

# SAP Artificial Intelligence

Demo Session Overview

# Presentation Agenda

## 1. The Generative AI Revolution

Overview of generative AI and its evolution.

## 2. SAP AI Offerings

SAP's portfolio and architecture for AI.

## 3. SAP Use Cases in Action

Real-world examples across business domains.

## 4. Course Layout

Key skills for building and using SAP AI.

Section 1

# The Generative AI Revolution

# What is Generative AI?

It's a type of artificial intelligence that doesn't just analyze or classify data—it **creates new, original content**.



## Traditional AI

Analyzes existing data to make a prediction or decision.

"Is this image a cat or a dog?"

VS



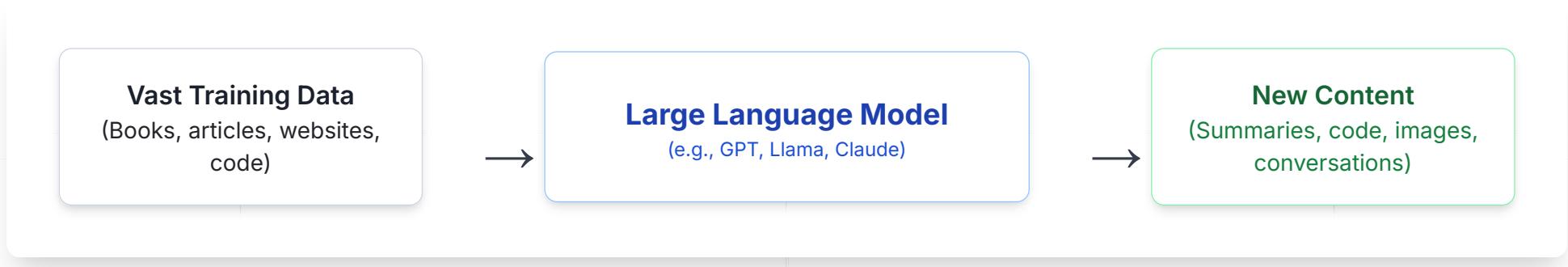
## Generative AI

Generates new content based on the patterns it has learned.

"Create an image of a cat wearing a party hat."

# The Engine: Large Language Models (LLMs)

LLMs are the foundation of many Generative AI tools. They are massive neural networks trained on vast amounts of text and data to understand and generate human-like language.



# Common Business Applications

Generative AI is transforming how businesses operate across various functions.



## Content Creation

Drafting emails, marketing copy, and reports.



## Conversational AI

Powering intelligent chatbots and summarizing meetings.



## Code Generation

Writing code snippets, tests, and documentation.

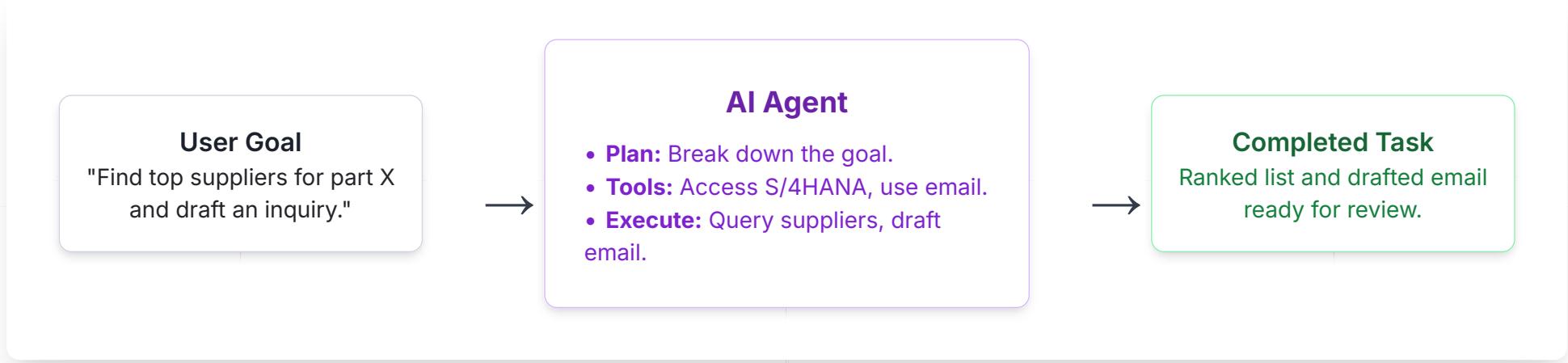


## Data Insights

Explaining complex data and generating business insights.

# The Next Frontier: Agentic AI

The world is moving from passive content generators to proactive AI Agents that can understand a goal, create a plan, and use tools to execute multi-step tasks.



# Industry-Specific Agentic Use Cases

Applying generative AI to solve specific challenges across the enterprise.



## Finance

Generate narrative for financial reports and detect anomalies in transactions.



## Supply Chain

Simulate impact of disruptions and suggest alternative logistics plans.



## Human Resources

Create tailored job descriptions and generate personalized employee learning paths.



## Sales & Marketing

Draft customized sales pitches and automate the creation of marketing campaigns.

Section 2

## SAP AI Offerings

# SAP Business AI

Embedding AI that is **Relevant**, **Reliable**, and **Responsible** directly into the core business processes SAP powers.



## Relevant

AI is built-in, not bolted on.  
It understands your  
business context.



## Reliable

Built on market-leading  
applications and business  
data.



## Responsible

Adheres to the highest  
standards of data privacy  
and ethics.

# How is SAP Business AI Effective?

Help Enterprise teams to get more done faster and more efficiently with AI and agents that actually understand all your business processes and data.



## Complete enterprise context

Drive impact with AI grounded in your business data and embedded into every business function



## Omnipresent experience

Maximize the value of AI across your business with a single AI interface that seamlessly integrates data and workflows.



## Unmatched efficiency

Solve complex challenges with AI agents that securely collaborate across your business processes.

# SAP's High-Level AI Architecture

**SAP Business Applications**  
(S/4HANA, SuccessFactors, Ariba, etc.)



## SAP Business Technology Platform (BTP)

The unified platform for integration, extension, and data-to-value.

### AI Foundation

SAP AI Core & AI Launchpad

### Generative AI Hub

Access to multiple LLMs

### AI Business Services

Pre-trained models (e.g., Document Extraction)

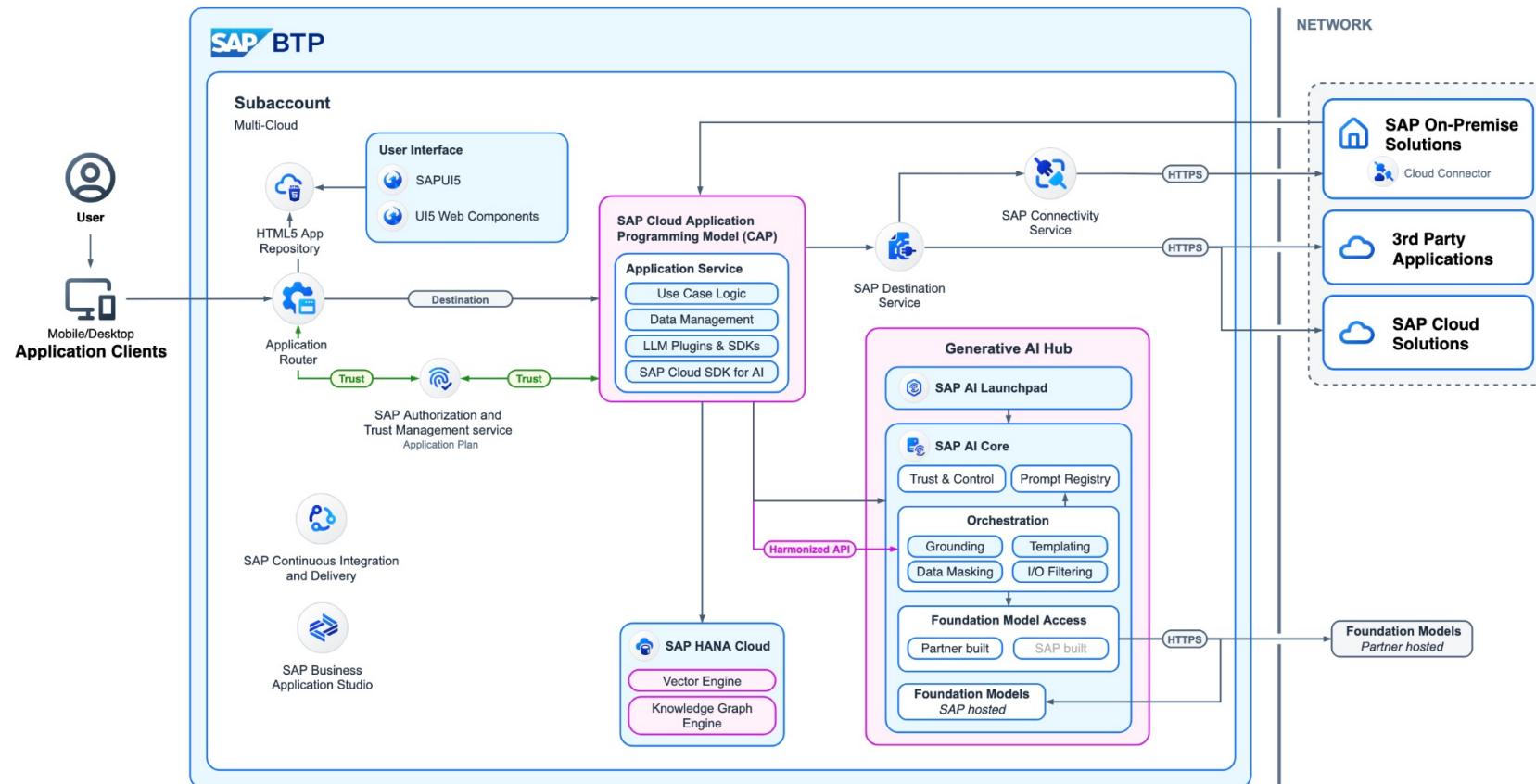
# Architecture: SAP Generative AI Hub

A single, secure gateway to orchestrate multiple Large Language Models (LLMs),  
grounded in your business data.



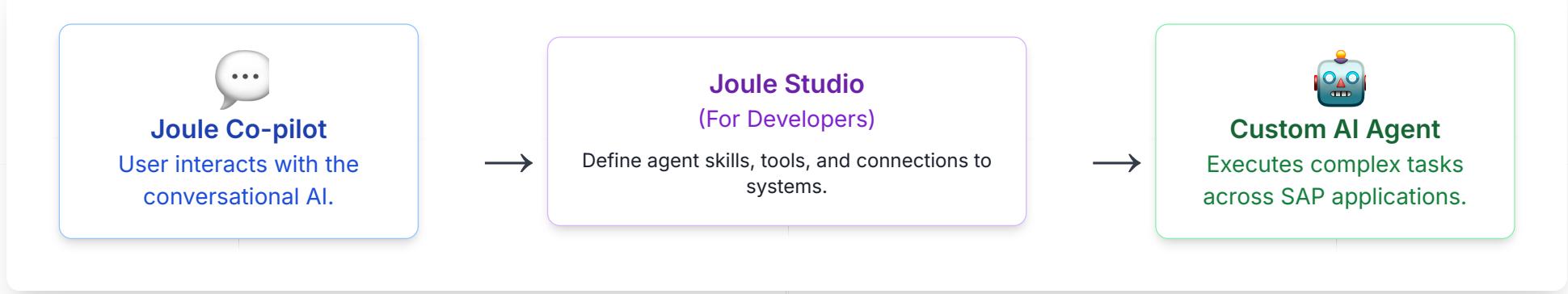
# Architecture

## Generative AI on SAP BTP



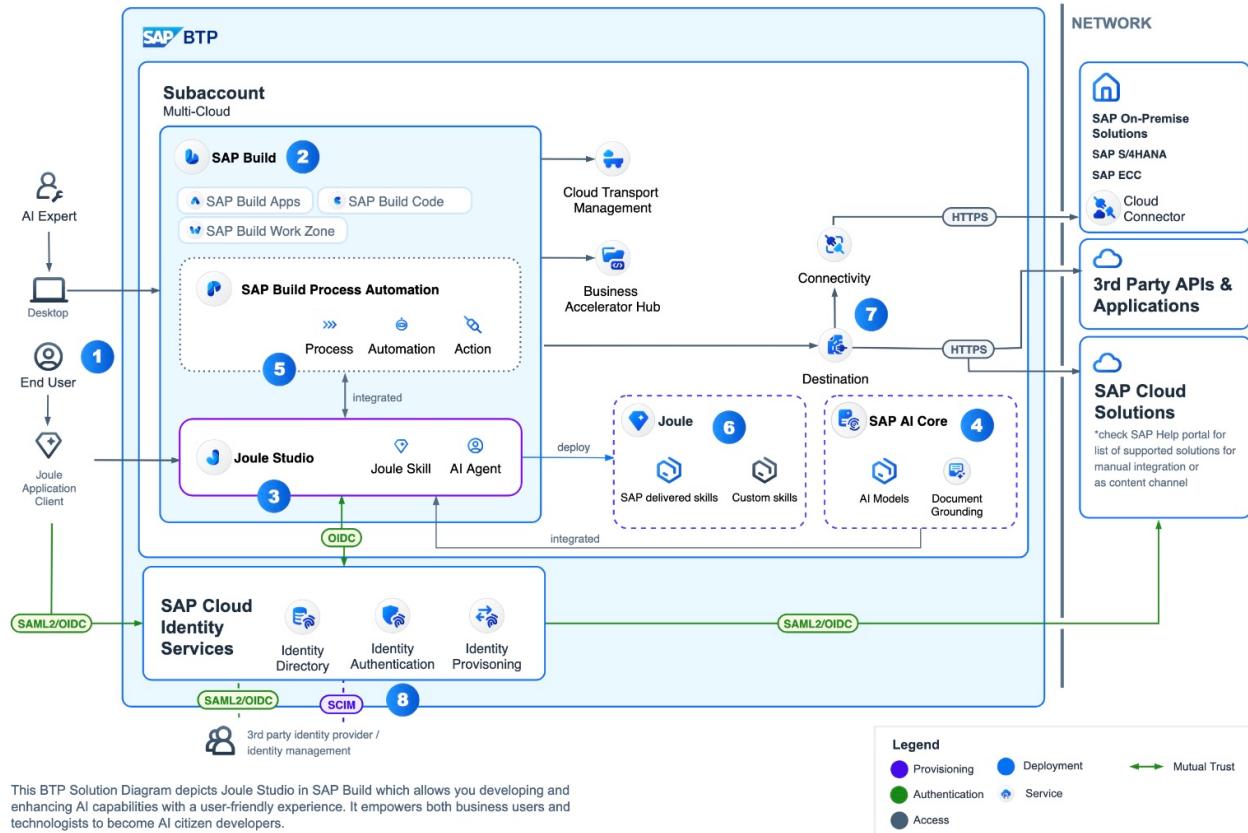
# From Co-pilot to Agent: Joule & Joule Studio

Joule is SAP's AI co-pilot, and Joule Studio is the 'low-code' environment for developers to build powerful AI Agents on top of it.



# Joule Studio

## Extend Joule with Joule Studio



Section 3

## **SAP Use Cases in Action**

# Use Case: Conversational AI in S/4HANA

How a user Business user can interact with a conversational AI bot in SAP S/4HANA Fiori apps to generate a product description using natural language.

**User in S/4HANA Fiori App:** Enters prompt for a new product.



"Generate a marketing description for our new 'XT-1000' mountain bike. Highlight its carbon frame and 29-inch wheels."



**CAPM Application on BTP:** Receives the request.

Sends a structured API call to the Generative AI Hub.



**Generative AI Hub:** Routes the prompt to the selected LLM.

Ensures compliance and injects relevant business context if needed.

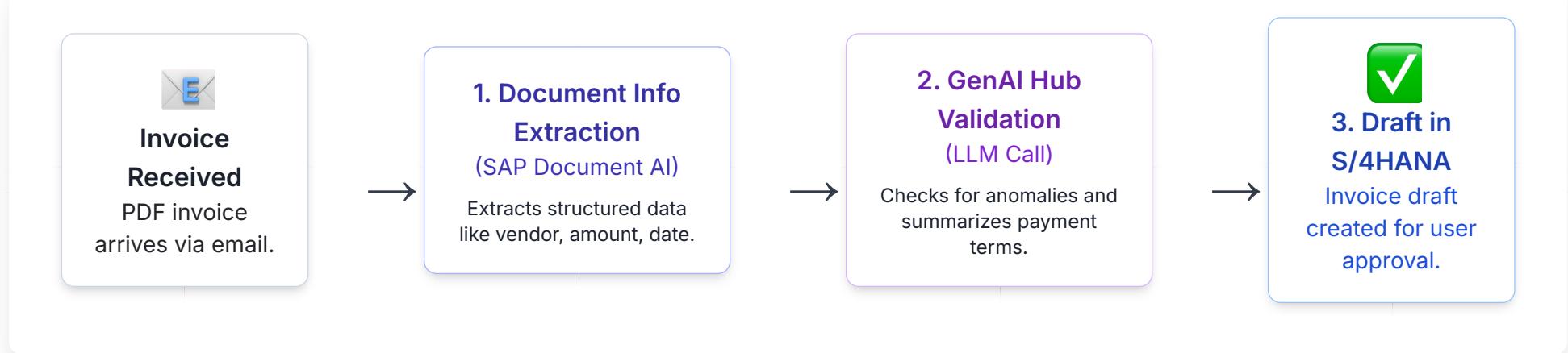


**S/4HANA Fiori App:** Receives the generated text and displays it to the user.

"Unleash your potential with the XT-1000, featuring a feather-light carbon frame and dominant 29-inch wheels..."

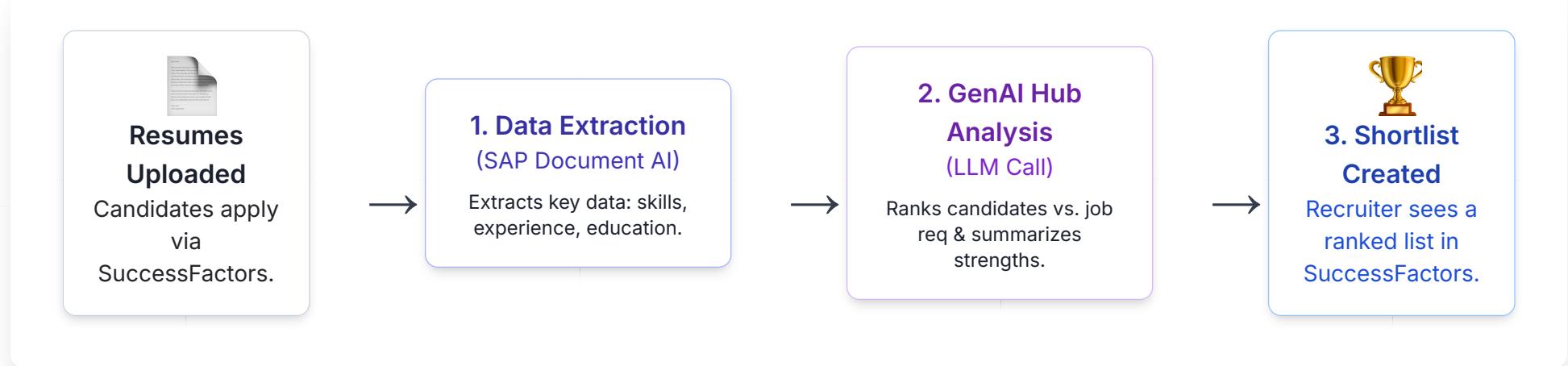
# Use Case: Automated Invoice Processing

An end-to-end flow showing how different SAP AI components work together to automate a core financial process.



# Use Case: Intelligent Candidate Screening

How AI can accelerate the hiring process from resume submission to generating a candidate shortlist in SuccessFactors.



Section 4

# Course Layout

# Core Technology & Skills

This course builds the essential skills needed to create and manage custom AI solutions on SAP BTP.

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Python

## Python for AI/ML

The language of data science. We'll cover Pandas, NumPy, and data analysis fundamentals.

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AI/ML

## AI, ML & NLP Concepts

From supervised learning to advanced NLP models like BERT, understand the theory behind the tech.

A light purple circular icon containing the text "BTP" in a sans-serif font.

BTP

## SAP BTP Development

Leverage the Cloud Application Programming Model (CAPM) to build robust, scalable AI-powered apps.

# **Thank You**

Questions & Discussion