

Deep Dive: Boost Your Cloud Transformation Journey with SAP Business AI: Transforming Work and Decision-Making with SAP's AI Copilot and AI Agents

Murali Shanmugham, Global Business A Strategy Advisor
SAP Australia
March 2025

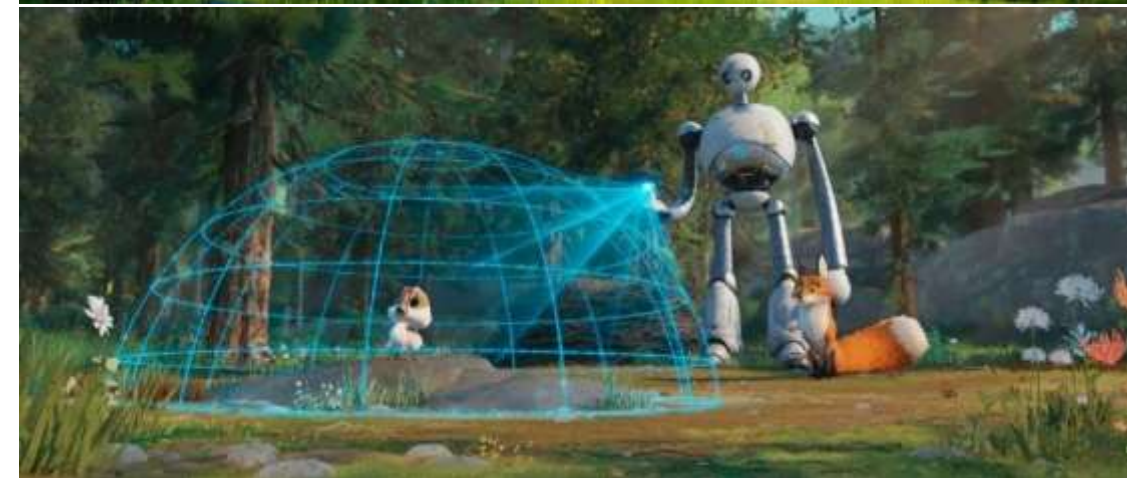




Intuitive Out-of-the Box AI with ability to learn, adapt and solve complex tasks



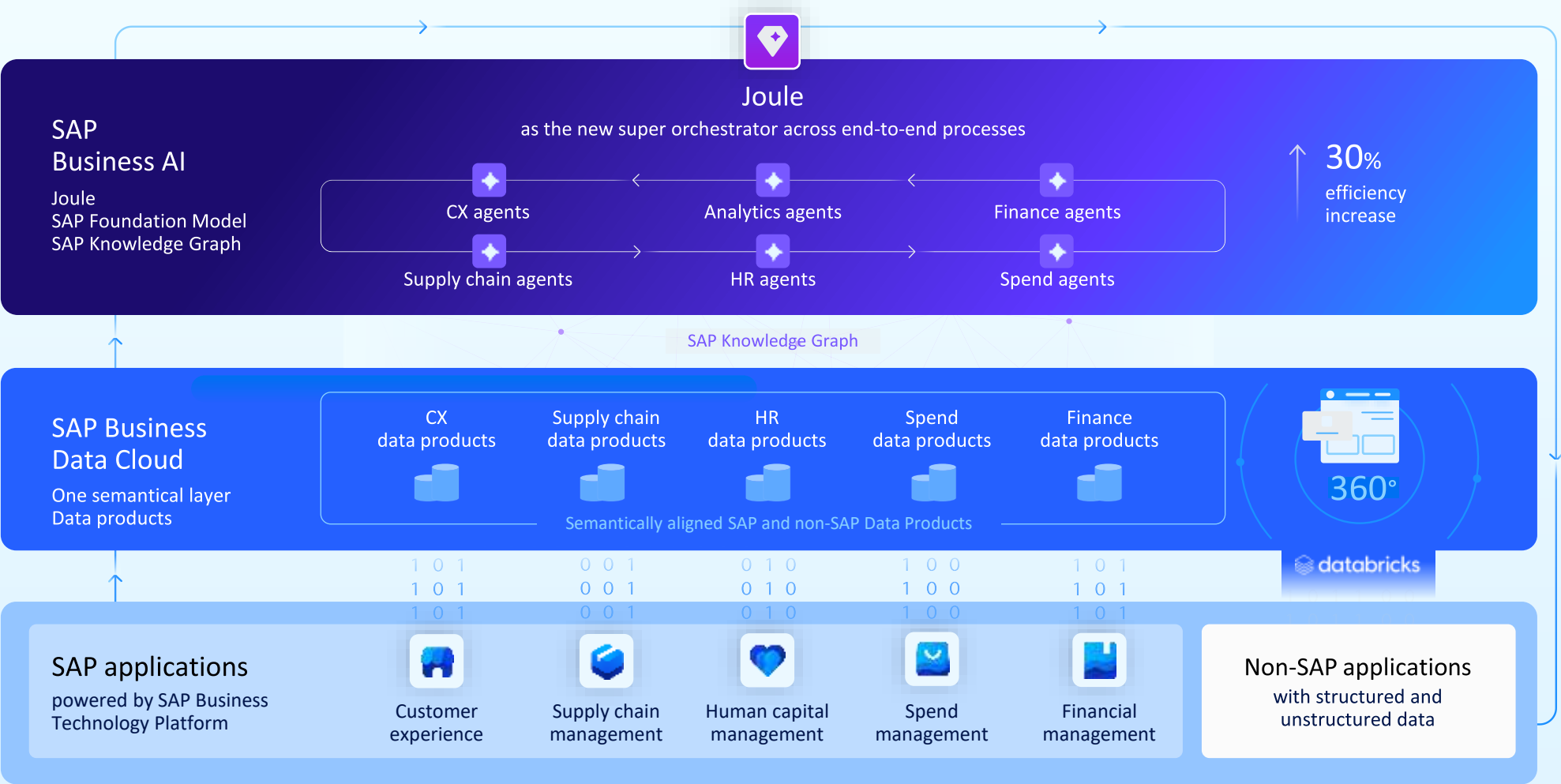
Gathering and analyzing environmental data to make better decisions



Optimizes the island's core processes

AI first and Suite first

SAP delivers market making innovation with SAP Business Suite



Drive relevant outcomes

Trust reliable results

Adopt AI and scale responsibly

←----- Signavio ----- LeanIX ----- WalkMe ----- **AI-Assisted Cloud Transformation** ----- CALM ----- Joule for Consultants ----- and more ----->

Joule

Joule agents

Embedded AI capabilities

Financial
Management

Supply Chain
Management

Human Capital
Management

Spend
Management

Customer
Experience

Business
Technology Platform

Customized AI
based on AI foundation

AI Foundation

on SAP Business Technology Platform

AI ecosystem partnerships and investments



ANTHROPIC



**SAP Business
Data Cloud**

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Trust reliable results



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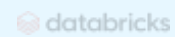
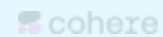
AI Foundation

on SAP Business Technology Platform

AI ecosystem partnerships and investments



ANTHROPIC

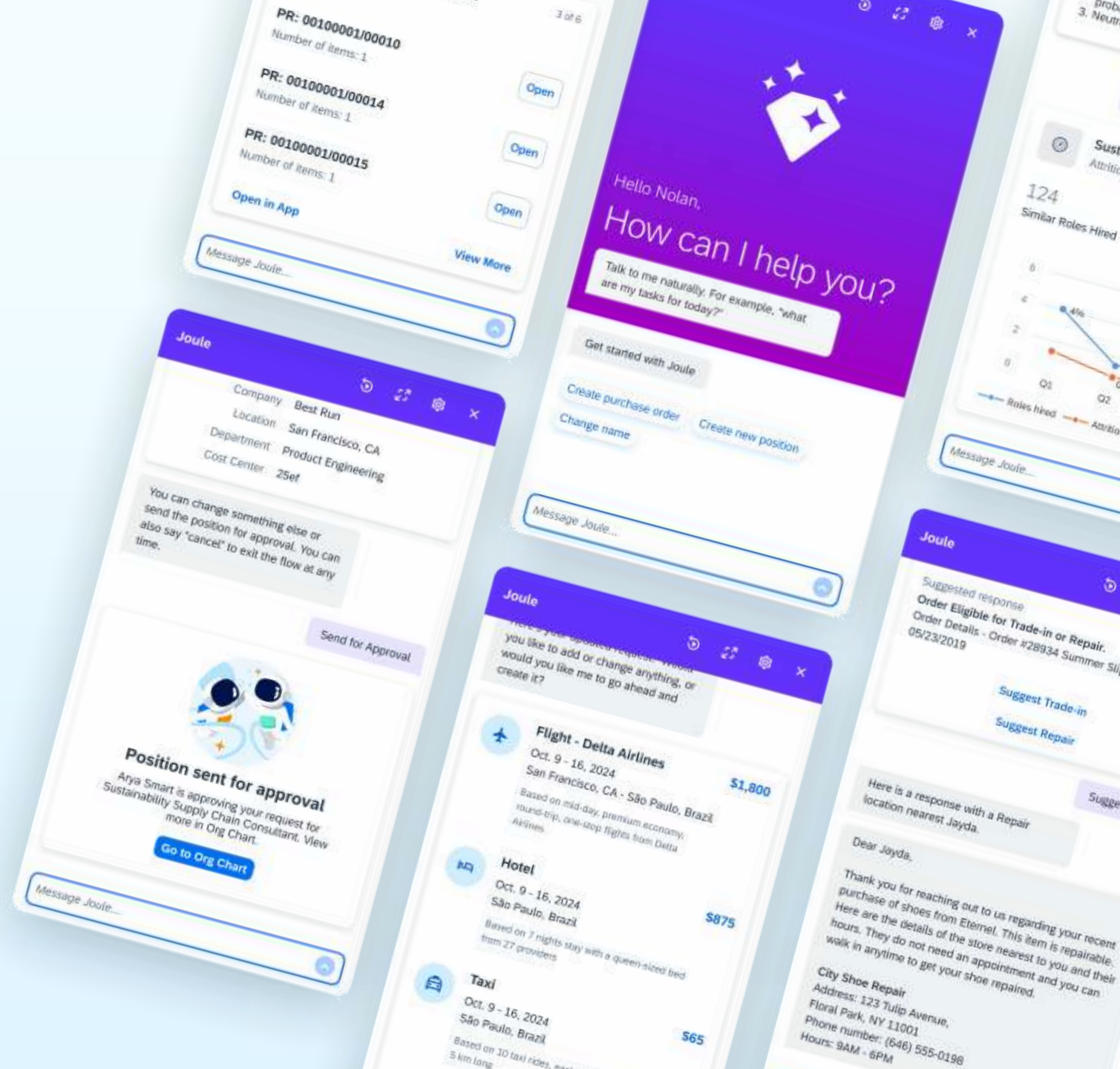


SAP Business
Data Cloud

Joule

Makes every
touchpoint count and
every task simpler

[Learn More](#)



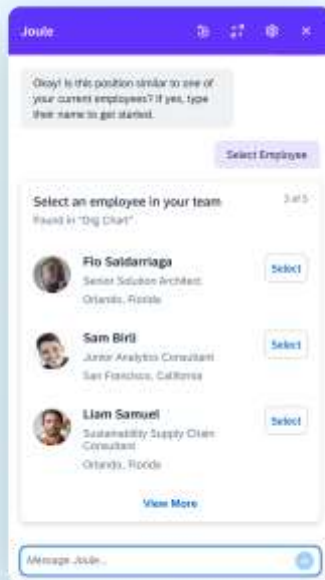
Joule for every business function

...with more to come

Human Resources

Recruitment

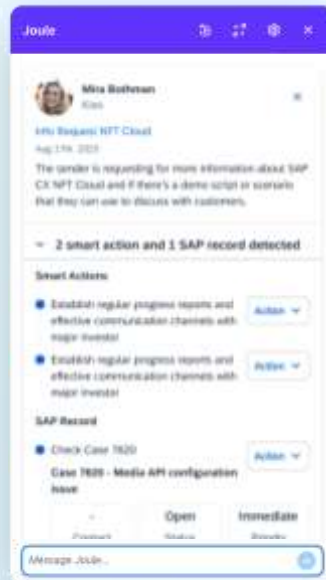
Available



Sales

Sales management

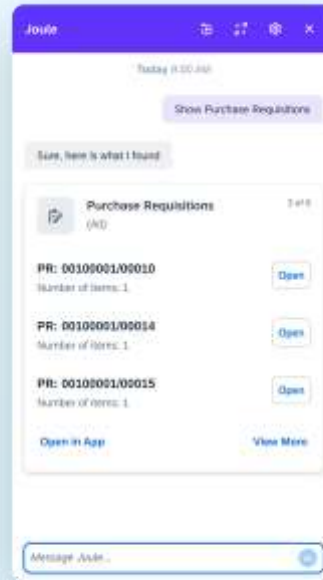
Available



Procurement

Operational purchasing

Available



IT

Code generation

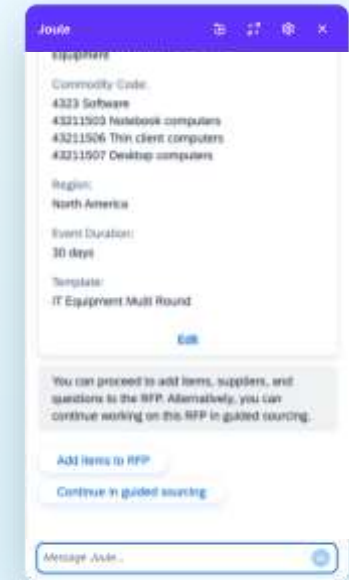
Available



Sourcing

RFP creation

Available



Manage Sales Orders

433K

Sales Order Fulfillment
Analyze and Resolve...

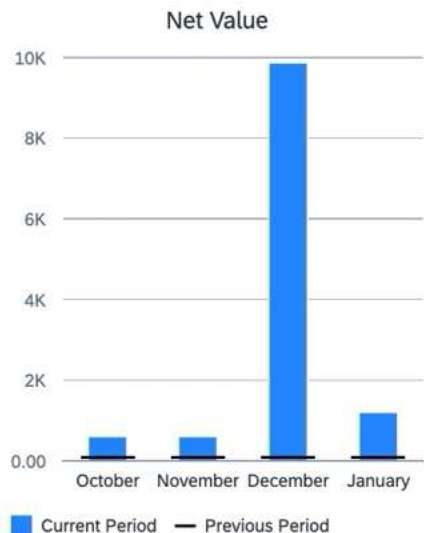
Delivery Issue in ... 6.06K
Shipping Issue in... 3.63K
Billing Block in S... 1.56K
5m ago

Insights Cards (3)

Incoming Sales Orders

By Month | USD

12.3K Target 11.9K Deviation
4 Months

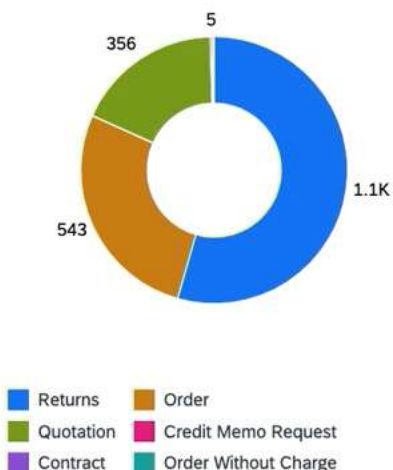


Incomplete Sales Documents

Number of Documents

2K

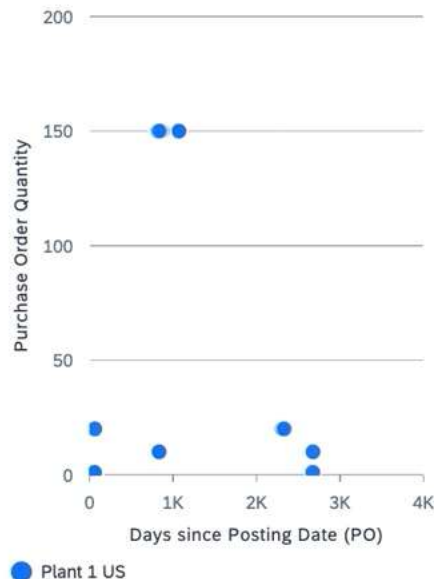
By Document Category



Overdue Materials - Stock in Transit

Top 10 with highest delays

Stock in Transit by Days



Joule

Hello Jasmin,

How can I help you?

Talk to me naturally. For example, 'show me sales orders'

Get started with Joule

Show Situations

Find Sold-to Party Apps

Show Sales Orders

Find Customer Apps

Pick Outbound Deliveries

Message Joule...

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.

Document Grounding

Fast and reliable insights from your business documents

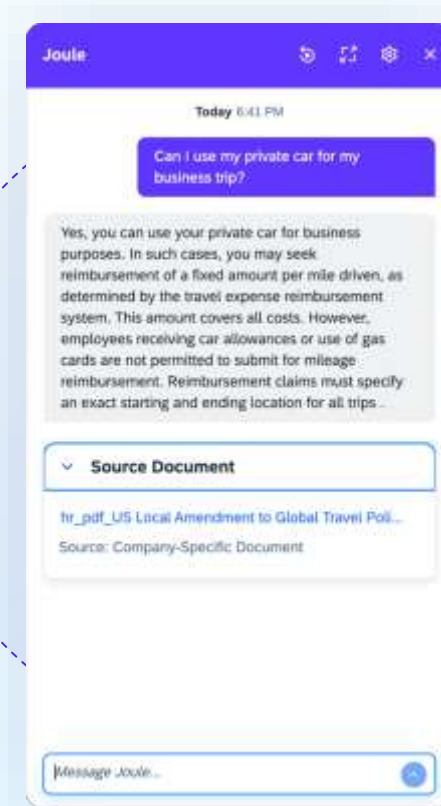
AI-assisted document grounding

enables you to use your **own specific** unstructured or semi-structured documents (such as HR policy documents) to **provide answers to user questions in Joule**.

Saves time spent finding, opening, and reading documents

Conversational Q&A on your unstructured business data

Delivers **grounded answers** in seconds from SAP workflows



Grounding combines large language models (LLMs) with advanced information retrieval to enhance response quality and accuracy, without the need for training or fine-tuning with company-specific data.

Builds trust

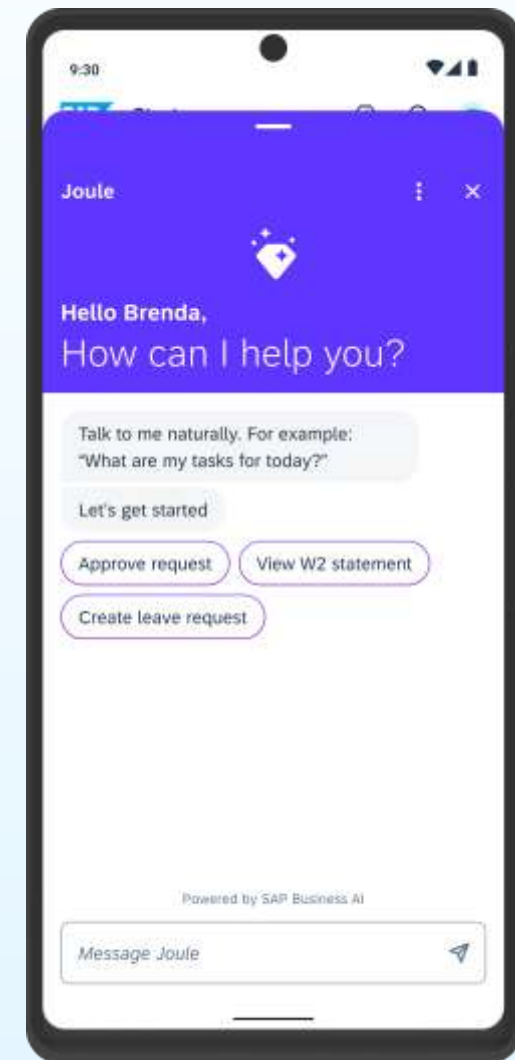
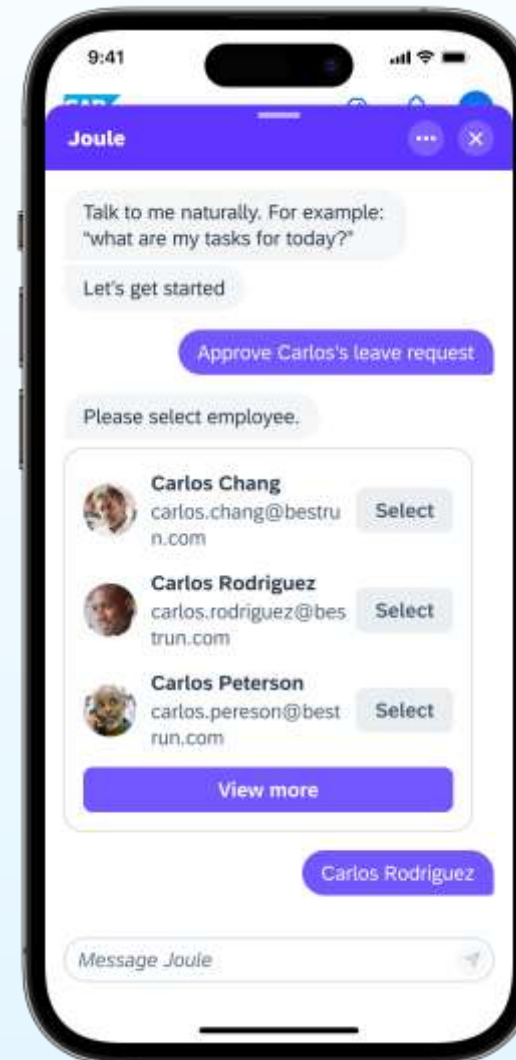
Reduces ambiguity

Minimizes hallucinations



Joule for mobile

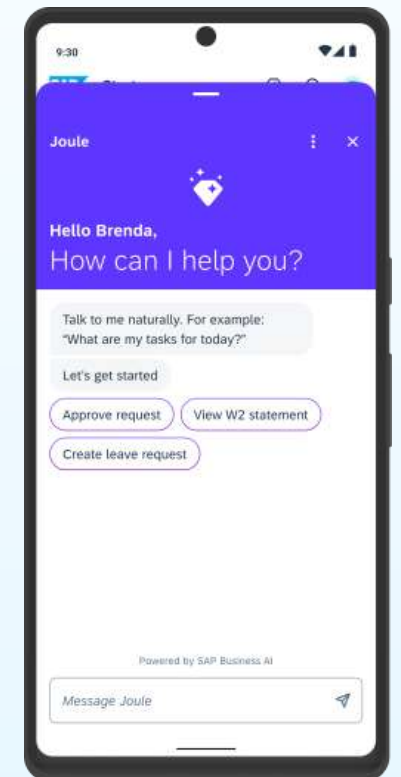
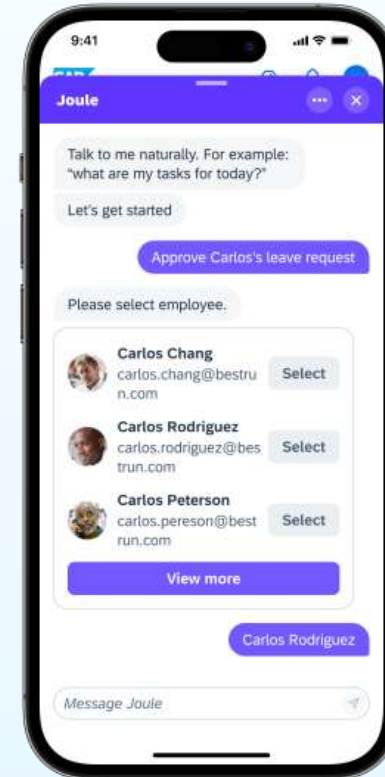
Joule for mobile



Joule for mobile



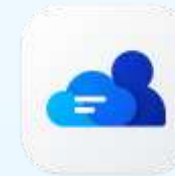
available from November 2024



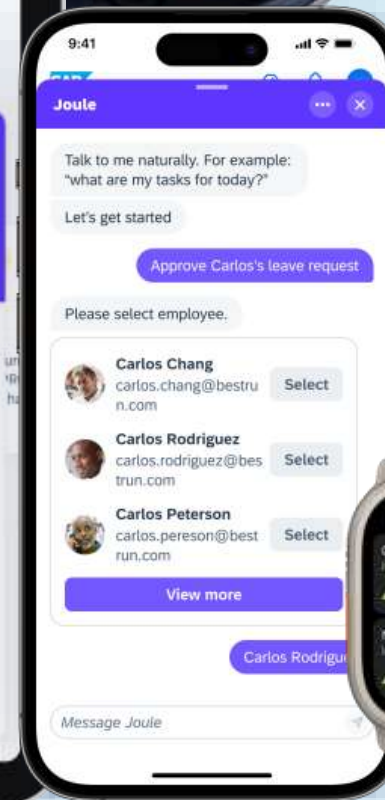
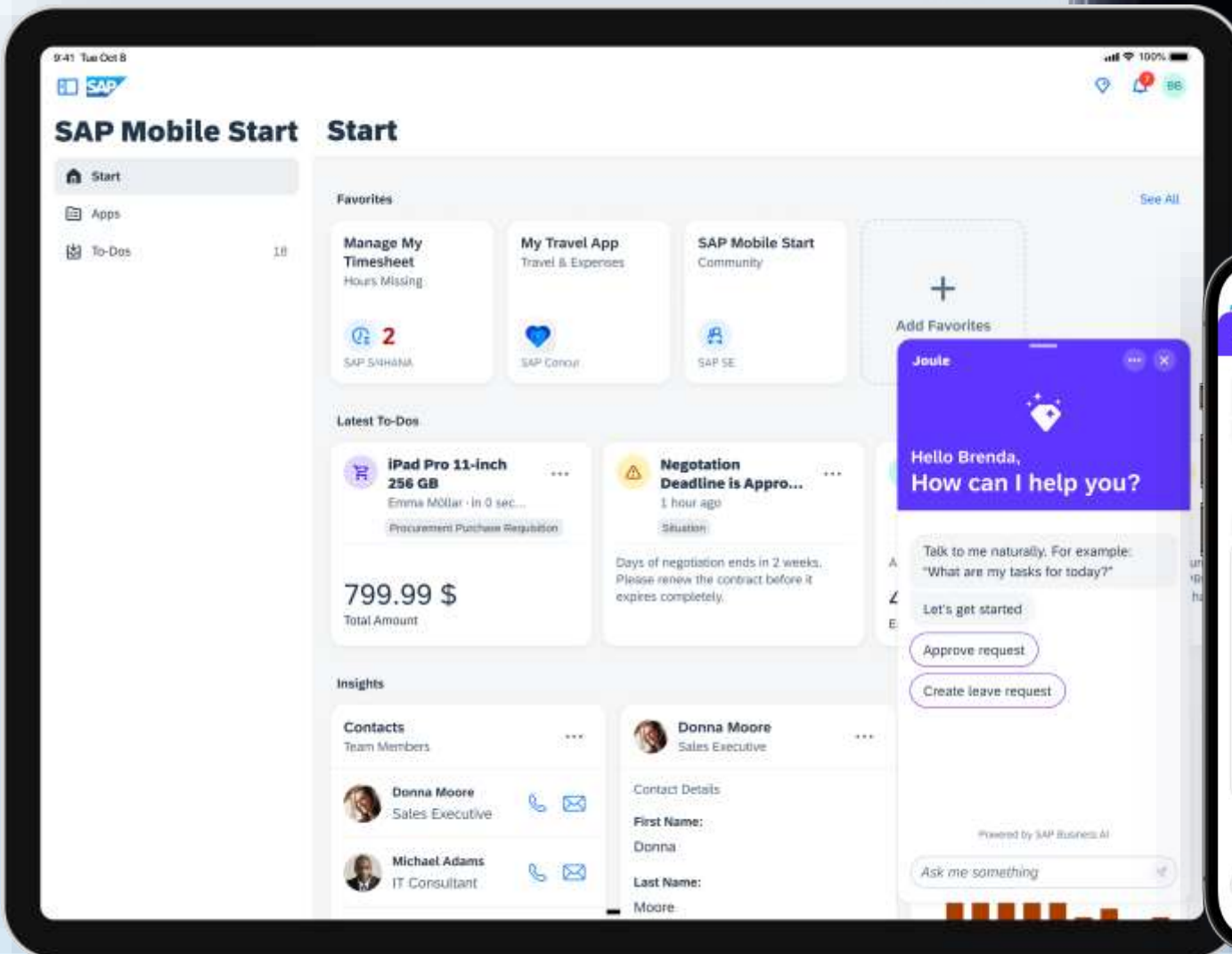
Joule for mobile



available from November 2024



early 2025





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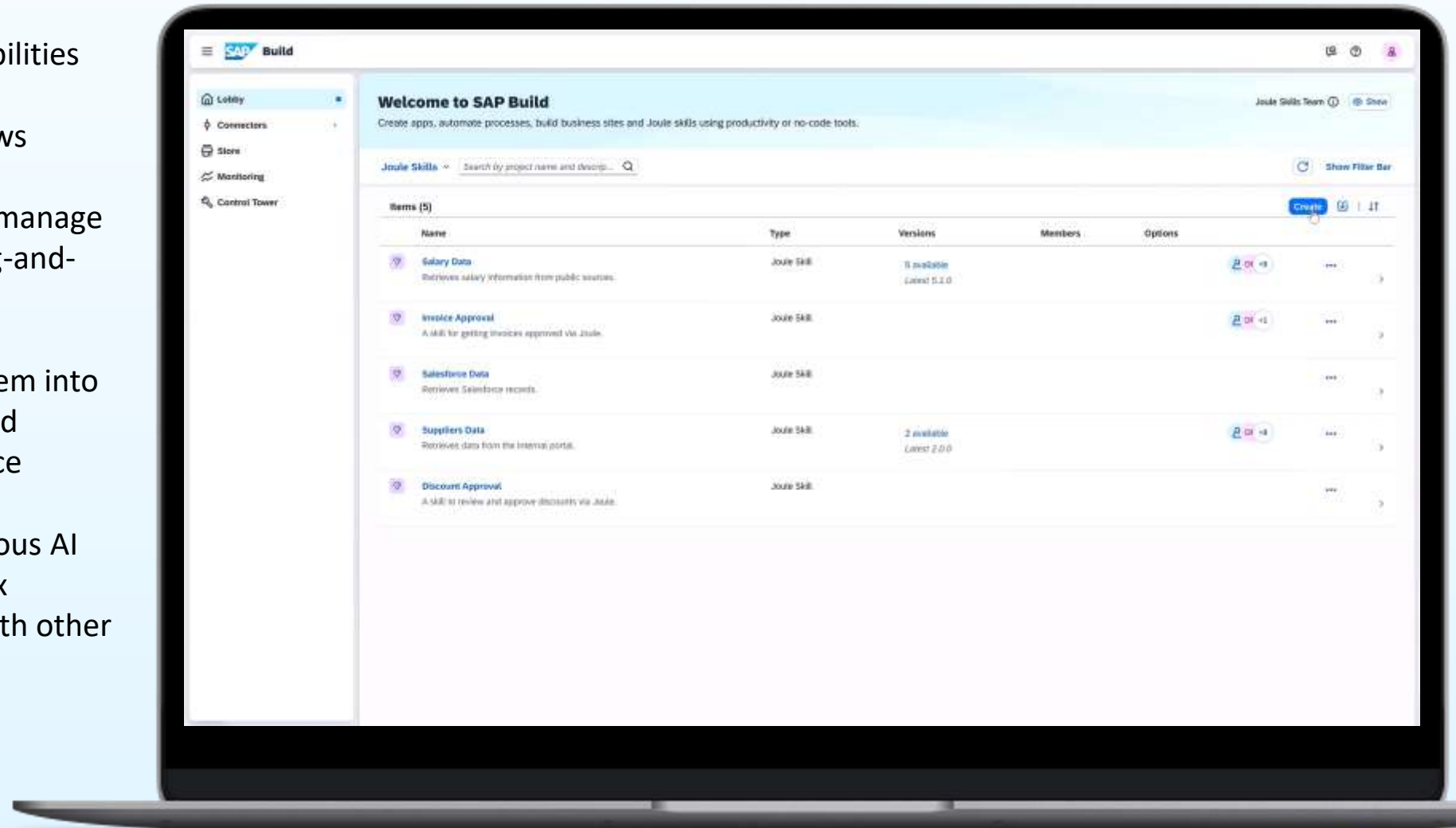
Joule studio

in SAP Build

Q2 2025

Joule studio in SAP Build

- Enhance Joule's built-in capabilities from SAP to support your organization-specific workflows
- Create, deploy, monitor, and manage you own Joule skills with drag-and-drop simplicity
- Integrate any third-party system into Joule for an entirely integrated conversational user experience
- Soon: Build custom autonomous AI agents that can solve complex workflows and collaborate with other agents in Joule

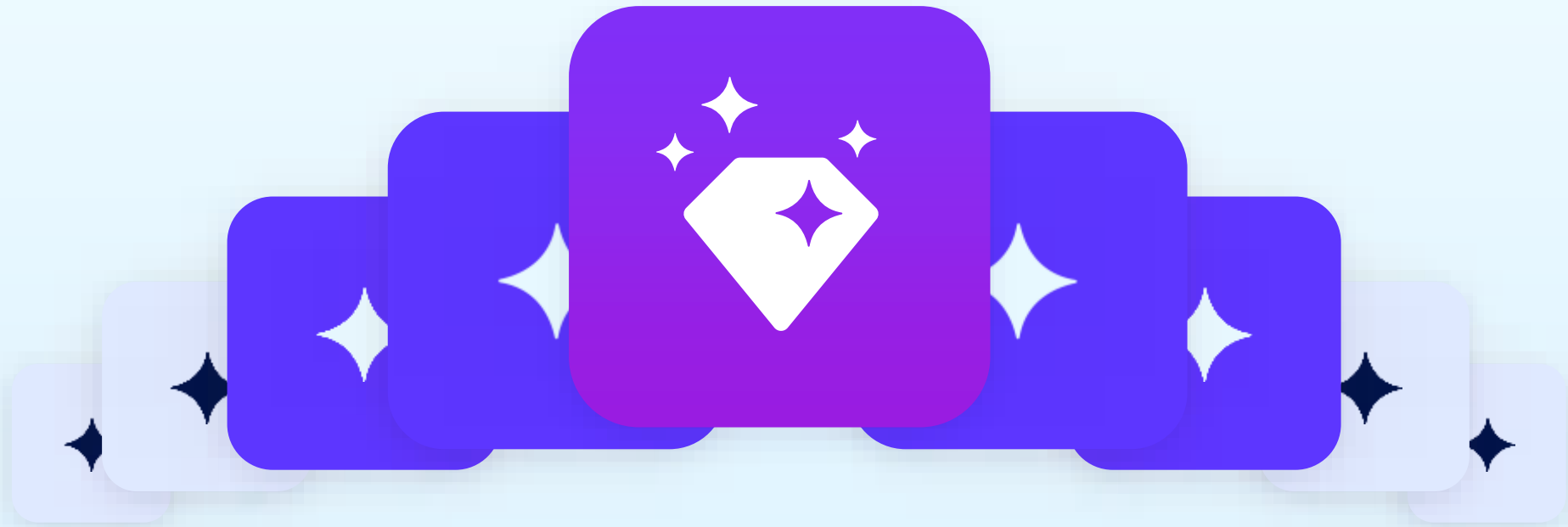


Demo: Teach Joule to create ServiceNow tickets

Joule Agents



Joule Agents



Joule Agents



Planning



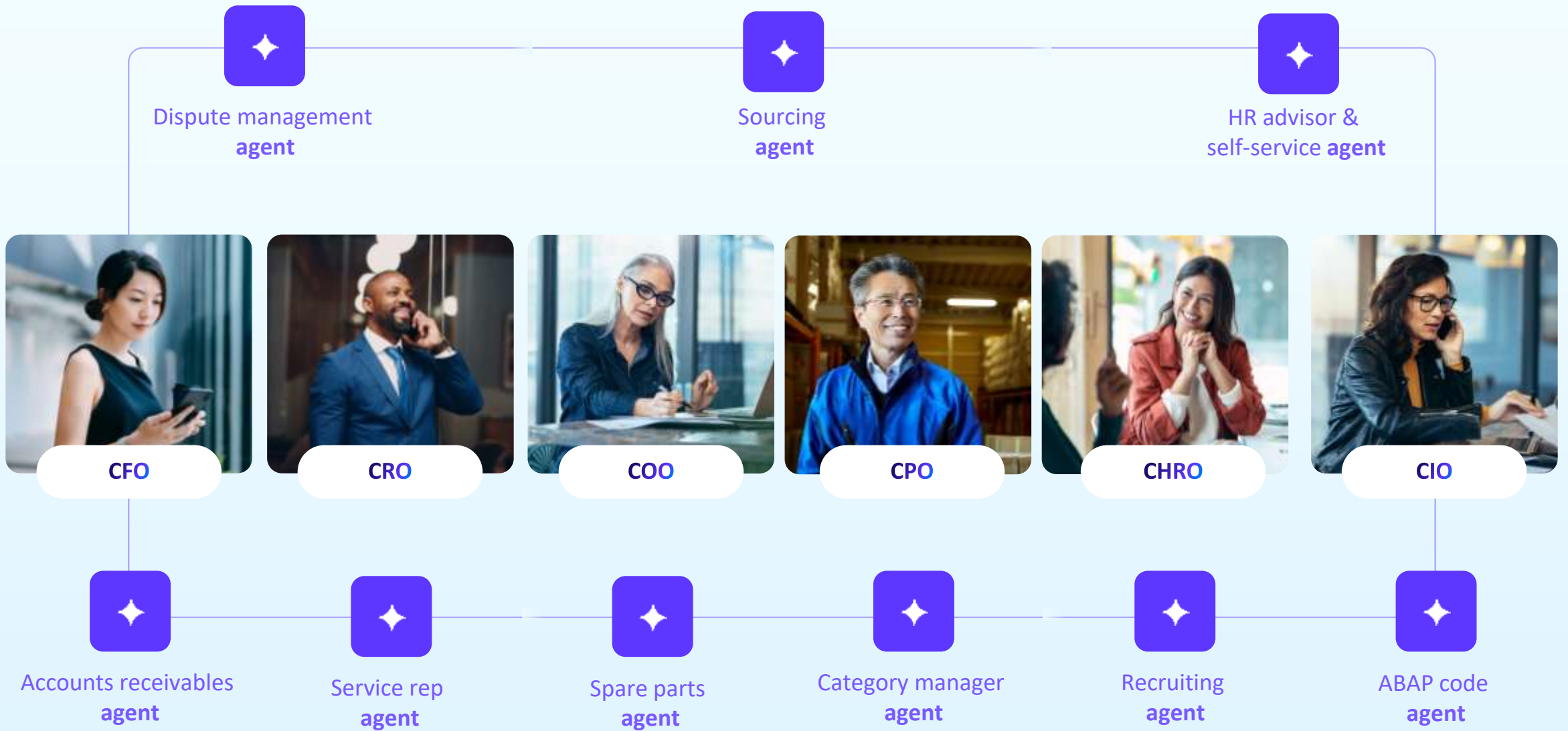
Reflecting



Reasoning

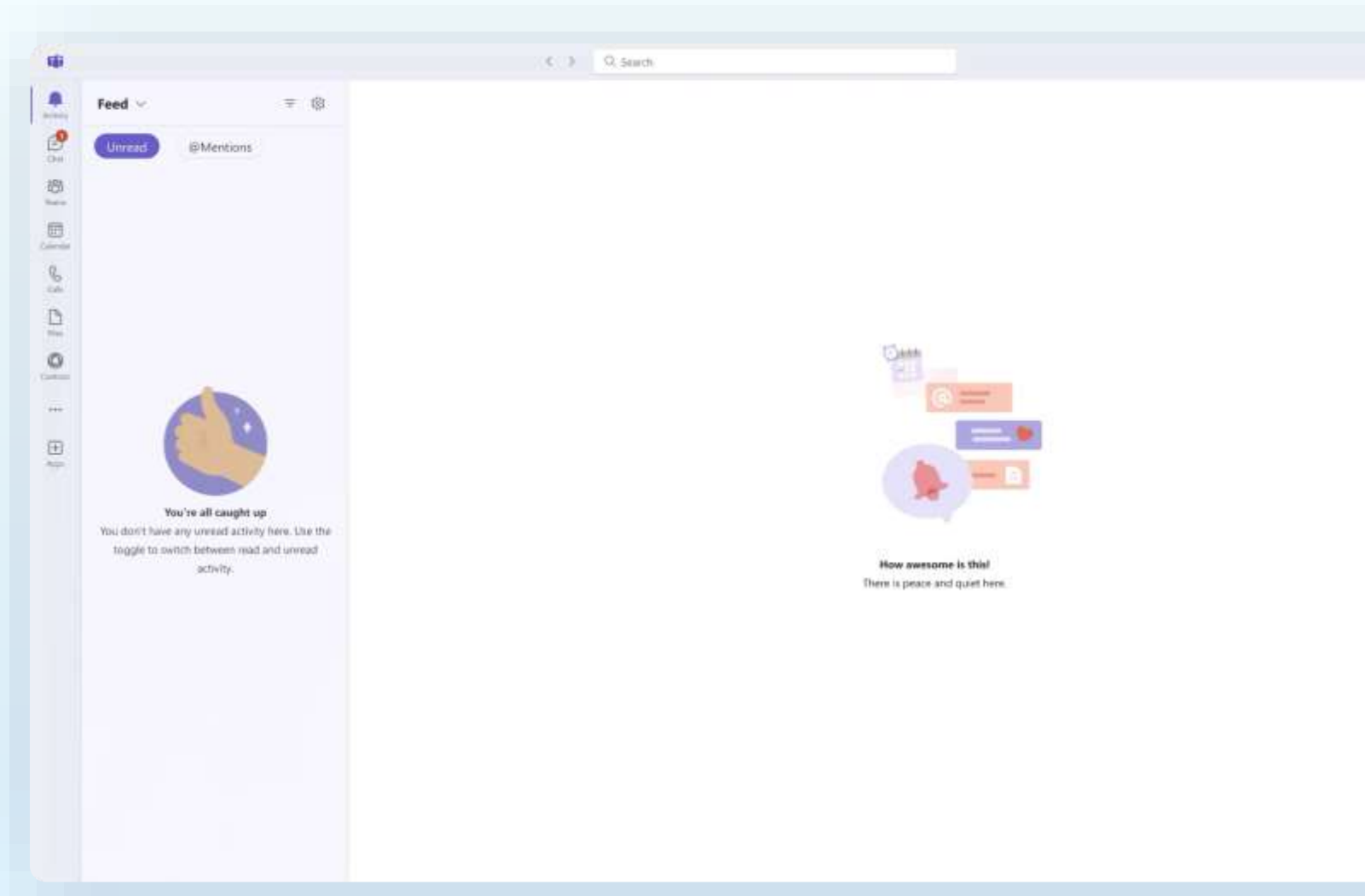


Collaborating



Claims management

Demo



My Business Role
Assignment
DLM Self-Service



DLM UI - Fiori Launchpad Admin TEST

Manage Launchpad
Pages



Manage Launchpad
Spaces



Create Launchpad
Pages from Groups



Launchpad Designer
Client Specific



Deprecated

Launchpad Content
Manager
Client Specific



Billing

Upload Billable Items



Manage Billable
Items



Execute Billing



Process Billable
Items



Transfer Billable
Items



Billing Plans

Joule



Hello Kirsten,
How can I help you?

Talk to me naturally

Message Joule...



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.

Multi-language capabilities



Hi Joule

What's new?

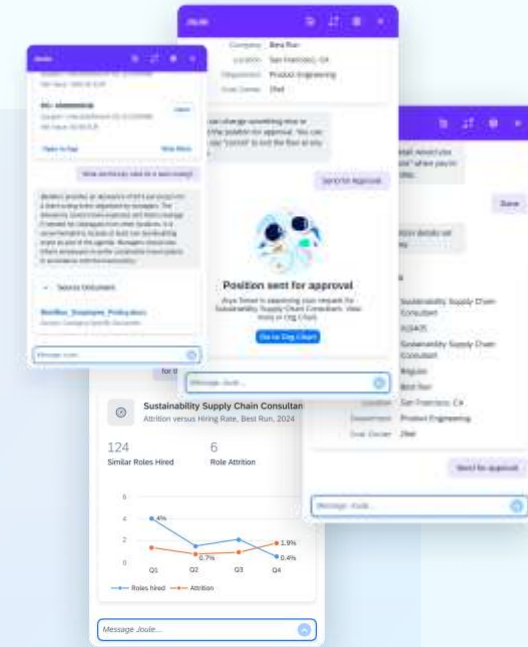
Joule — interaction patterns

transactional

navigational

informational

analytical

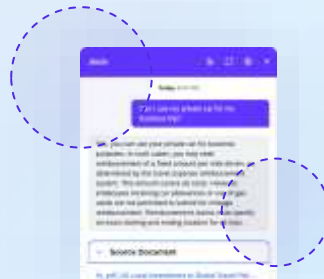


AI-assisted document grounding

Builds trust

Reduces ambiguity

Minimizes hallucinations



1300 Skills by end of the year 2024

Joule agents

across all business processes



Joule studio

Build your Joule skills

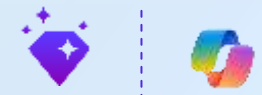
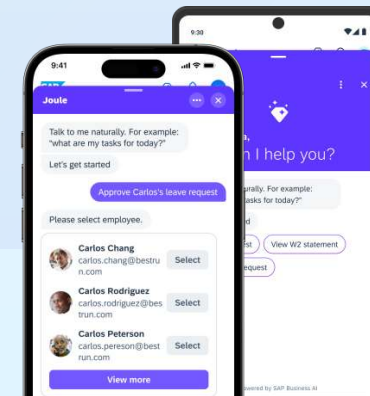
Joule for mobile

For Consultants

Joule simplifies SAP Consulting

For Developers

Joule boosts ABAP Development



Drive relevant outcomes

Trust reliable results

Adopt AI and scale responsibly

←----- Signavio ----- LeanIX ----- WalkMe ----- **AI-Assisted Cloud Transformation** ----- CALM ----- Joule for Consultants ----- and more -----→

Joule

Joule agents

Embedded AI capabilities

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Supply Chain
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Human Capital
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Spend
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Customer
Experience

Business
Technology Platform

Customized AI
based on AI foundation

AI Foundation

on SAP Business Technology Platform

AI ecosystem partnerships and investments



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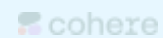
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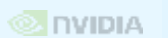
ANTHROPIC



Google Cloud



Meta



SAP Business
Data Cloud

You are at the center of what we do

Each challenge is unique, yet you all demand more intelligent
and connected technology solutions to succeed



CFO



CPO



CHRO



COO



CIO



CRO



CMO



Service Leader

Finance

Explore how we embed AI across the process





Accountant
Avery

Accelerate Period-end Journal Entries

SAP S/4HANA Cloud Private Edition, AI-assisted journal upload

Up to 85% time saved
per manual accrual and
provision case, with improved
consistency.

Without AI	With AI	Created value
150 minutes to curate a journal entry data.	23 minutes to curate a journal entry data.	Annual benefits of up to €78k*

SAP

Case

ACCUAL - SHUTTLE EXPENSES

111

Fiscal Year Variant: KA (Cal. Year, 4 Special Periods)

Fiscal Year Period: 01/2024

Case Status

Completed

General Information

Reference

Journal Entries

Administrative Data

Application Log

Change Log

Details

Description: ACCUAL - SHUTTLE EXPENSES

Case Category: Accruals (PTT) (006)

Case Subcategory: Shuttles (PTT) (001)

Fiscal Year Variant: KA (Cal. Year, 4 Special Periods)

Fiscal Year: 2024

Fiscal Period: 12

Responsible User: --

Summary

Summary: --

Reference

Source of Transaction Data: Upload Spreadsheet

Accrual Transactions Database

Guidance

Posting Policy: 44 (shuttle v2)

Journal Entries (31)

View

Doc.	Line No.	Currency	Company	Document Date	Posting Date	Journal Entry Type	Posting Key	Debit in Transaction Currency	Credit in Transaction Currency	Journal Entry
1	4	EUR	0001 (SAP AG)	31.12.2024	31.12.2024	SA (GL Account Document)	40 (Debit entry)	140.000,00	EUR 0,00	EUR 101000225
1	5	EUR	0001 (SAP AG)	31.12.2024	31.12.2024	SA (GL Account Document)	50 (Credit entry)	0,00	EUR -140.000,00	EUR 101000226
2	1	EUR	0001 (SAP AG)	31.12.2024	31.12.2024	SA (GL Account Document)	40 (Debit entry)	50.000,00	EUR 0,00	EUR 101000229
2	2	EUR	0001 (SAP AG)	31.12.2024	31.12.2024	SA (GL Account Document)	40 (Debit entry)	140.000,00	EUR 0,00	EUR 101000228
2	3	EUR	0001 (SAP AG)	31.12.2024	31.12.2024	SA (GL Account Document)	40 (Debit entry)	50.000,00	EUR 0,00	EUR 101000226
2	4	EUR	0001 (SAP AG)	31.12.2024	31.12.2024	SA (GL Account Document)	40 (Debit entry)	10.000,00	EUR 0,00	EUR 101000226

* Numbers assumed for Consumer Products company, €1bn in revenue and 2,000 employees | Annual benefits result from one or more value driver | Source: SAP Value Management

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Recruiter
Amelia

[Available now](#)[Learn more](#)

Generate quality job descriptions fast & easy

SAP SuccessFactors Recruiting,
AI-assisted job description enhancement

Up to 90% reduction
in time for job description
creation.

Without AI

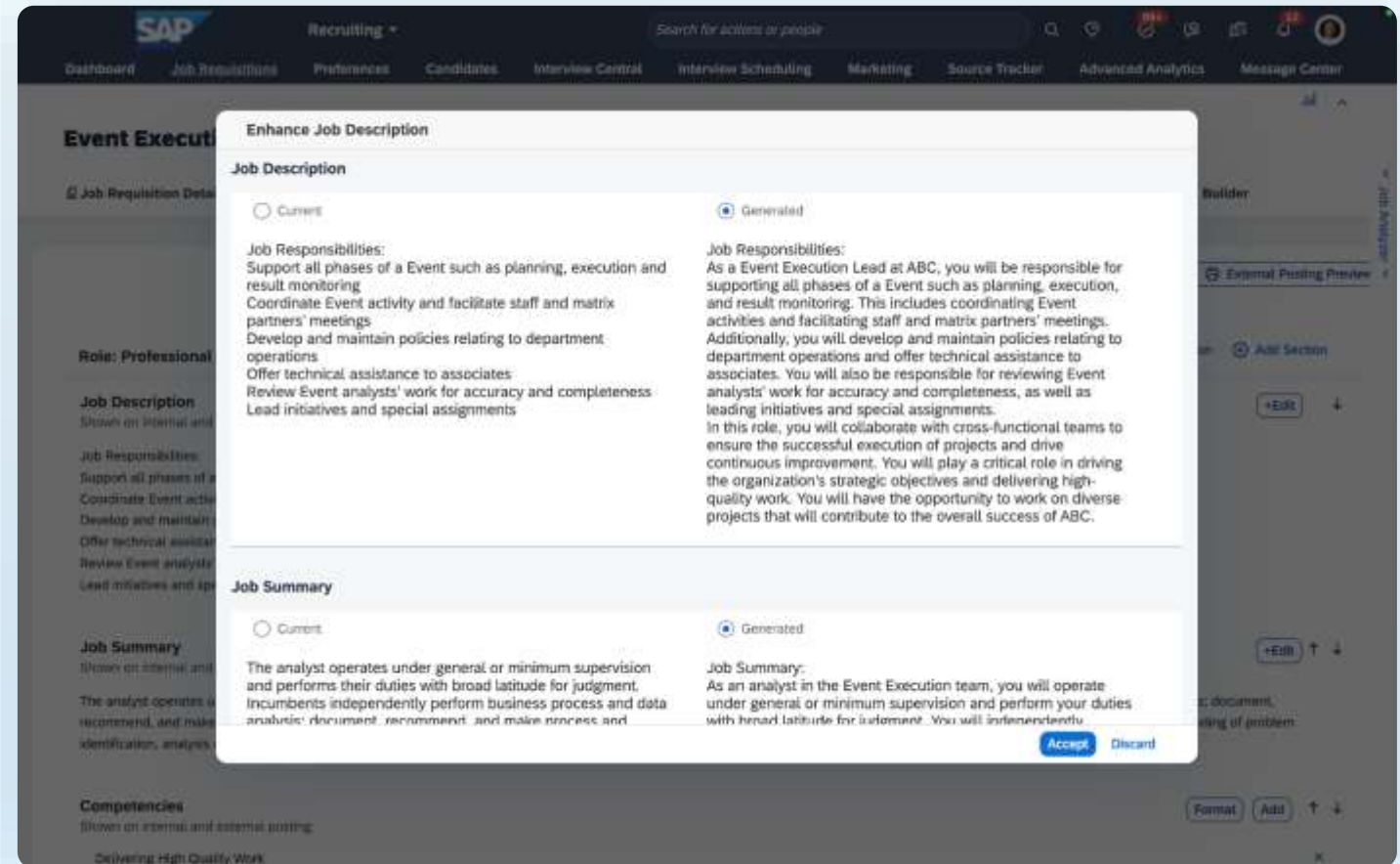
30 to 75 minutes
to create a new job
description or modify
an existing one.

With AI

8 minutes
to create & modify a job
description.

Created value

Annual benefits of
up to €16k*





Manager
Geoff

Available now [Learn more](#)

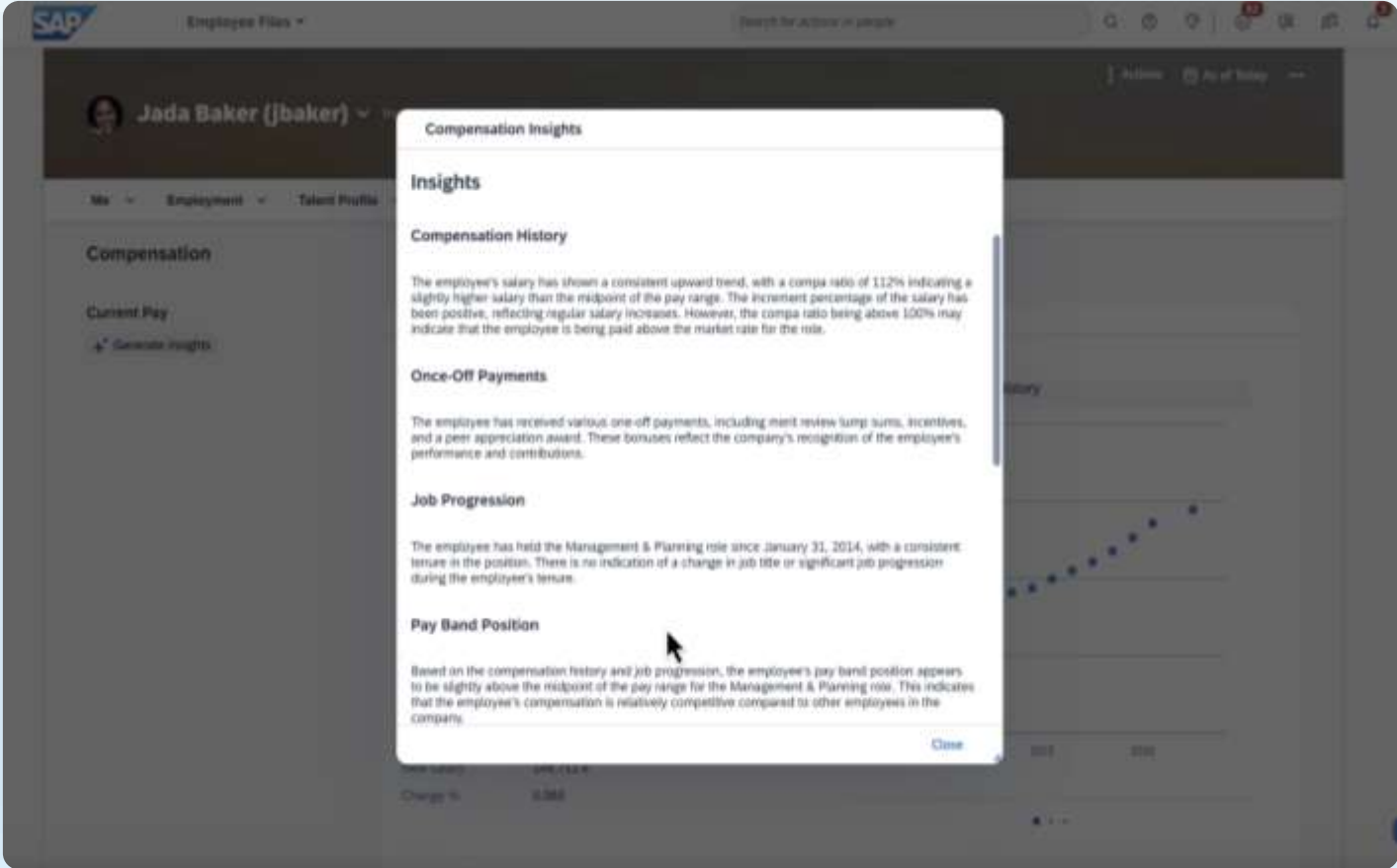
Prepare efficiently for compensation discussions

SAP SuccessFactors Employee Central,
AI-assisted person insights for compensation discussions

~90% reduction

in manager’s time spent on preparing for compensation discussions.

Without AI	With AI	Created value
45 minutes to prepare for compensation discussion per employee.	< 5 minutes to prepare for compensation discussion per employee.	Annual benefits of up to €81k*





400

embedded AI use cases

In 2025

explore available use cases

AI Feature Catalog



Customer Stories



Drive relevant outcomes

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Adopt AI and scale responsibly

Signavio LeanIX WalkMe **AI-Assisted Cloud Transformation** CALM Joule for Consultants and more

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ALEPH ALPHA

ANTHROPIC

aws

cohere

databricks

Google Cloud

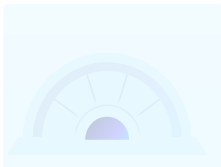
IBM

Meta

Microsoft

MISTRAL AI

NVIDIA



SAP Business
Data Cloud

Boost your Cloud Transformation Journey with Generative AI

1 Start immediate

Activate embedded use cases anytime
190+ embedded Generative AI now

Jump start
to custom-built Generative AI scenarios

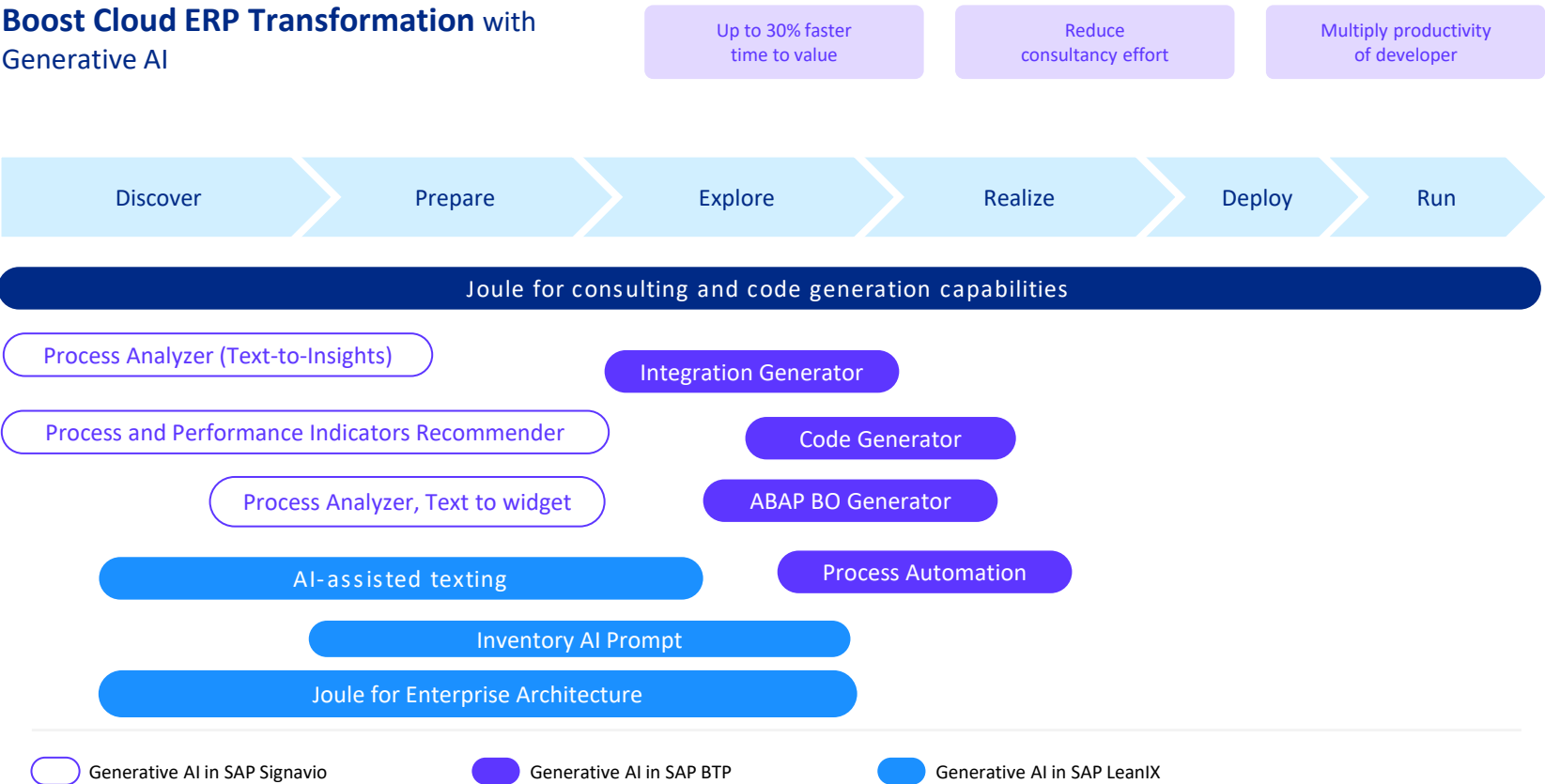
BTP credits included
in RISE to start custom-built Generative AI

SAP and partner services
for selected customers for custom-built industry Generative AI scenarios

Infrastructure shift to cloud



2 Move your onPrem landscape to Cloud ERP supported by AI technology



Joule activation throughout the entire customer landscape

Boost Cloud ERP Transformation with Gen AI

Up to 30% faster
time to value

Reduce
consultancy effort

Discover

Prepare

Joule for consulting and code generation capabilities

Process Analyzer ,Text-to-Insights



Automated process insights easily consumable by business users with [Process analyzer \(text to insights\)](#)

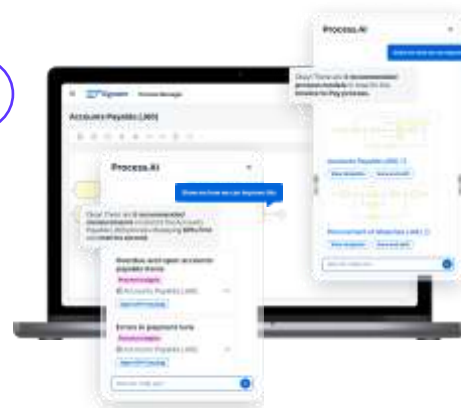
Process analyzer, Text to widgets

Generate widgets to get quick insights on various KPIs using [Process analyzer , text to widgets](#)





Process and Performance Indicators Recommender

Generating recommended process models and process performance indicators with [Process recommender and Performance indicators recommender](#)



 Generative AI in SAP Signavio

 Generative AI in SAP BTP

 Generative AI in SAP LeanIX

Boost Cloud ERP Transformation with Gen AI

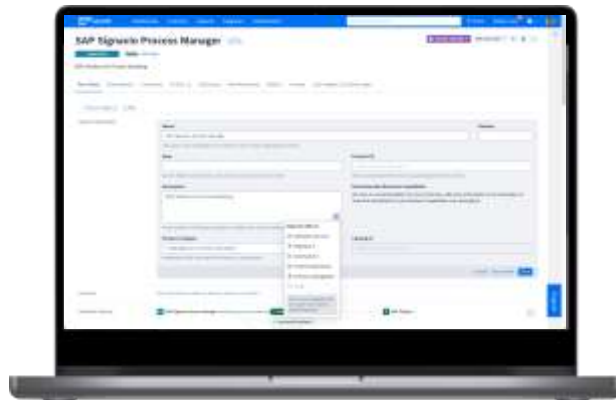
Reduce
consultancy effort

Prepare

Explore

Joule for consulting and code generation capabilities

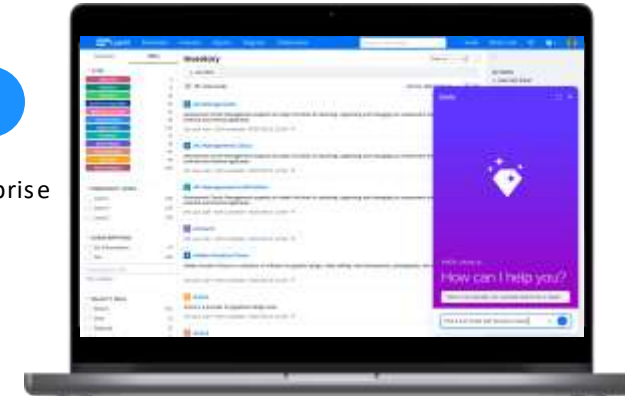
AI-assisted Texting



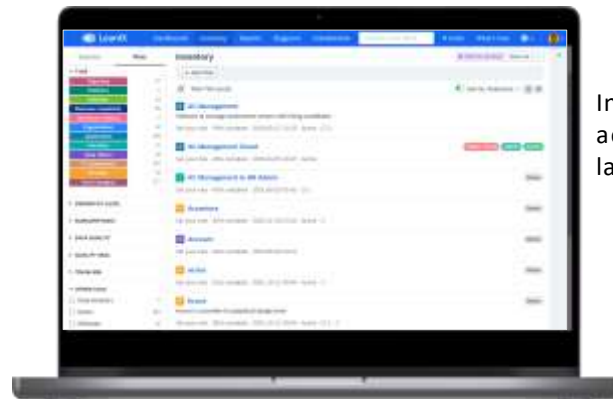
Analyzes the content and context of the fact sheet and generate a concise and accurate description for it

Joule for Enterprise Architecture

SAP Joule supporting users in Enterprise Architecture.



Inventory AI prompt



Inventory AI prompt accelerates analysis of IT landscapes.

Generative AI in SAP Signavio

Generative AI in SAP BTP

Generative AI in SAP LeanIX

Boost Cloud ERP Transformation with Gen AI

Multiply productivity
of developer

Explore

Realize

Joule for consulting and code generation capabilities

Integration Generator



Use [Integration recommender](#) and [generator](#) by leveraging pre-built integration content and accelerate developer efficiency

ABAP BO Generator

Generate SAP Business objects, services and test with AI



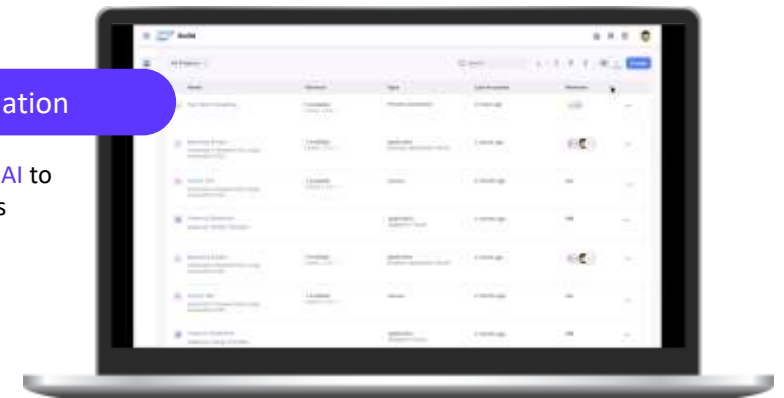
Code Generator

Boost development productivity in Application Development with [Code Generator](#)

Process Automation

Use [executable process AI](#) to efficiently build business automated tasks.

Roadmap



○ Generative AI in SAP Signavio

● Generative AI in SAP BTP

● Generative AI in SAP LeanIX

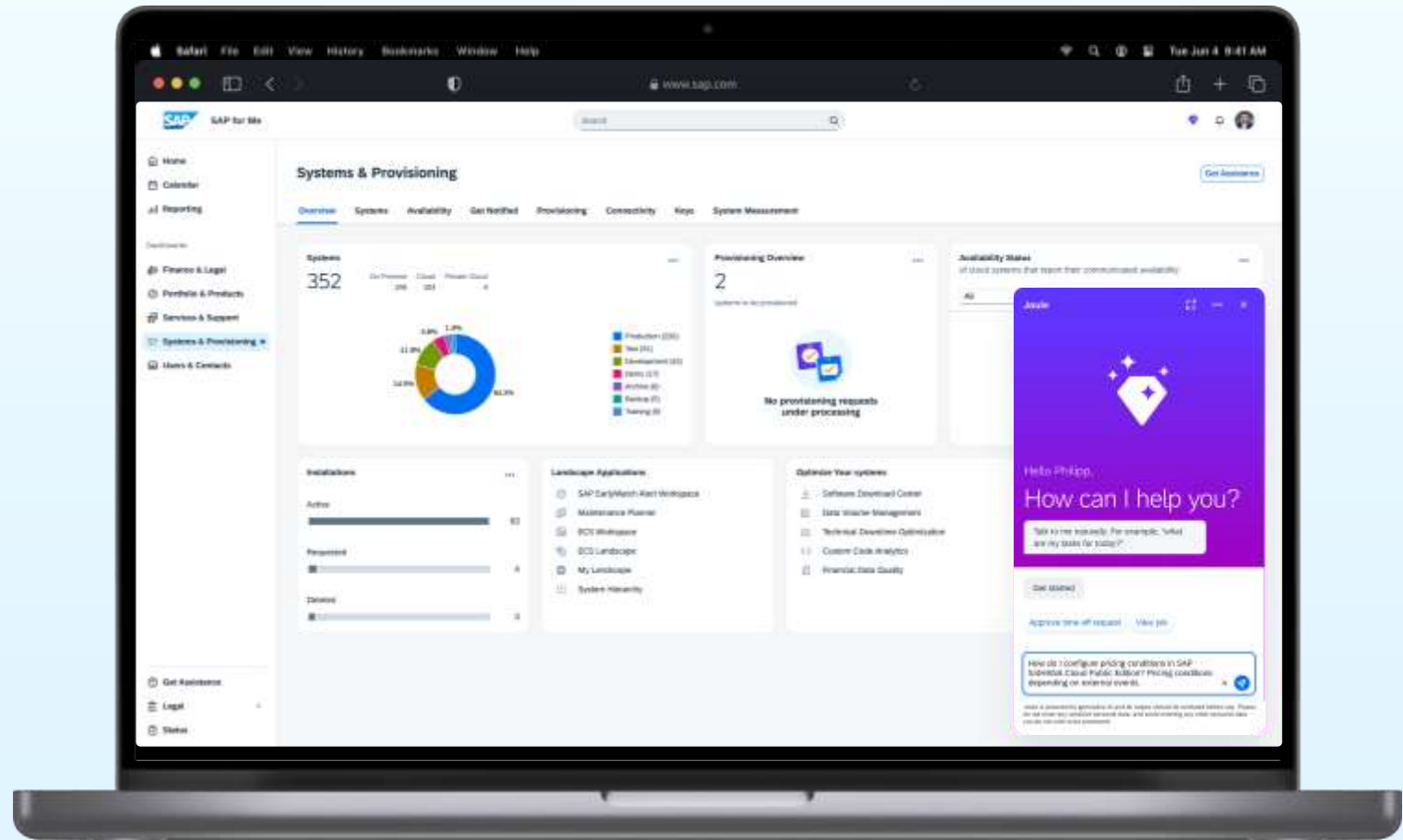
SAP Consulting Capability

In Joule — Increase project speed, decrease project costs

Increased effective knowledge
for enhanced proficiency

Step by Step
instructions and examples

Recommendations
on best practices and
product features



Save consultants up to 1.5 hours per day

SAP Consulting Capability in Joule

Fast, concise, and specific
answers distilled from
exclusive content from SAP

200,000+

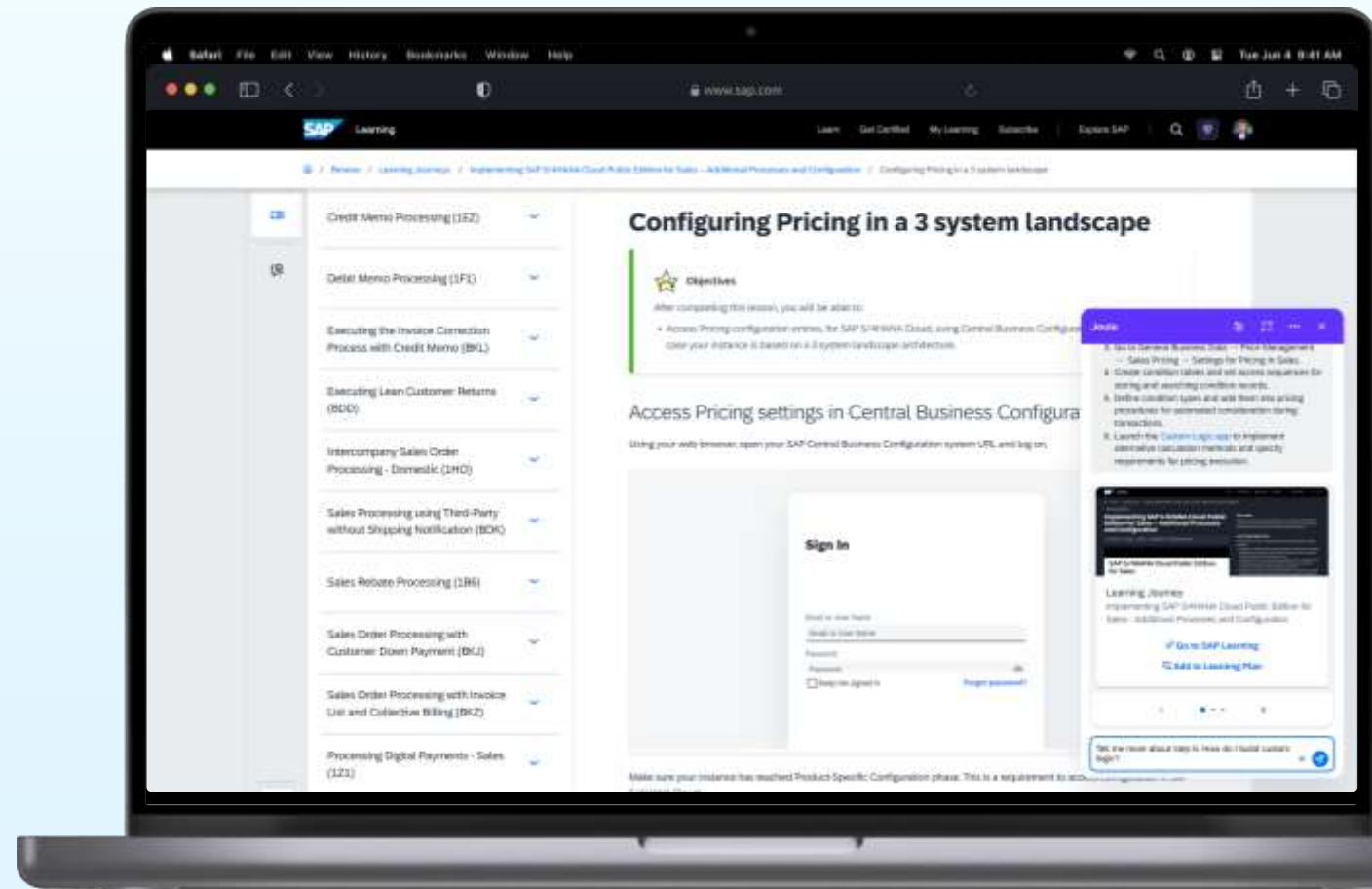
pages of SAP documentation
and learning content

2+

terabytes of expertly-curated
SAP Communities content

50+

SAP Certifications



Save consultants 40% of the time to interpret unfamiliar code

SAP Consulting Capability in Joule

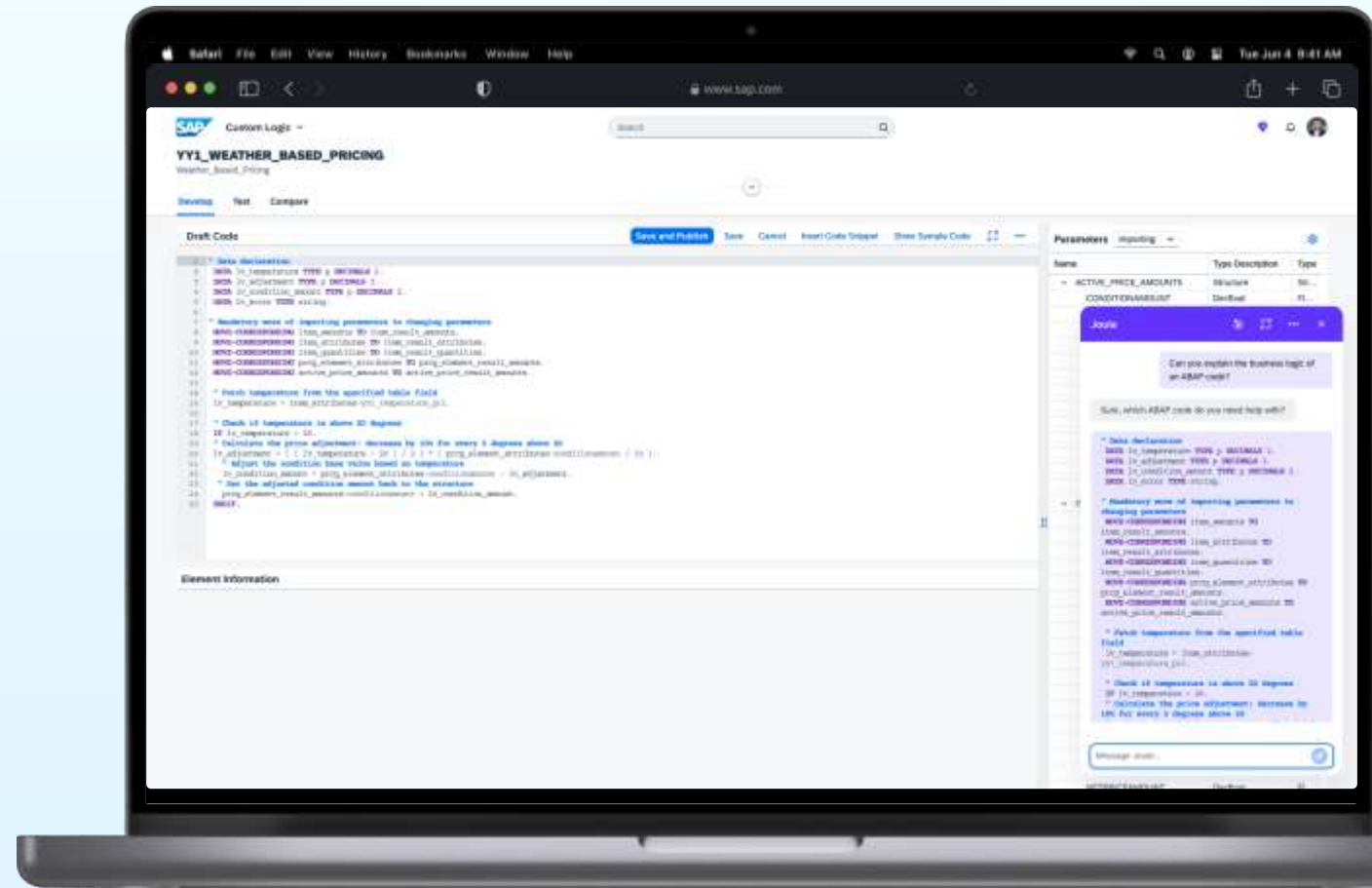
Concise summary of code purpose,
logic, and structure grounded in the
largest and most diverse
ABAP code repository

250 million

lines of ABAP code

30 million

lines of CDS code



Behind the scene

Retrieval Augmented Generation



Lara
SAP Business
Architect



**Orchestration
Framework**

SAP Consulting Capability in Joule

Retrieval Engine

Document Grounding

Data Pipeline

generative AI hub

LLM
Access

ABAP Code
Explain

...

Business data & context



SAP Support*



SAP Help



SAP Community



SAP Consultant
Certifications*



SAP Learning



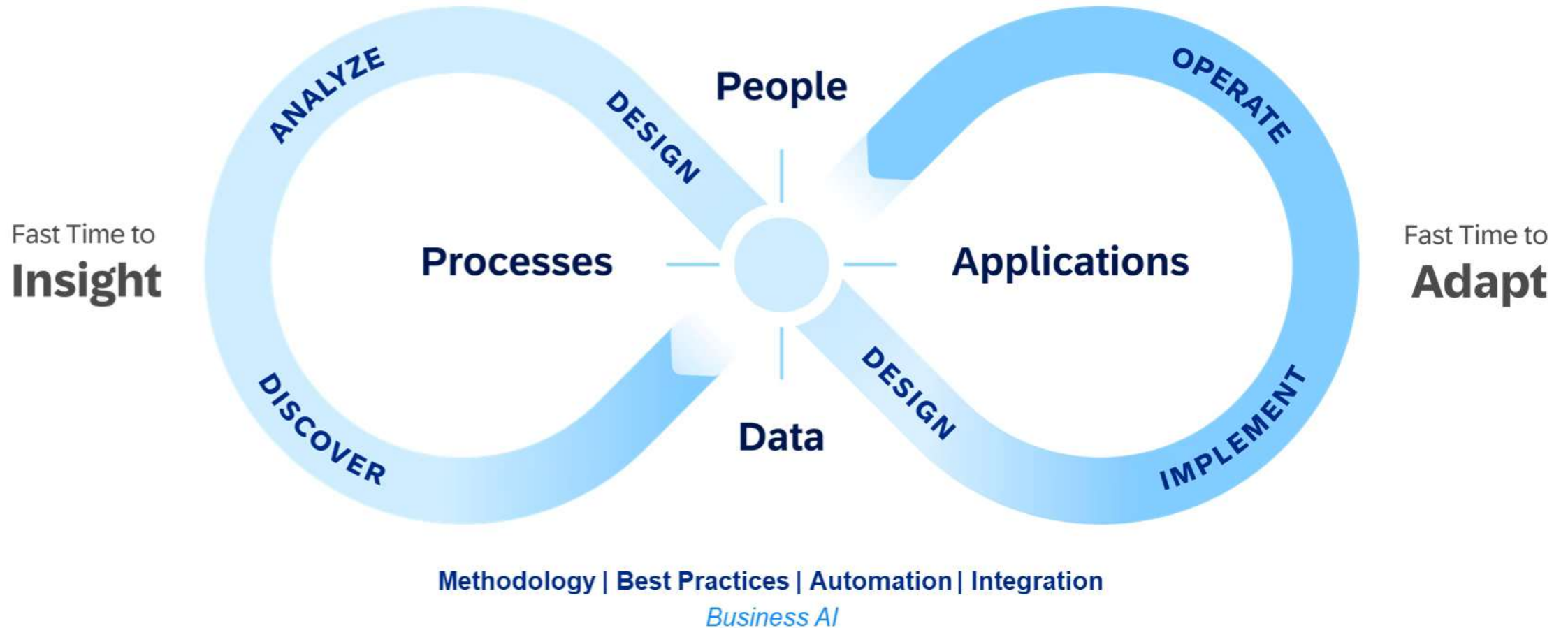
RISE Capabilities*

*Curated content from these sources

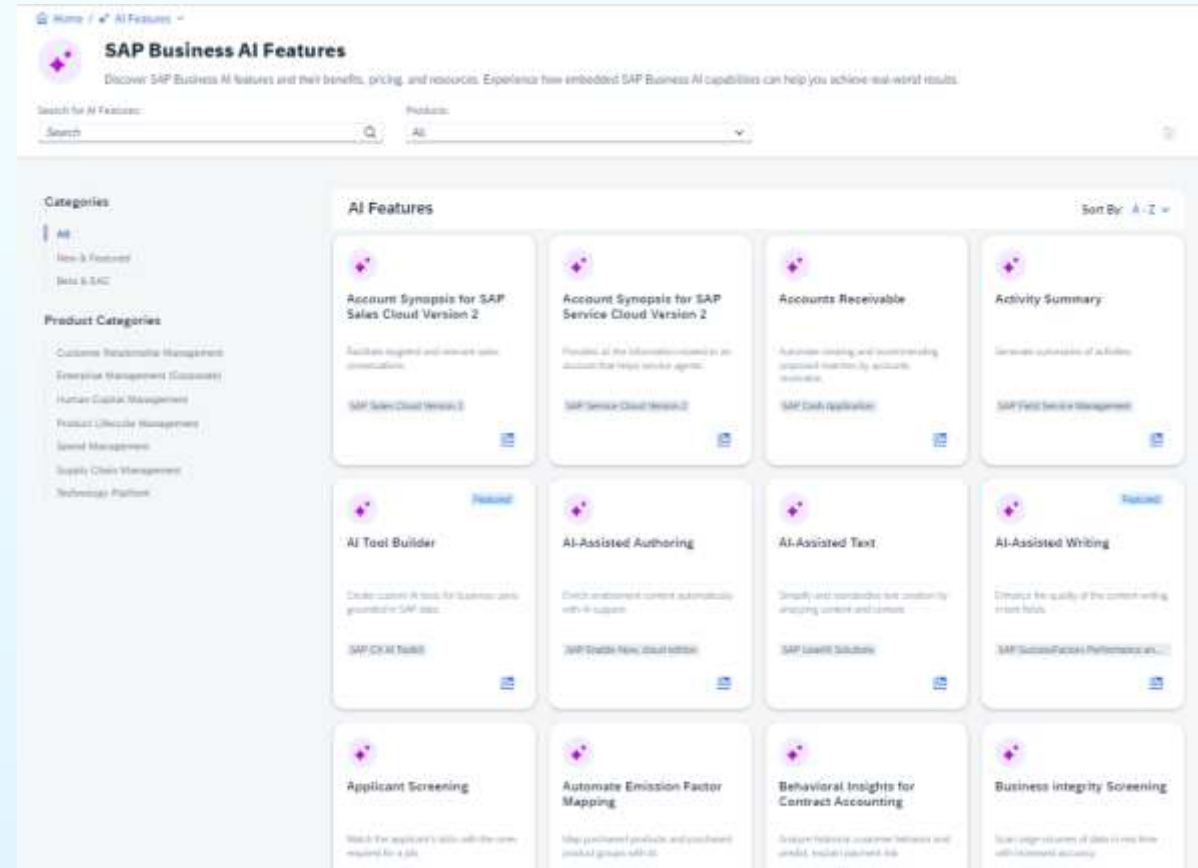
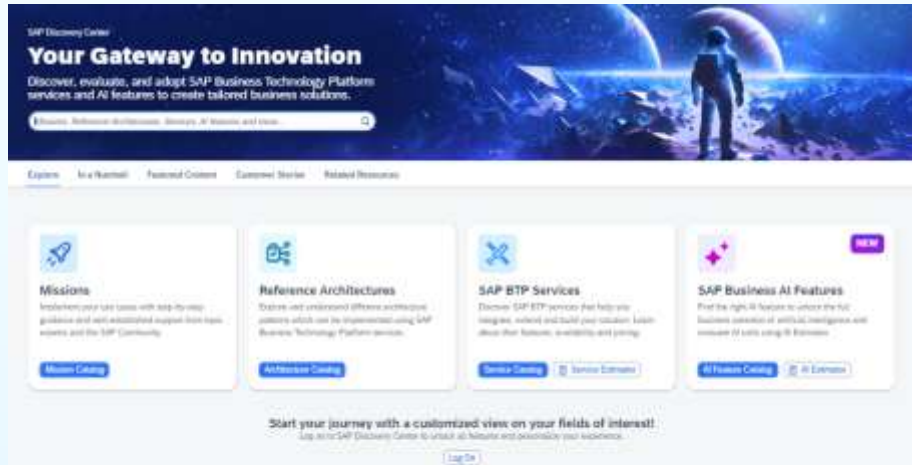


Demo

Business transformation: From strategy to execution



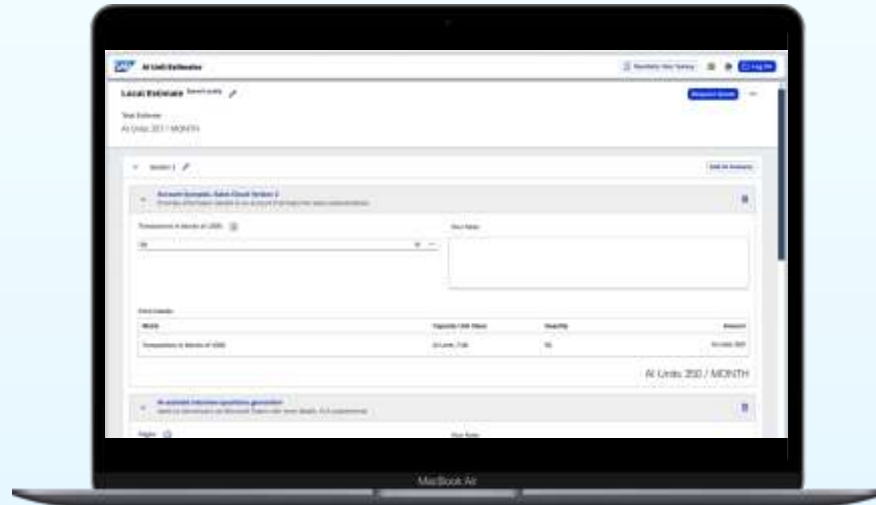
SAP Discovery Center



<https://discovery-center.cloud.sap/index.html>

Estimate and Track

SAP AI Units



Customers use the **AI Unit Estimator** to estimate the number of AI units required to run the selected AI capabilities & can request a quote immediately.

The AI Unit Estimator will be enhanced to include an AI feature catalog and value calculator capabilities.

[AI Unit Estimator](#)



Customers **inspect money-related topics** (e. g contracts, usage, AI unit consumption, balance statement, billing etc.) in **“Finance & Legal”** on SAP for Me*

AI capabilities are activated in **“Portfolio & Products”** on SAP for Me*

*Additional SAP for Me capabilities are currently under development



MASTERING SAP
Collaborate

Thank you

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