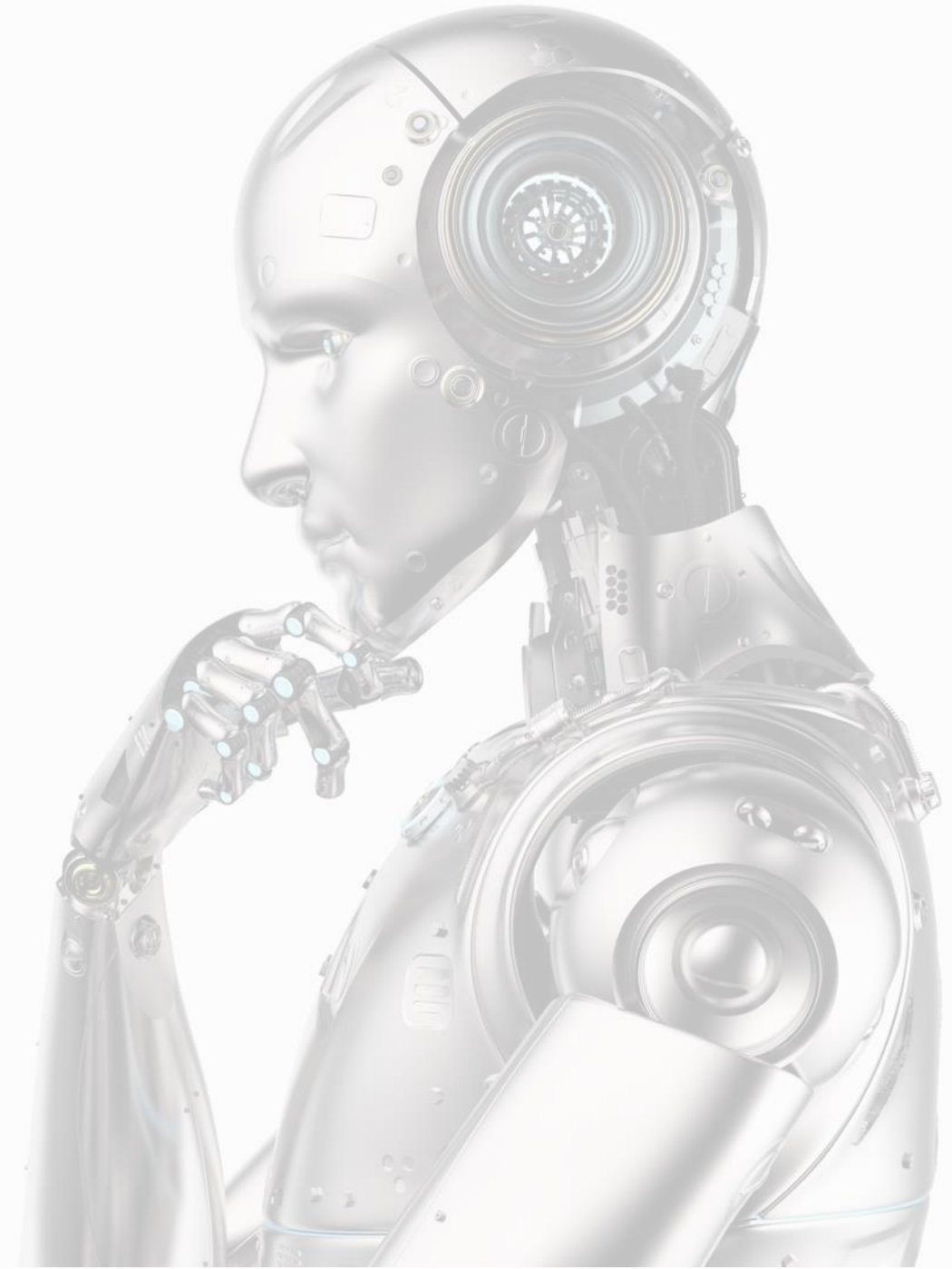
**60%**

organizations with AI adoption are using gen AI

# SAP Portfolio



Where do we stand at **SAP** today?



# SAP is committed to AI as a pillar for future innovation

“24,000+  
customers

**>\$1B** investment via  
venture capital

**\$6.1B** in annual total  
R&D investment

**3** direct investments in  
Generative AI leaders



ANTHROPIC





# Our business AI is embedded across the portfolio

Relevant | Reliable | Responsible



Joule

A copilot that truly understands your business

## Embedded AI capabilities

Cloud ERP

Supply chain management

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

IBM

Microsoft

# Deliver and scale world-class AI for your business

without the costly build and infrastructure maintenance

**“ 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



**Business**

SAP drives continuous innovation leading to short time-to-value, cost savings and measurable business outcomes



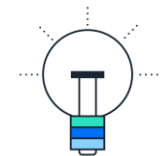
**Data**

SAP helps enhance data quality and ease of access, leading to reliable, unbiased outcomes



**Skills**

SAP handles the ideation-to-adoption process, minimizing the need for investments to maintain resources and skills



**Technology**

SAP seamlessly integrates AI into SAP Cloud ERP business processes with adherence to highest ethical and regulatory standards

# Drive business growth and foster innovation with a cloud ERP powered by AI



## Accelerate processes and optimize decisions

AI-powered processes and data-driven insights and recommendations to make faster, safer decisions



## Multiply productivity and increase efficiency

Transform work through automation and simplified user experiences to drive business outcomes

# AI helps your...

## Business

### Reinvent customer service

with personalized experiences that address customer needs quickly

### Boost finance excellence

with AI that helps optimize working capital and closing functions

### Drive operational excellence

by optimizing manufacturing and asset performance and elevating product quality

### Advance intelligent order fulfillment

by streamlining and automating the order fulfillment process

## People

### Empower end users

to eliminate redundant tasks and increase efficiency

### Interact with your business

using natural language for informational, navigational and transactional assistance

### Uncover insights

that would otherwise be challenging or time-consuming to discover

# Go Beyond with Artificial Intelligence (AI) and Generative AI (Gen AI) with RISE

Built to create measurable results in every part of your business

**Accelerate** business processes through context aware AI

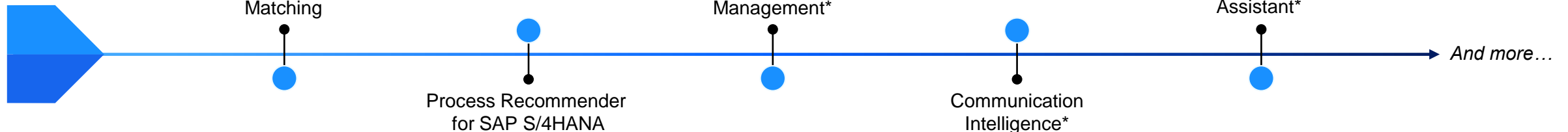
**Manage** risk through responsible, AI-enhanced decision making

**Amplify** 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

(Planned)  
AI innovations



\*Planned innovations

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

**Joule**, the copilot that revolutionizes how you interact with SAP business systems including SAP S/4HANA making every touchpoint count and every task simpler.

The screenshot displays the SAP S/4HANA user interface. At the top, the SAP logo is visible, along with a 'Lab Preview' watermark. The navigation bar includes 'my Home', 'Sales Orders', 'Technical Monitoring', 'ABAP Dictionary', 'Business Process Management', and 'Enterprise Event Enablement'. The main content area is divided into two sections: 'Sales Orders' and 'Technical Monitoring'. The 'Sales Orders' section contains several cards: 'Manage Sales Orders Version 2' (with a value of 1,69 k), 'Create Sales Orders', 'Import Sales Orders', 'Manage Sales Orders' (with a value of 1,69 k), 'Track Sales Orders', and '[Obsolete] Sales Order Fulfillment Resolve Issues' (with a value of 2,3). The 'Technical Monitoring' section includes cards for 'SQL Statement Analysis', 'Application System Overview', 'Database System Overview', 'Table Analysis', 'Work Process Analysis', and 'Capture Request Statistics'. A purple 'Joule' AI copilot overlay is positioned on the right side of the screen. It features the Joule logo (a white diamond with four stars) and the text 'Hello Rodrigo, How can I assist you?'. Below the text is a text input field with the placeholder 'Write a reply...' and a blue send button. At the bottom of the overlay, a small disclaimer reads: 'Joule is powered by generative AI and all output should be reviewed before use. Please do not enter any sensitive personal data, and avoid entering any other personal data you do not wish to be processed.'



1. Driven by our values
2. Design for people
3. Business beyond bias
4. Transparency and integrity
5. Quality and safety standards
6. Data protection and privacy
7. Societal challenges

## SAP's **guiding principles** for artificial intelligence

1. We are driven by our values.
2. We design for people.
3. We enable business beyond bias.
4. We strive for transparency and integrity in all that we do.
5. We uphold quality and safety standards.
6. We place data protection and privacy at our core.
7. We engage with the wider societal challenges of artificial intelligence.

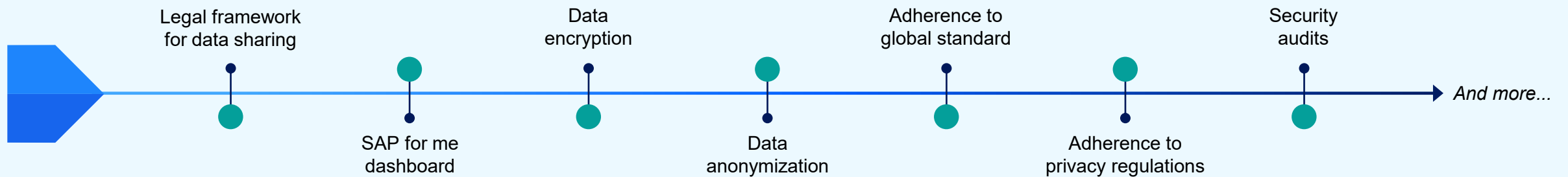
# AI built on leading ethics and privacy standards

## From trust to trustworthiness

**Full transparency and control** over your data through a central dashboard

**Anonymized customer data** combines accuracy with uncompromised security

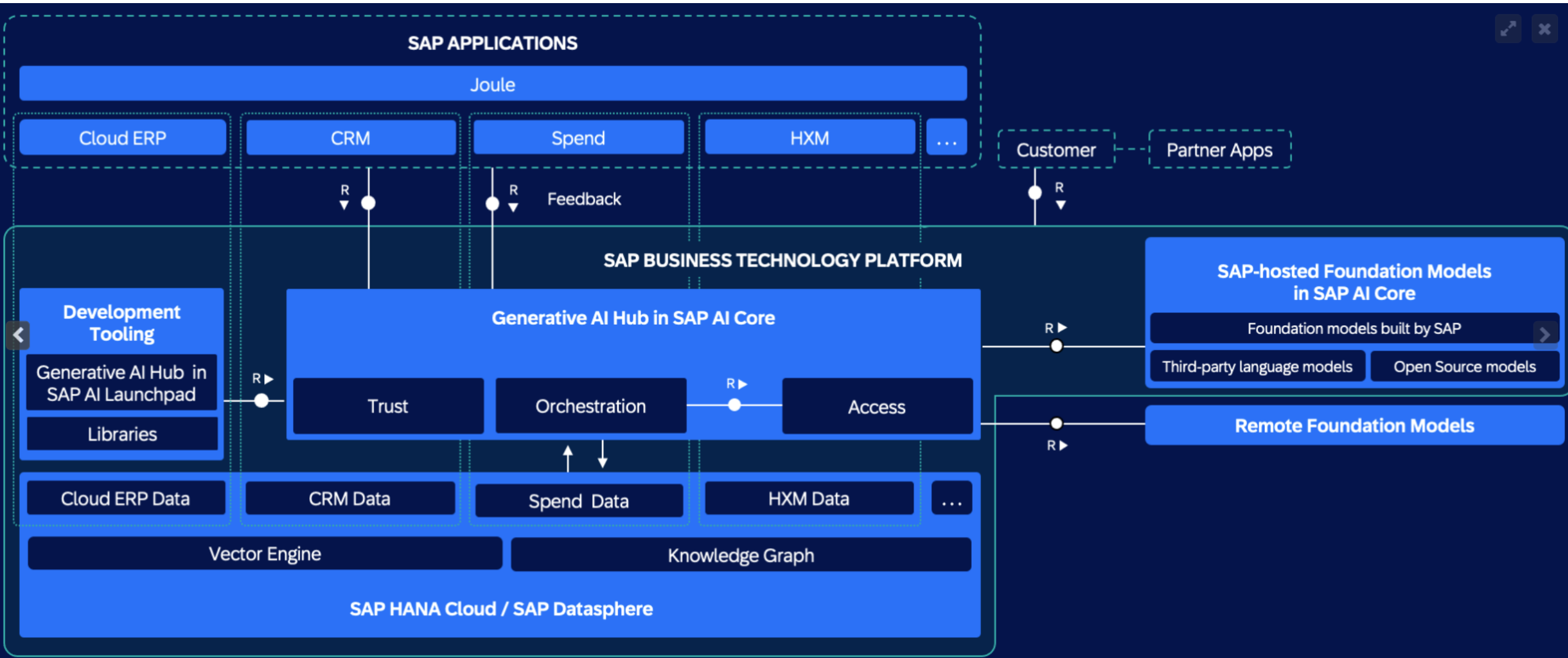
**Security and data privacy** at the core of our systems and processes from the beginning





# Generative AI at SAP

## Architecture overview



# RISE With SAP & Ecosystem

## SAP BUSINESS AI

### Premium AI

RISE Premium Plus

& / Or

AI Unit Add-on

- Unlock premium AI capabilities applicable to your preferred scenarios across your SAP Cloud applications

### Basic AI

Included in SAP Cloud Applications

- Access AI capabilities as part of your existing SAP Cloud applications

### BTP AI Services

BTP Cloud Platform Enterprise Agreement

- Build custom AI solutions and integrate them to your SAP landscape

### Ecosystem AI

SAP Store

- Procure best-of-breed AI solutions from SAP's ecosystem

# SAP Business AI fundamentally changes the way in which companies operate



## 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

**vielen Dank!**  
**Thank you!**

