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Launchpad Introduction



Using SAP AI Launchpad

SAP AI Launchpad can be used by both AI scenario producers and AI scenario consumers. AI scenario producers, such as AI operations engineers or AI engineers, are responsible for developing and productizing AI scenarios. AI scenario consumers, such as business analysts, subscribe to a service that offers an AI scenario and consume it. The generative AI hub within SAP AI Launchpad can be used to interact with generative AI models.

What is SAP AI Launchpad?

SAP AI Launchpad is a multi-tenant software as a service (SaaS) application on the SAP Business Technology Platform (SAP BTP). Customers and partners can use SAP AI Launchpad to manage AI use cases (scenarios) across multiple instances of AI run-times (such as SAP AI Core). SAP AI Launchpad also provides generative AI capabilities via the Generative AI Hub.

Distinctions between Chat and Prompt Editor in SAP AI Launchpad

Context and Coherence:

- Chat design excels at maintaining the background and flow of a conversation, ensuring smooth and connected interactions.
- Prompt engineering, while adept at generating specific outputs, can sometimes miss the conversational setting, leading to disjointed responses.

Versatility and Adjustability:

- Prompt engineering offers greater versatility in shaping AI responses, allowing modifications to prompts for varied results.



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- Prompt engineering, once set up, is less dependent on human intervention for refinement.

Task-Specific vs. Dynamic Interaction:

- Prompt engineering is ideal for task-specific scenarios demanding precise outputs.
- Chat design is better suited for open-ended, dynamic conversations that emphasize user engagement.

Choosing between these two, depends on the specific AI use case and the intended level of user engagement and control. Projects aiming to craft engaging and realistic interactions may favor Conversation Design, whereas those that emphasize producing precise and controlled outputs might prefer Prompt Engineering.

The next unit shows how to interact, find, manage and organize all your prompts in Generative AI Hub via the **Launchpad**.

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Quick start with SAP AI Core Setup

SAP AI Core and SAP AI Launchpad are services which you can link to your BTP global account. SAP AI Core offers a powerful AI runtime which is natively integrated with SAP AI Launchpad. The launchpad offers an easy-to-use interface to manage AI workflow administration, processes, and tasks.

Note: These steps are **optional** and only demonstrate the setup and configuration process for SAP Generative AI Hub. Skip this section to continue to the next lesson if you wish.

Use Boosters for SAP AI Core and SAP AI Launchpad

Begin your hands-on journey with the **SAP Generative AI Hub** tour, and discover how simple and intuitive it is to use the **SAP AI Core** and **SAP AI Launchpad** Boosters. Simply follow the on-screen guidance to get started.

Prerequisites

- A SAP BTP global account
- SAP AI Core
- A BTP global account

Workflow

The following steps will be followed in the walkthrough:

- Run the booster for SAP AI Core
- Run the booster for SAP AI Launchpad



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1. Click [here](#) to start the setup and configuration process via **SAP BTP Cockpit**.

Congratulations! You are now ready for the next lesson!

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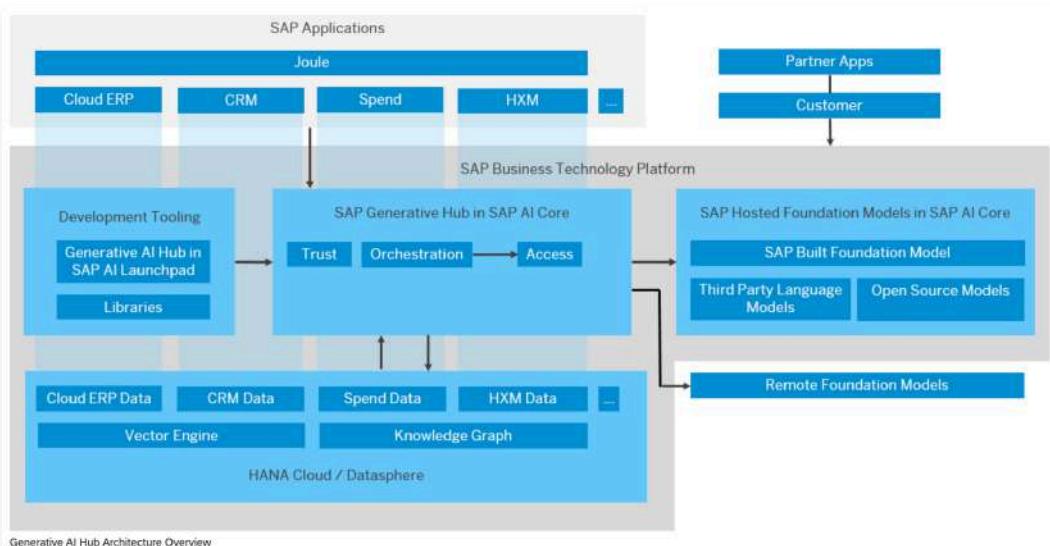
Introduction to Gen AI at SAP

Generative AI has the potential to significantly impact businesses in today's world. It refers to AI systems that can not only analyze data and make predictions, but also create new content, designs, and solutions across a wide range of applications, from automating repetitive tasks to creating personalized customer experiences. GenAI can help streamline workflows, improve decision-making, and drive innovation. It can also be used to generate new product designs, marketing materials, and even virtual prototypes.

In addition, GenAI can help businesses better understand their customers through advanced data analysis and predictive modeling. This can lead to more targeted marketing campaigns, improved customer service, and ultimately, increased customer satisfaction and loyalty.

This workshop will introduce the Generative AI hub and the SAP AI Launchpad.

SAP AI Core and the generative AI hub help you to integrate LLMs and AI into new business processes in a cost-efficient manner.



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models that have been trained on vast amounts of unlabeled data. They leverage AI technology and industrial-scale computational resources to learn complex language patterns and semantic knowledge bases for natural language processing (NLP) tasks. They parse input, such as prompts, and return contextually relevant responses written in natural language. A single LLM can perform multiple NLP tasks by using different input formats and output modes.

The generative AI hub gives instant access to a broad range of LLMs from different providers, such as Google, OpenAI, Amazon and many others that are both proprietary or open-source. With this access, it's possible to orchestrate multiple scenarios, whether programmatically via an SDK or directly through the SAP AI Launchpad.

LLMs are general models but can be fine-tuned with additional embeddings for specialized or domain-specific use cases.

Model Access

Access to generative AI models is provided under the global AI scenario foundation-models, which is managed by SAP AI Core. Individual models are provided as executables in the form of serving templates, and accessed by choosing the corresponding template for the desired model.

For more information about the available models in the SAP Generative AI Hub, including conversion rates for tokens, rate limits and deprecation dates, see [SAP Note 3437766](#)

Orchestration

The orchestration service runs on SAP AI Core under the global AI scenario orchestration. It provides unified access to multiple generative AI models through consistent code, configuration, and deployment.

Orchestration offers a harmonized API that allows you to use different foundation models without changing the client code. To use different foundation models and versions, you need to create at least one

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are populated during inference.

Content filtering: Allows you to restrict the type of content passed to and received from generative AI models.

Data masking: Enables anonymization or pseudonymization of data before passing it to a generative AI model. With pseudonymization, masked data in the model's response is automatically restored.

Grounding: This feature lets you integrate external, domain-specific, or real-time data to enhance pretrained models with contextually relevant information beyond their general training material.

Translation: Enables the addition of translation capabilities for both input and output in your orchestration workflow.

The focus of this Technical Academy workshop is to show how Generative AI can be used to assist companies with a typical business process, and how this can be even further enhanced by employing the use of the above features including Retrieval Augmented Generation (RAG) in conjunction with SAP HANA Cloud's vector engine to create more contextually relevant responses to queries.

For more information on the Generative AI Hub and SAP AI Core in general, please visit the [AI Core Landing Page](#) on the SAP help portal.

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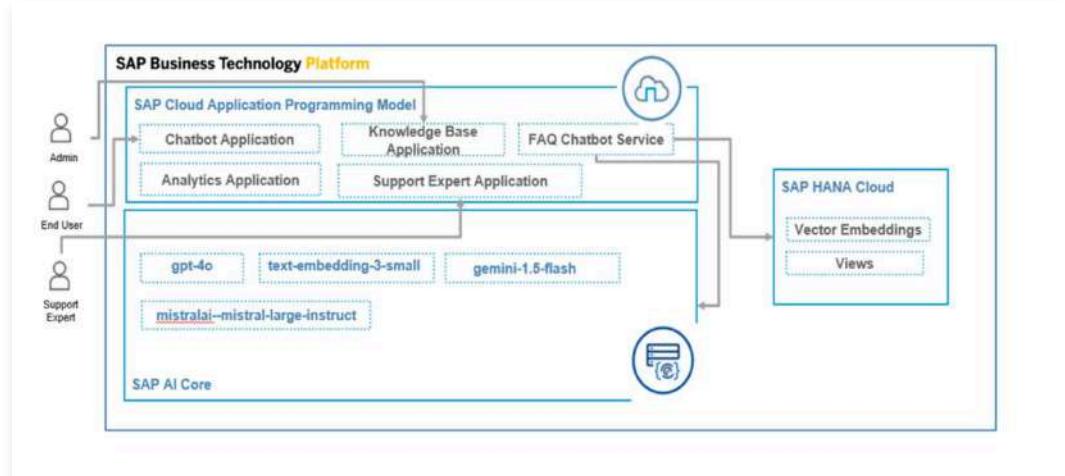


Explore Demo Guided Tour



The following guided tour showcases an end-to-end Intelligent FAQ Chatbot built using SAP BTP technologies—SAP AI Core, SAP HANA Cloud, and the SAP CAP framework. It leverages Retrieval-Augmented Generation (RAG) to deliver accurate, real-time responses from a vector-embedded knowledge base. Unresolved queries are escalated seamlessly into support tickets, while agents benefit from full chat history and analytics via an integrated dashboard. The solution enhances user experience, reduces manual workload, and enables scalable, AI-powered support across industries.

Architecture



Select the following link to start the [Guided Tour](#)

This is just an introduction to what is possible with SAP BTP, and the creation of a chatbot application is outside the scope of this workshop. However, many of the same concepts and technologies involved will be covered in some detail and you will see how they can be applied to multiple different scenarios or applications.



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Addressing Business Challenges



Objective

After completing this lesson, you will be able to identify and articulate the key business problems organizations face, and how SAP addresses these problems.

In today's hyper-connected, fast-changing business landscape, organizations are under pressure to deliver more value, more quickly, and more responsibly. Disruption continues to be a significant element within the business landscape, driven by shifting trade dynamics, changes in regulatory frameworks, and continual technological innovation. These forces are reshaping how businesses must operate, compete, and grow.

SAP supports organizations in navigating this complexity through the SAP Flywheel, a strategic framework that integrates applications, data, and AI into a self-sustaining system to enhance enterprise intelligence. In this lesson, you'll explore today's business challenges and see how the SAP Flywheel helps organizations respond through continuous, scalable transformation.

Navigating Uncertainty



Today's business environment is shaped by global uncertainty—driven by shifting trade dynamics, evolving regulatory landscapes, and rapid technological change. These forces create pressure across every industry and function, requiring organizations to rethink how they operate, compete, and grow. SAP Business AI helps organizations respond with greater intelligence, agility, and trust, empowering them to adapt and thrive even amid disruption.

The New Enterprise Mandate: Intelligent, Connected, Responsible

SAP defines the modern enterprise mandate through three imperatives:



	Create Transformative Impact	function—by automating complex processes, amplifying human potential, and driving enterprise-wide outcomes.
	Get More Done, Quickly	Empower employees with intuitive, AI-powered tools that reduce friction, eliminate repetitive work, and accelerate decision-making.
	Do It Responsibly	Ensure innovation is grounded in trust—through ethical AI, data privacy, and compliance at every step.

These imperatives reflect the evolving expectations of enterprise leadership and form the foundation of SAP's approach to business AI.

Why Traditional Solutions Fall Short

Point solutions and disconnected platforms cannot solve these challenges. They lack the integration, intelligence, and governance needed to operate at enterprise scale.

What's needed is a new model—one that:

- **Connects applications, data, and AI** into a unified system.
- **Embeds intelligence** into every business process.
- **Scales innovation responsibly** across the organization.

This vision forms the foundation of the SAP Flywheel model and the SAP Business AI portfolio.



The SAP Flywheel serves as more than a metaphor; it represents a strategic operating model. It operates as an integrated system in which **applications, data, and AI** collaborate to create ongoing momentum and deliver sustained value.

- **Applications:** SAP provides a broad portfolio of mission-critical business applications that power end-to-end processes across finance, HR, supply chain, procurement, and more, helping organizations run efficiently and adapt quickly.
- **Data:** These applications generate and consume semantically rich business data. This data is harmonized within SAP's Business Data Cloud, creating a unified, trusted layer that connects information across the enterprise.
- **AI:** With access to high-quality, contextual data, SAP Business AI delivers intelligent capabilities embedded directly into business processes.

The Flywheel spins when AI is infused back into applications, making them smarter and more efficient. Each component reinforces the others: data is generated, data supports AI development, and AI enhances applications.

Systemic Challenges and Flywheel Solutions

To meet the modern enterprise mandate, organizations must overcome deeply interconnected challenges. The SAP Flywheel helps organizations address these challenges in a connected and scalable way:



Disconnected Systems	Fragmented applications and data silos prevent real-time visibility and collaboration.	Unified applications and harmonized data eliminate silos and enable real-time collaboration.
Manual Repetitive Work	Employees spend too much time on low-value tasks, slowing innovation and decision-making.	Embedded AI automates routine tasks, freeing up time for strategic work.
Lack of Contextual Intelligence	Insights are often generic or outdated, lacking the business context needed for action.	AI is grounded in business semantics, delivering timely and actionable insights.
Inflexible Innovation	Scaling new capabilities across the enterprise is slow and costly.	The integrated suite allows for scalable, responsible innovation across the enterprise.
AI Trust Gap	Organizations struggle to adopt AI responsibly, with concerns around ethics, security, and compliance.	SAP's governance framework ensures AI is ethical, secure, and compliant.

The SAP Flywheel offers an end-to-end model that helps organizations turn enterprise challenges into opportunities for growth and innovation.



The Flywheel flips this model. By embedding intelligence into a unified suite, SAP enables organizations to spend less time on foundational work and more time creating visible, strategic value.

This shift is especially critical in the age of AI, where disconnected systems can't deliver the end-to-end context needed for reliable, scalable intelligence.

Suite as a Service: Enabling the Flywheel

SAP's "Suite as a Service" approach brings the Flywheel to life. It combines the best of breed capabilities with the simplicity of a unified suite:

- Integrated Applications: End-to-end processes are supported out of the box.
- Harmonized Data: A single semantic layer ensures consistency and trust.
- Embedded AI: Intelligence is built into every workflow, not bolted on.

This model reduces complexity, accelerates time to value, and empowers organizations to focus on innovation rather than integration.

Real-World Impact

Organizations adopting SAP Business AI as part of their transformation journey are already realizing measurable results—accelerating innovation, boosting efficiency, and creating continuous value.

- SAP: By moving to SAP Business Suite and Cloud ERP, SAP achieved zero-touch processes and reduced IT customization—demonstrating how automation and AI integration can streamline operations and free



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Knowledge quiz

It's time to put what you've learned to the test, get 2 right to pass this unit.

1. Which phase of AI evolution is characterized by systems that can reason, plan, and autonomously complete multi-step tasks?

Choose the correct answer.

Rule-Based AI

Predictive AI

Generative AI

Agentic AI

Correct

The text defines Agentic AI as the frontier in which AI agents can "reason, plan, and collaborate across systems to autonomously complete complex, multi-step business tasks."



Choose the correct answer.

- Predictive AI uses rule-based logic, while generative AI uses spreadsheets

- Predictive AI forecasts outcomes; generative AI creates content and insights

- Predictive AI is used only in finance; generative AI is used only in HR

- Predictive AI is outdated and no longer used in enterprises

Correct

Generative AI builds on predictive models by enabling content creation and deeper contextual insights, enhancing user interaction and automation.



2/2

Landscape

1 Lesson 20min

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Exploring the Evolution of AI



Objective

After completing this lesson, you will be able to identify the basics of AI, its evolution, and what it means for businesses.

Artificial Intelligence (AI) has transitioned from a futuristic concept to a foundational force in modern enterprise transformation. Once confined to academic labs and science fiction, AI now powers everyday business decisions, streamlines operations, and enhances customer experiences. As organizations navigate digital transformation, understanding AI's evolution is essential, not only to keep up, but to imagine new possibilities and stay ahead.

This lesson introduces you to the journey of AI: from its early conceptual roots to its current role in enterprise ecosystems. You'll explore how AI has matured into a portfolio of intelligent capabilities that solve real-world business problems, and why this matters for the future of work and innovation.

AI refers to systems or machines that mimic human intelligence to perform tasks and can iteratively improve themselves based on the information they collect. In the business context, AI enables automation, enhances decision-making, and unlocks new value from data.

The Evolution of AI in Business

- **Early AI:** Focused on rule-based systems and narrow tasks.
- **Machine Learning Era:** Introduced data-driven models that learn from patterns.





AI in Enterprise Software

The enterprise AI sector has experienced significant growth, largely due to the rise of generative AI and foundational models such as Large Language Models (LLMs). These advancements are not merely augmenting existing functionalities; they are fundamentally transforming software design, utilization, and user experience.

Generative AI is projected to contribute between \$2.6 trillion and \$4.4 trillion in annual value to the global economy over the next three to five years. Its proportion of the AI market is anticipated to increase from 7.75% of the projected \$98 billion AI expenditure in 2024 to 14.8% of an estimated \$304 billion by 2028, representing a \$37.3 billion expansion.

In contrast to traditional predictive AI, generative AI introduces a foundational model layer that enables a broad spectrum of capabilities across software products, thereby facilitating more intuitive, intelligent, and personalized user interactions.

This transformation is being fueled by technologies like LLMs, which enhance software functionality and productivity across industries. Analysts forecast exponential growth in enterprise AI investment over the next few years, highlighting its pivotal role in shaping how organizations operate and innovate.

From Perspective to Generative to Agentic AI

The evolution of AI in business can be understood in four key phases:

1. **Rule-Based AI:** Early systems followed predefined logic to automate narrow tasks.
2. **Predictive AI:** Machine learning models began identifying patterns in data to forecast outcomes.
3. **Generative AI:** LLMs and other foundation models now generate content, code, and insights, enabling more natural interactions and creative problem-solving.
4. **Agentic AI:** Advent of reasoning models and other technological advancements is ushering in the next frontier—AI agents that can reason, plan, and collaborate across systems to autonomously complete complex, multi-step business tasks.



- **Strategic Integration:** Businesses use AI to increase efficiency, foster innovation, and improve decision-making.
- **Generative AI and LLMs:** These tools speed up agentic AI development by enabling advanced automation and more natural human interaction.

These advancements are not just technical milestones, they are transforming how people and businesses interact with technology, turning systems into collaborative partners in work and innovation.

Why This Matters for Business

AI is no longer a back-office or new trending tool. It's becoming a strategic enabler of growth, efficiency, and innovation.

In the enterprise context, AI:

- Reduces time spent on routine tasks.
- Enhances decision-making with real-time insights.
- Improves user experience through natural language interfaces.
- Enables scalable automation across departments.

As AI becomes more embedded and intelligent, organizations that understand and embrace its evolution will be better positioned to lead in their industries.

Real-World Impact of AI in Business

AI is already transforming how businesses operate:

- **Customer Service:** AI chatbots handle routine queries, freeing up human agents for complex issues.
- **Finance:** Predictive analytics help forecast cash flow and detect fraud.
- **Supply Chain:** AI optimizes inventory and predicts disruptions.
- **HR:** Intelligent systems assist in talent acquisition and employee engagement.

SAP Business AI supports over 1,800 tasks across these domains, helping organizations simplify operations and make smarter, faster decisions every day - and continues to expand rapidly, with more than 400 embedded AI use cases planned by the end of 2025 across finance, supply chain, HR, and customer experience.



- Communicate AI's value clearly to stakeholders.
- Align AI capabilities with business strategy.

Lesson Summary

You've now explored how AI has evolved from rule-based logic to generative and agentic intelligence. In the enterprise software space, this evolution is unlocking new levels of productivity, usability, and business value. Understanding this trajectory is key to recognizing how AI can drive transformation across industries and functions. It will also help you see where your organization stands today and how AI can open the door to new ways of working and creating value.

[Continue to quiz](#)

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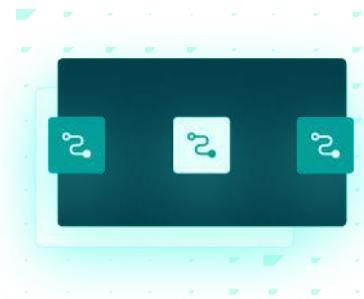
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Solving Business Problems using SAP's Generative AI Hub



Resume learning

Learning outcome

After completing this learning journey,

- You will discover how SAP Business AI streamlines processes, improves decisions, and drives scalable innovation.
- After this, you will gain a strong grasp of Large Language Models and their application within SAP,...

[See More](#)

Learning Journey Information



Learn

Build your knowledge step-by-step with curated learning resources.

Free

COURSE

Discovering SAP Business AI

This course provides an understanding of how SAP Business AI delivers real-world business value by helping organizations automate processes, make smarter decisions, and innovate faster.

 SL_BAI101 •  1 hr

Start

Free

 COURSE

Navigating Large Language Models fundamentals and techniques for your use case

This course introduces you to the fundamentals of Large Language Models (LLMs) and their practical use in business scenarios. You'll learn how LLMs work, their strengths and limitations, and how to apply them responsibly within SAP environments. The course emphasizes real-world techniques for integrating, optimizing, and evaluating LLM-powered solutions to solve enterprise challenges.

 AIG01 •  2 hr +

Start

Free

 COURSE

Discovering SAP's Generative AI Hub

This course introduces you to SAP's generative AI hub, the central platform for secure and scalable enterprise AI. You will learn how the hub enables access to advanced language models, supports prompt management, and orchestrates intelligent workflows. The focus is on practical tools and interfaces that help you build, deploy, and govern AI solutions for your business.

 AIG00 •  1 hr +

Start

Free

 COURSE

Solve your business problems using prompts and LLMs in SAP Generative AI Hub

This course guides you through solving real business problems using prompts and Large Language Models in SAP's generative AI hub. You will learn how to design, refine, and manage prompts, leverage the Prompt Registry and Templates, and integrate LLMs into enterprise workflows using SAP Cloud SDK for AI. The course emphasizes practical techniques for prompt engineering, evaluation, and model selection to build reliable, scalable AI solutions.

▶ AIG02 • ⏱ 3 hr +

Completed

Free

COURSE

Using Advanced AI Techniques with SAP's Generative AI Hub

This course introduces you to the grounding technique in SAP's generative AI hub, showing how to connect Large Language Models with your organization's trusted data for accurate, context-aware responses. You will learn the fundamentals of document grounding, vector embeddings, and the SAP HANA vector engine, and see how these tools can be used to solve real business problems. The course emphasizes practical steps for building, configuring, and deploying...

▶ AIG03 • ⏱ 40 min

Start

PRACTICAL EXERCISE

Hands-on Practice for Solving your business problems using prompts and LLMs in SAP's Generative AI Hub

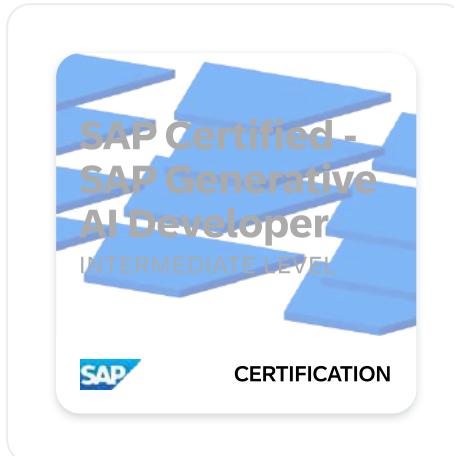
This practice system allows users to complete hands-on exercises covering prompt development, template management, and workflow orchestration within SAP AI Launchpad. These practical tasks are designed to reinforce your learning, build real-world skills, and help you confidently apply advanced prompt engineering techniques to solve business problems.

Start

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Intermediate • 8 hr +

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SAP Certification keeps your expertise and credentials up to date. Continuous learning and skill development are key to staying current in your field and with new updates.

The certification is valid for 12 months.

- ⌚ You can extend your certification for another 12 months each time you successfully complete an assessment.
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