



Generative AI at SAP

Unit 5: Generative AI Business Use Cases

Generative AI business use cases

Objectives of Unit 5

In Unit 5, you will learn about

- The SAP Business AI product portfolio
- Examples of generative AI business use cases
- Key takeaways



Generative AI business use cases

SAP Business AI product portfolio

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 (Unit 4 of this course)
on SAP Business Technology Platform

AI partnerships with leading generative AI model providers



ANTHROPIC



cohere

databricks

DataRobot

Google Cloud

IBM

Microsoft

AI capabilities drive business value

- **AUTOMATION**

Enable machines to complete
repetitive tasks like humans

- **NATURAL USER EXPERIENCE**

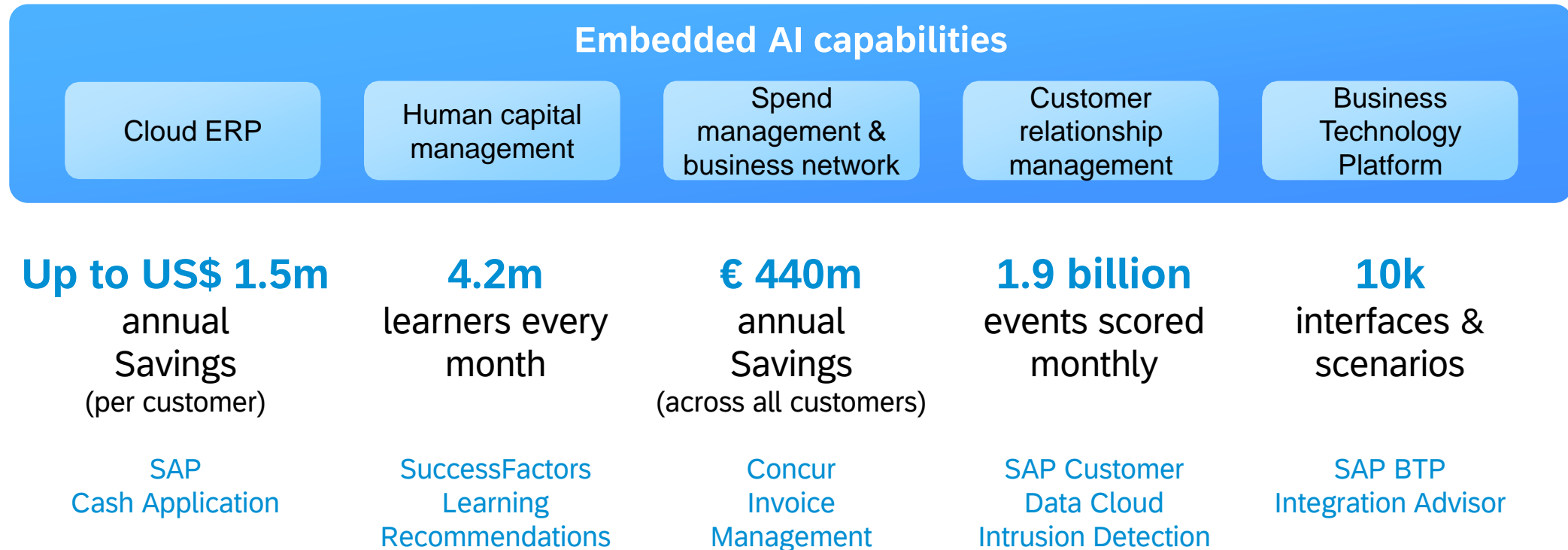
Facilitates human-machine interaction

- **INSIGHTS, OPTIMIZATION, & PREDICTIONS**

Augment human decisions and cognition

AI Infused Across SAP's Product Portfolio

AI is already a central, integrated capability of our enterprise applications and business technology, used by tens of thousands of our cloud customers.



Generative AI business use cases

Use case examples

Document information extraction

BASE

Automate core business document processing use cases for selected document types

NEW

PREMIUM

(supercharged by GenAI)

Automate all business document use cases in most languages end to end

Get built-in support for **40+ languages with extensions** for virtually any kind of document

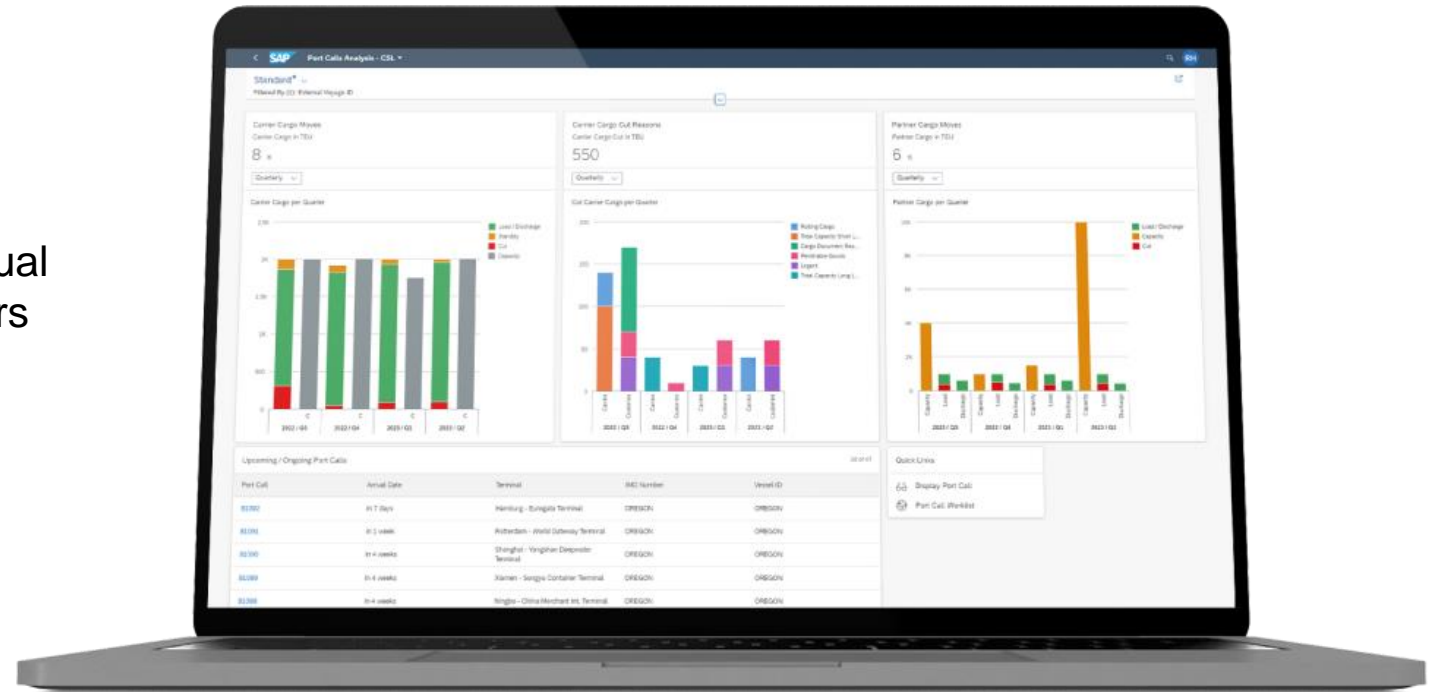
- Schema-based extraction
- Language coverage
- Extensions of SAP standard schemas
- Immediate improvement

Generative AI business use cases

Use case examples

Document Information Extraction in SAP Transportation Management Application

- ✔= Conduct automated checks with **greater accuracy and minimized errors**
- ✔= **Significantly reduce hours spent** on manual checks and waiting times for logistics carriers
- ✔= Ultimately **improve operational efficiency and save valuable time**

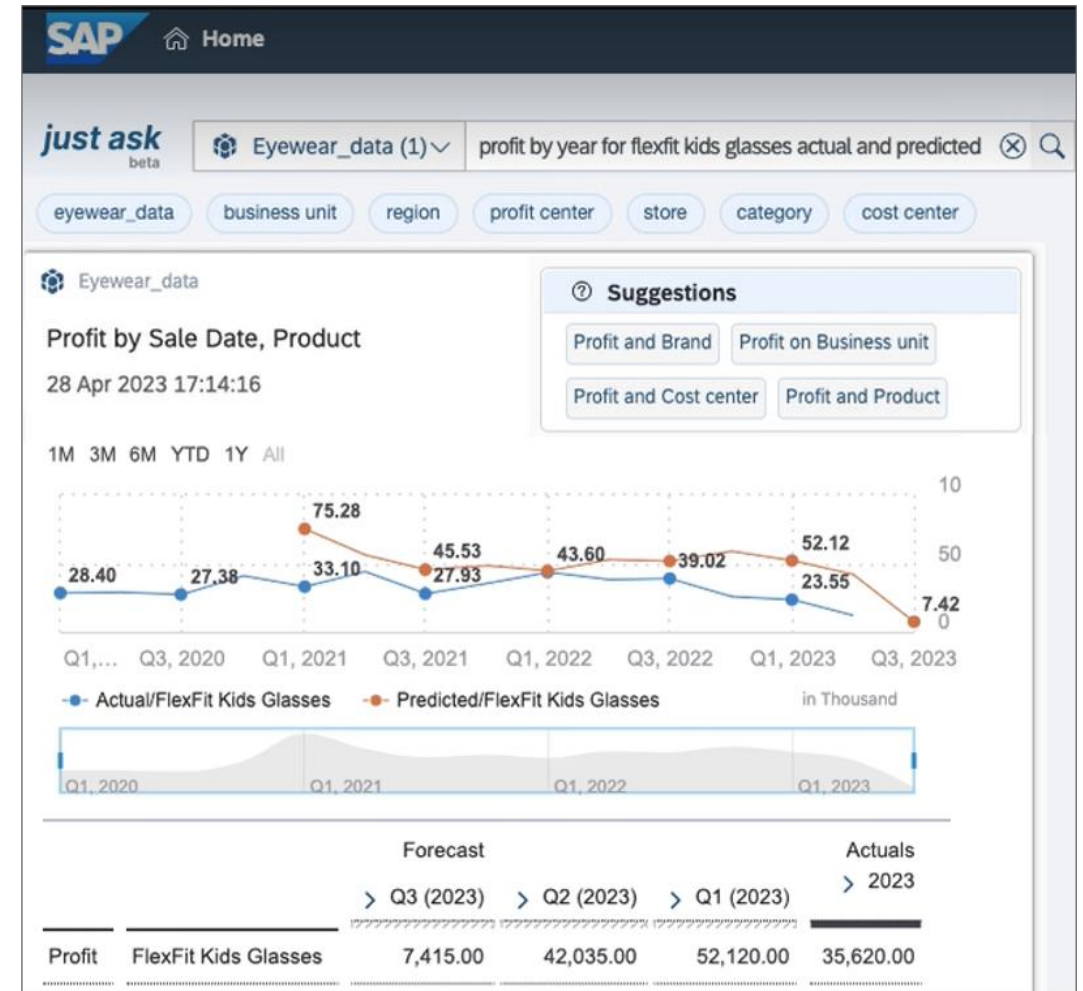


Generative AI business use cases

Use case examples

Just Ask feature for SAP Analytics Cloud

- ✂= **Faster insights**
Fast natural language querying with all the value of business semantics
- ✂= **Trusted retrieval**
Proprietary large language models (LLMs) to help ensure secure information retrieval preserving data policies
- ✂= **Business agility**
Multi-cloud workflow compatibility and integration with external data sources



just ask
beta

Bike Sales Order (1)

X BIKE SALES ORDER

W by no customer meetings

no customer meetings

units sold

no customer meetings

units sold

product sales on bike sales orders ?

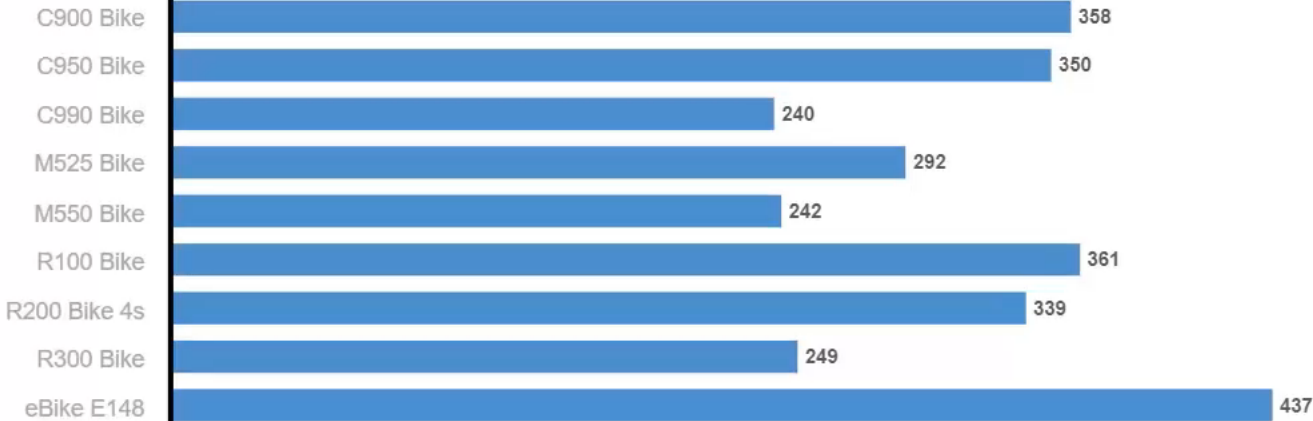
Search

Bike Sales Order

Order Value by Product

31 May 2023 10:17:50

in Thousand



Actuals

Order Value

C900 Bike

357,657

C950 Bike

349,915

Suggestions

Order value by Country

Order value by Country type

Order value per Customer segment

Order value by Date

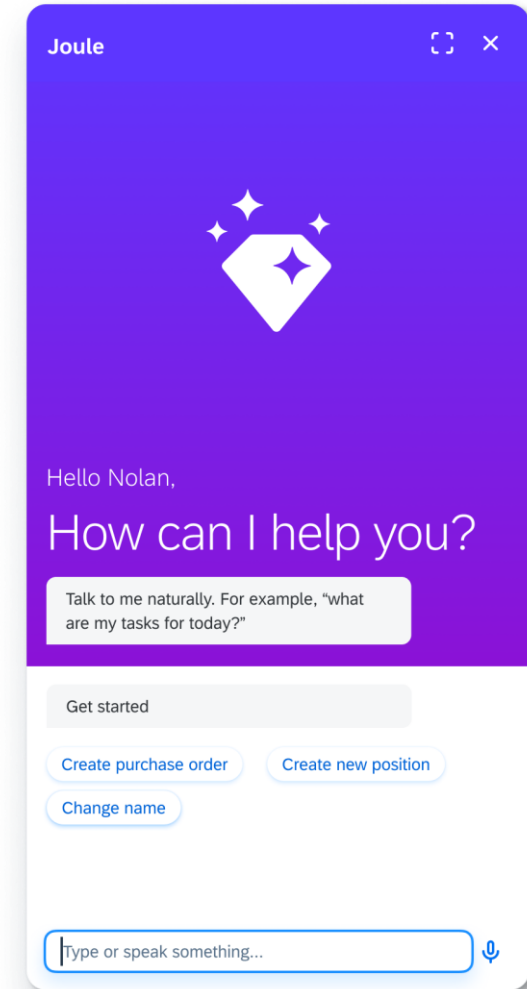
Order value by Product type

Generative AI business use cases

Use case examples

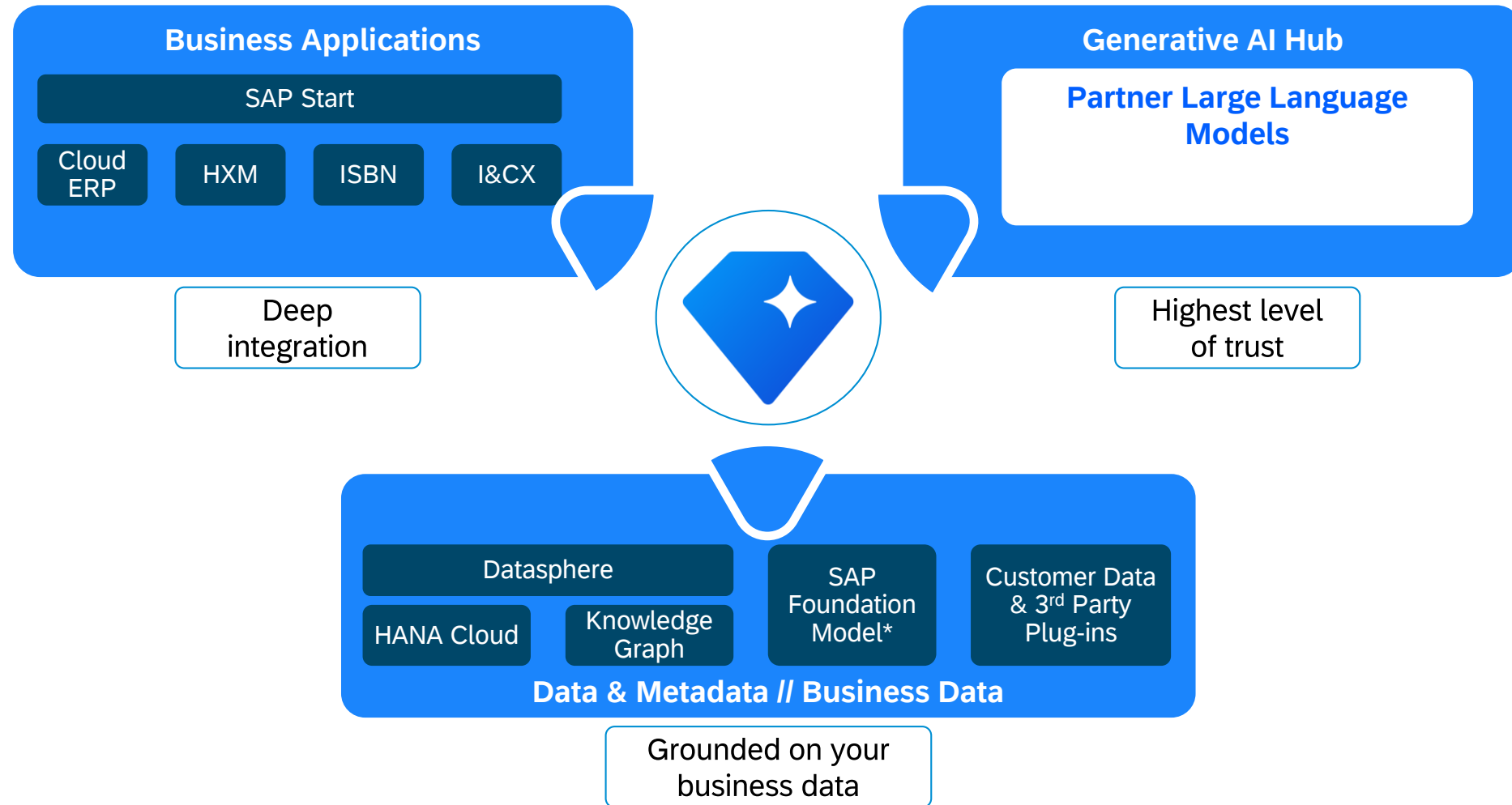
Joule

- ✔= **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



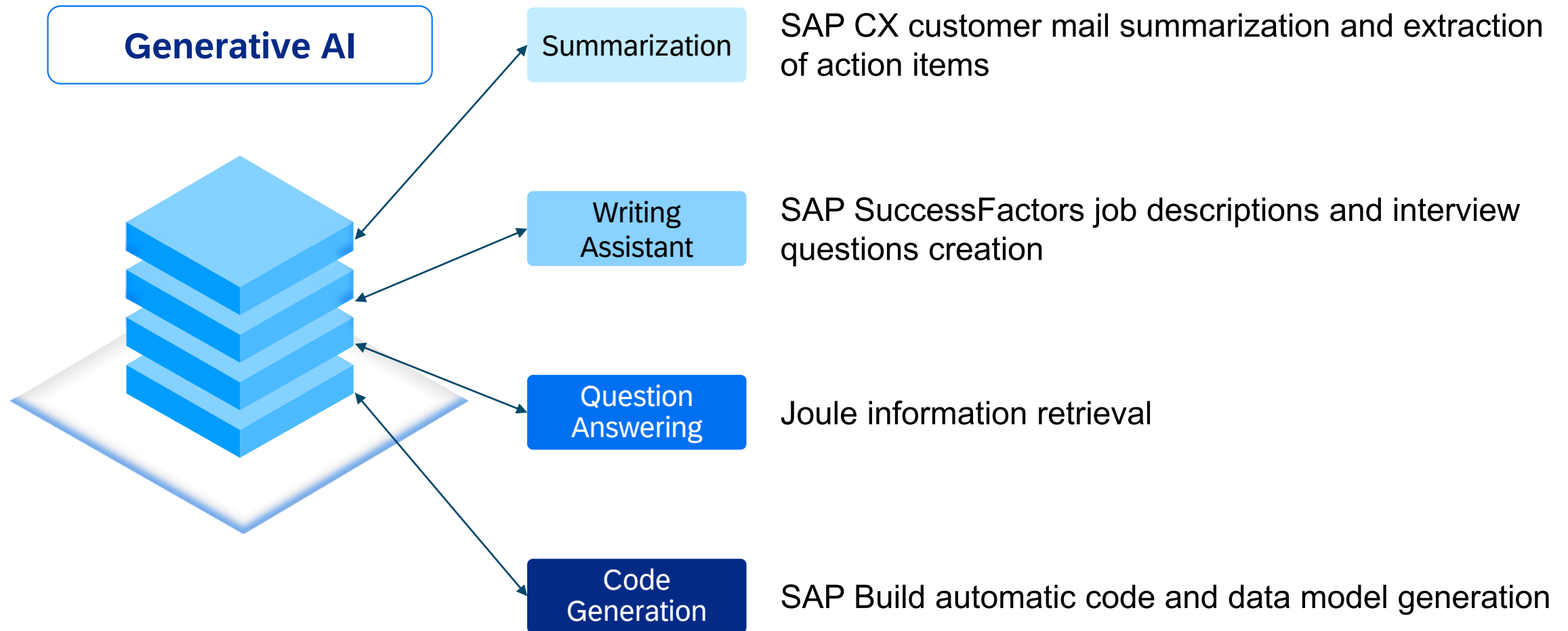
Note: Planned availability in SAP business applications at different times, starting with SAP SuccessFactors solutions and SAP Start in Q4 2023.

Joule – The copilot that truly understands your business



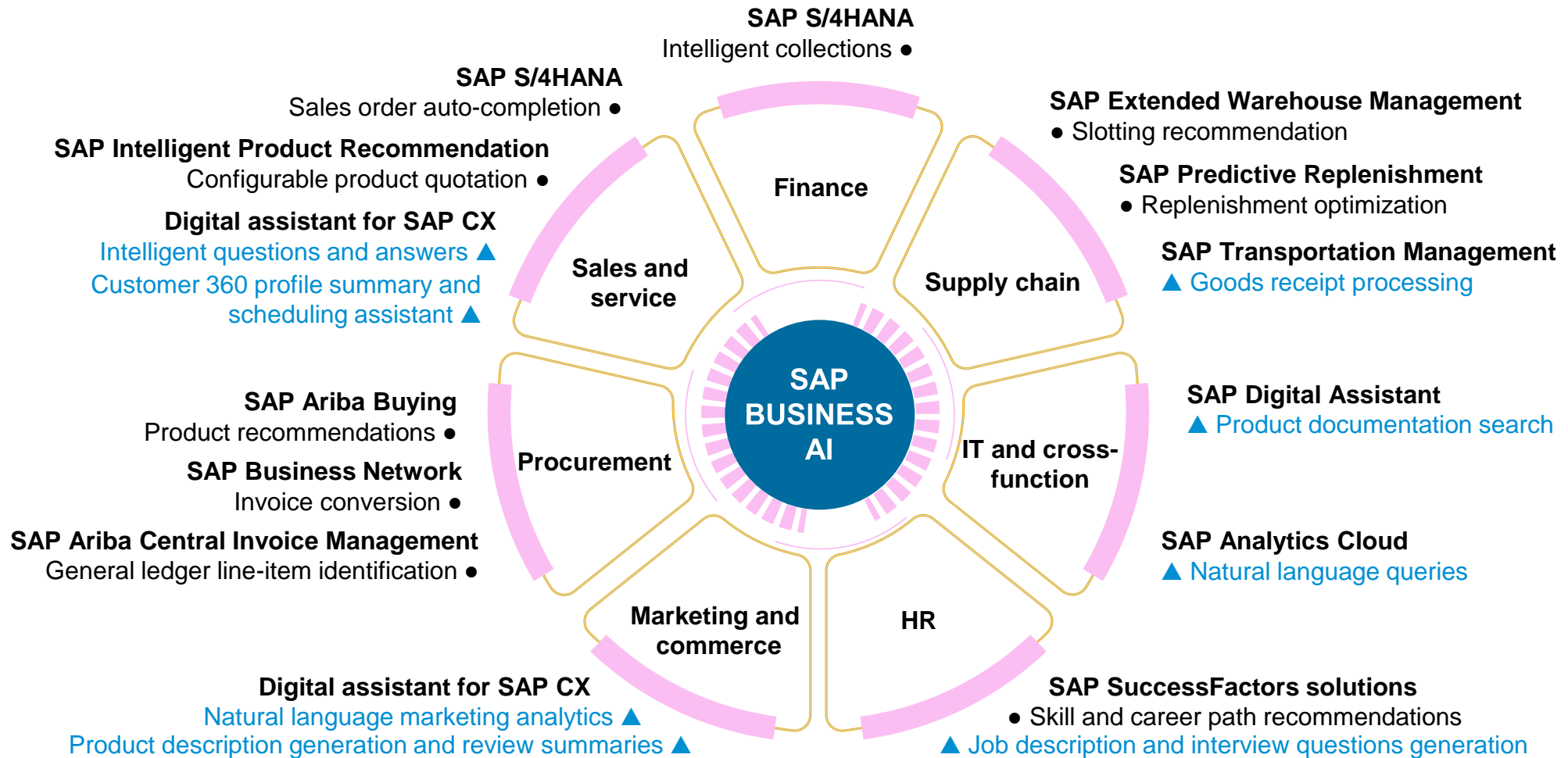
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Examples of solutions



Generative AI business use cases

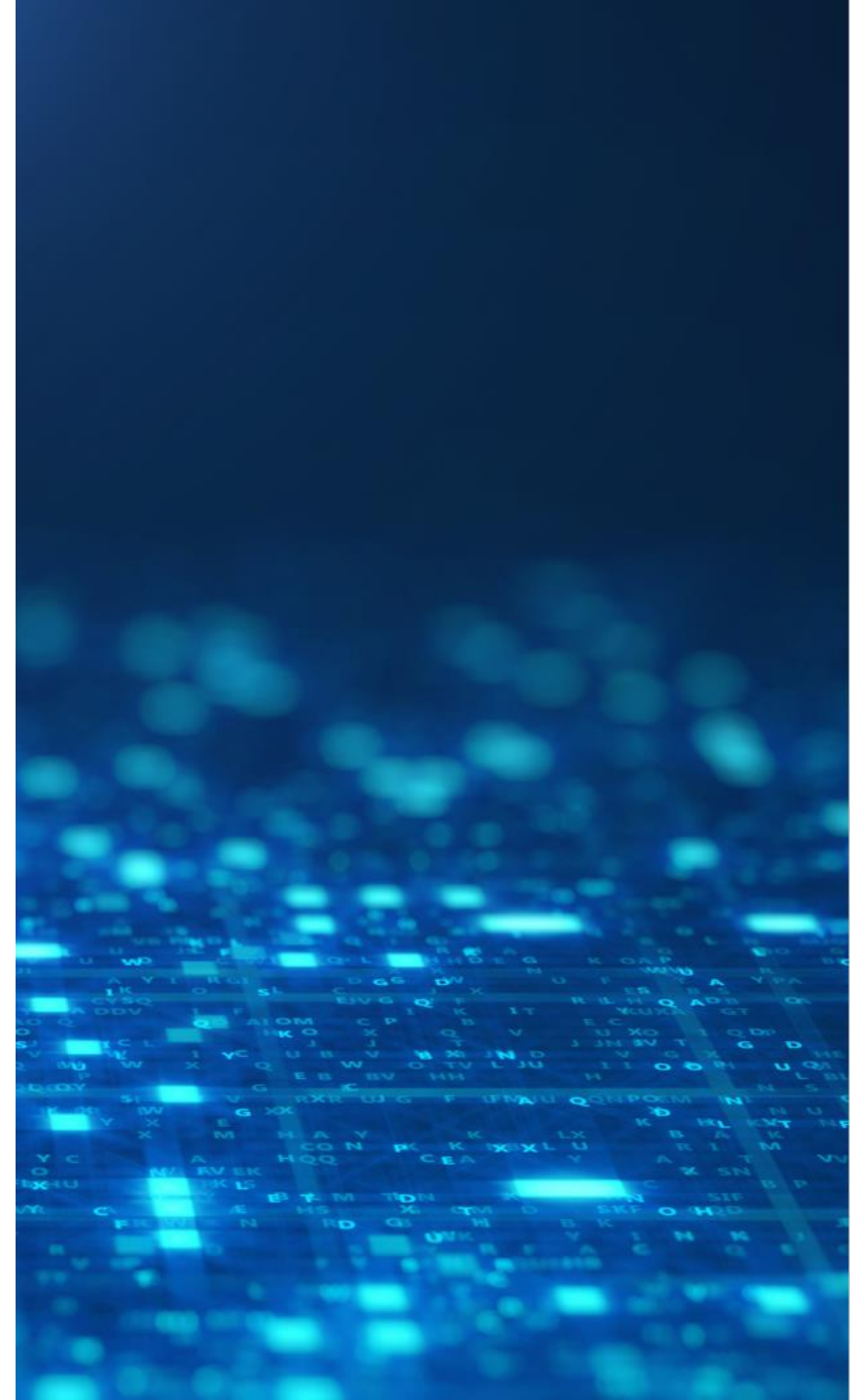
Use case examples



▲ Generative AI scenario | Announced at SAP Sapphire 2023

Key takeaways

- Generative AI will impact your work and industry, so prepare yourself and your organization.
- Activate embedded AI use cases already available in SAP SaaS solutions.
- Leverage SAP Business Technology Platform for building custom generative AI extensions to SAP and business applications.
- Get started today!



Thank you.

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