



MASTERINGSAP Collaborate

8 – 9 MAY 2025

PARKROYAL ON BEACH ROAD | SINGAPORE

AI Unleashed

Transforming Processes, Innovation,
and Workforce Evolution

Timo Elliott

Global Innovation Evangelist

SAP

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An SAPInsider Company



The Third Big Wave of Technology Innovation

A large, powerful ocean wave is shown in the background, crashing and creating white foam. The water is a deep blue-green color, and the sky is a clear, bright blue with some white clouds. The wave is moving from left to right, and its crest is breaking over the horizon.

PCs

Internet

AI

“Generative AI is the 3rd major tech cycle of the past 50 years, following the introduction of the PC in 1981 and the internet in 1994”

BofA Global Research

AI = Always Improving

Microsoft CoPilot
Google Gemini
Mistral AI
Apple, Samsung
NVIDIA, AMD, TSMC, ASML...

OpenAI is retiring
ChatGPT 4!

Models are now
10x smarter and 100x
cheaper and/or smaller,
more accessible, better
at reasoning...



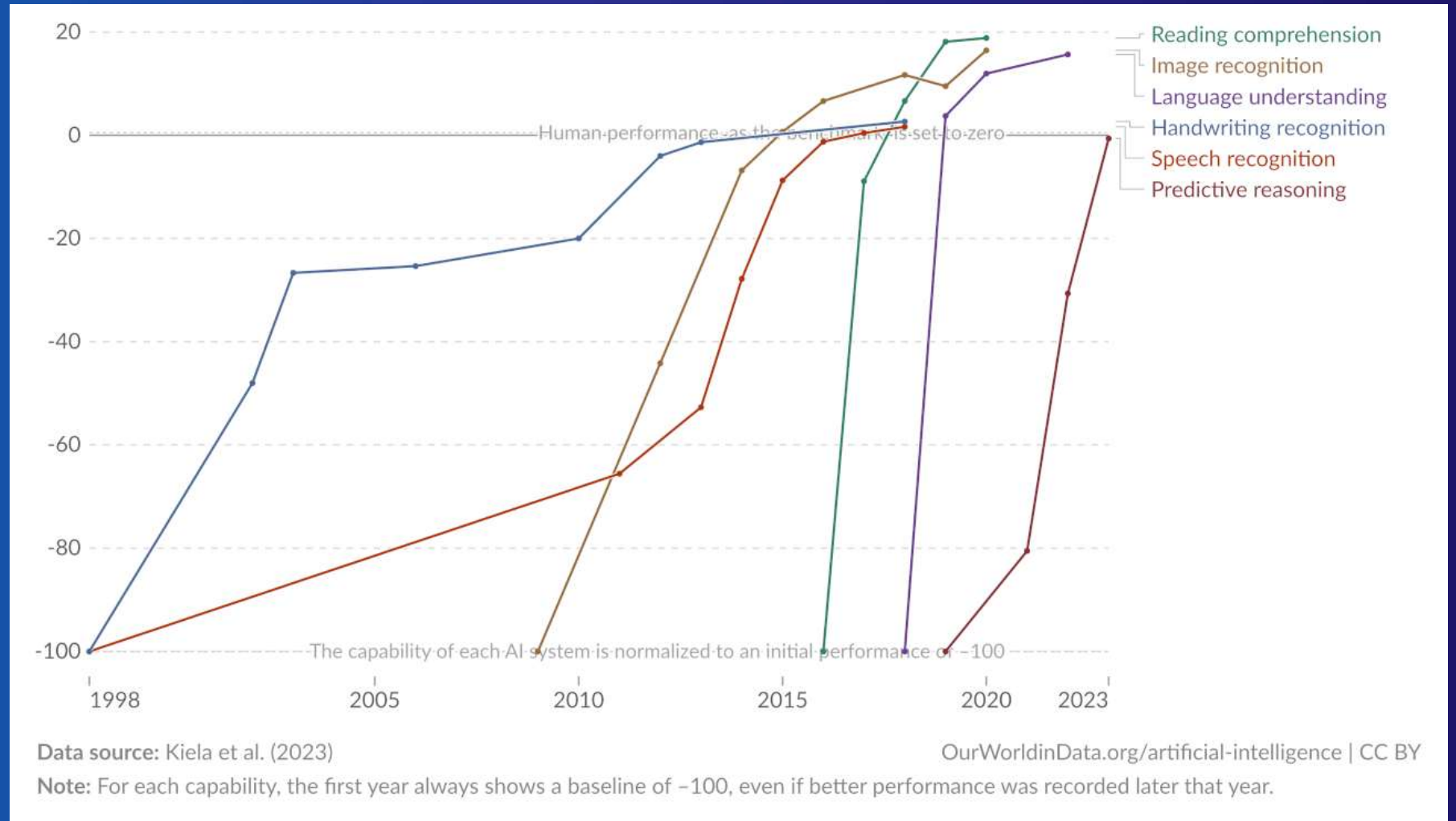
**We're still at the
toddler stage...**

“AI progress could stop now, and
we'd STILL be looking at a
decade of transformation as we
figure out how to get the most
out of it, and adapt current
processes and organizations”

Ethan Mollick

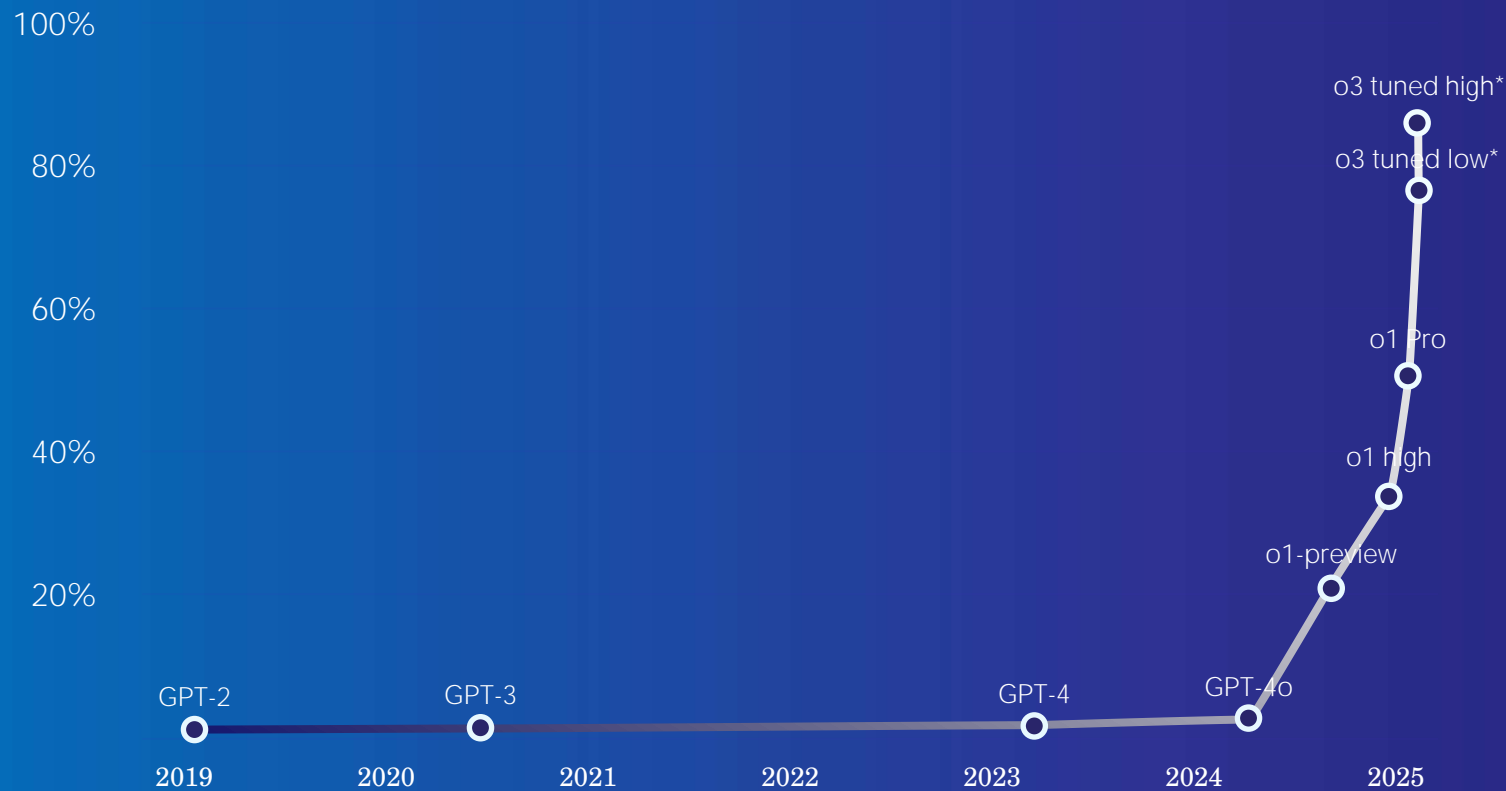
AI is already better than humans for many tasks

And this has been true for a while:
image recognition,
speech recognition,
reading comprehension,
etc.



And now they can reason!...

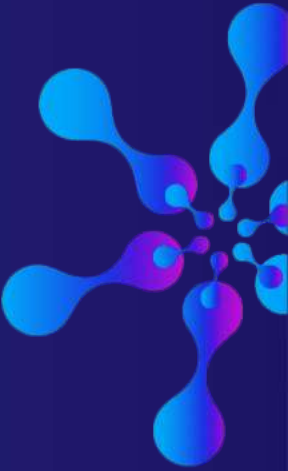
Abstraction and Reasoning Corpus for Artificial General Intelligence v1 (ARC-AGI-1)



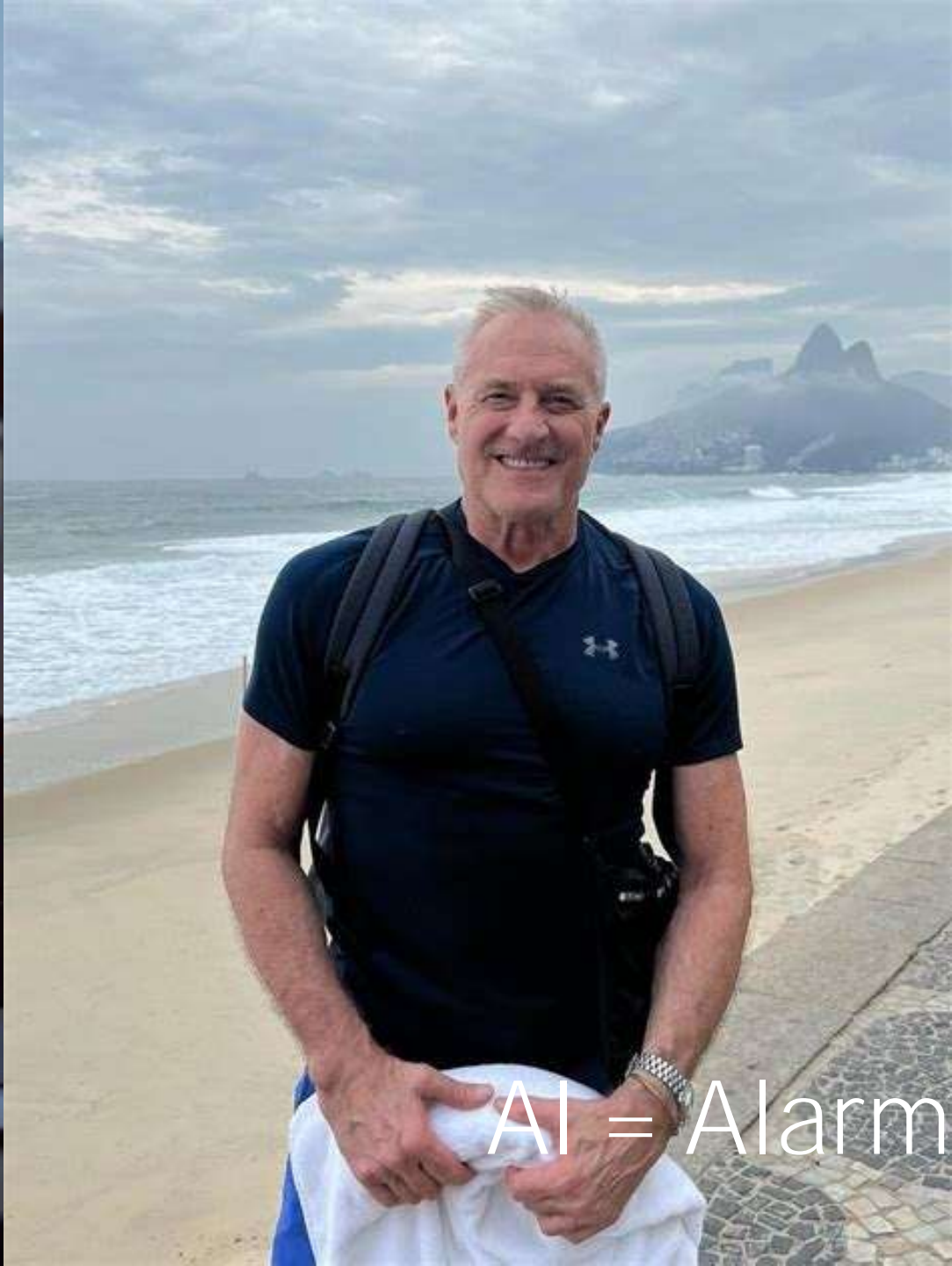
*unreleased

Multimodal Open AI o3 scored 136 on Mensa IQ test (better than 98% of people!)

GPT-4.5 passed the Turing Test, convincing >70% of testers that it was human (which was better than the humans did!)

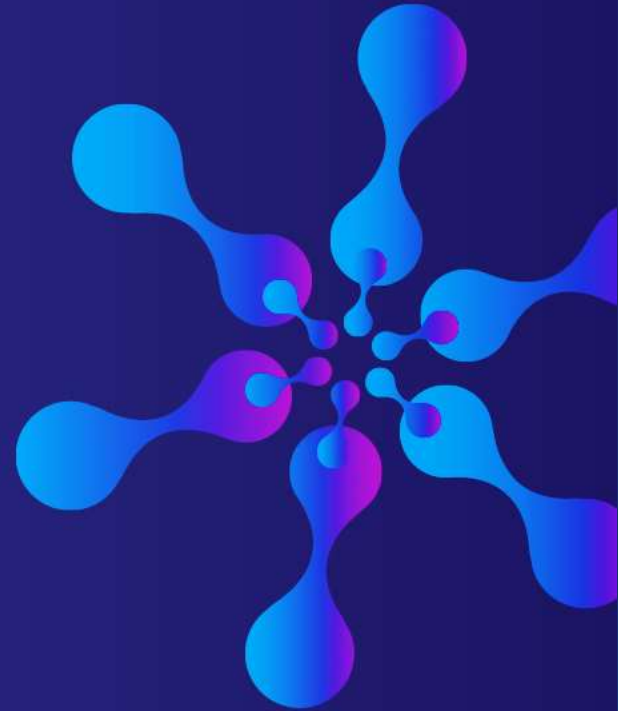






AI = Alarming Impersonation

WIIFM?!



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#Mas

SG25

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Key AI Value Areas

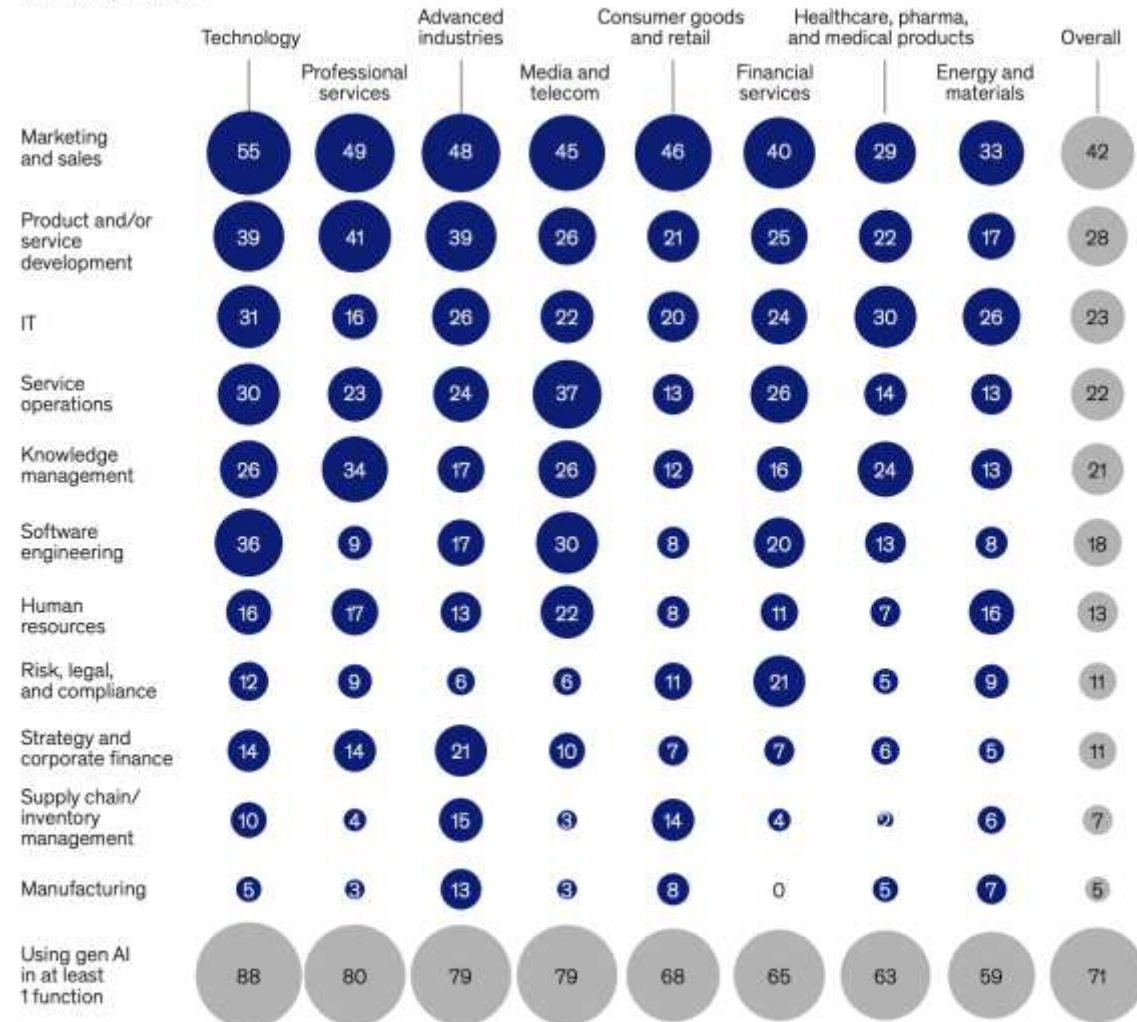
Top Functions

- Marketing and sales
- Product and/or service development
- IT
- Services operations
- Knowledge management

Top Industries

- Technology
- Professional services
- Advanced industries
- Media and Telecom
- Financial services

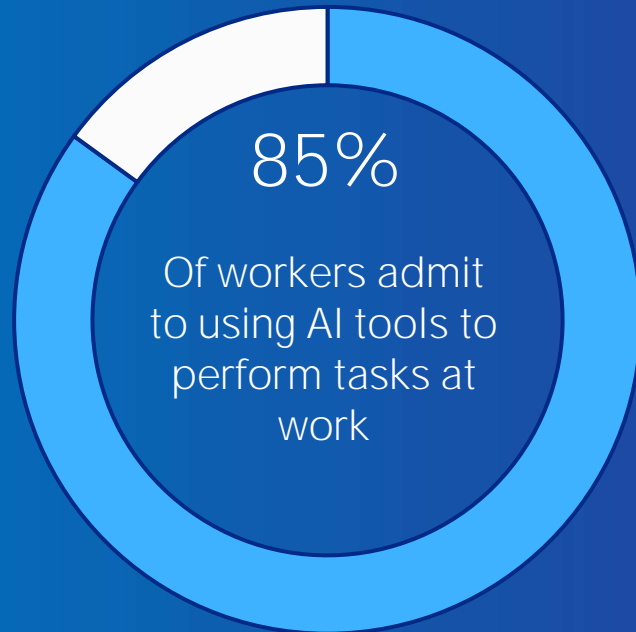
Business functions in which respondents' organizations are regularly using gen AI, by industry,¹
% of respondents



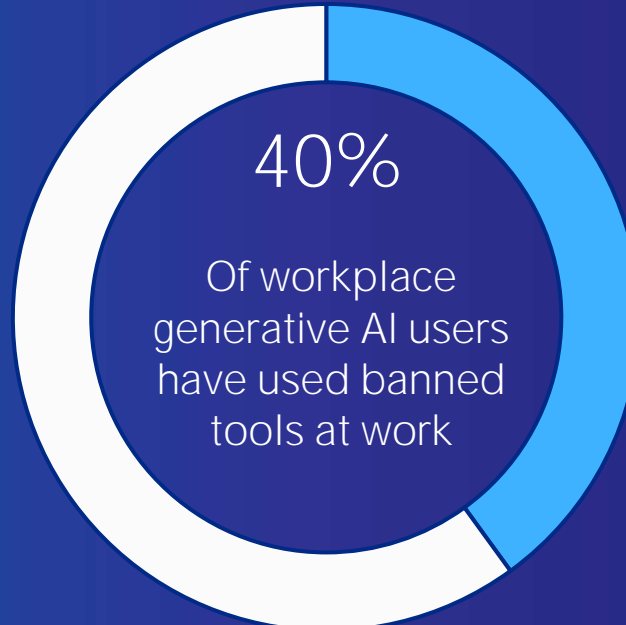
¹For technology, n = 199; for business, legal, and professional services, n = 179; for media and telecom, n = 77; for advanced industries (includes advanced electronics, aerospace and defense, automotive and assembly, and semiconductors), n = 97; for financial services, n = 193; for healthcare, pharma, and medical products, n = 111; for healthcare, pharma, and medical products, n = 113; and for energy and materials, n = 142.
Source: McKinsey Global Survey on the state of AI, 1,491 participants at all levels of the organization, July 16–31, 2024.

AI for Personal Productivity

Value for the individual



But time saved by individuals is not necessary **the same thing as ROI for the organization...**

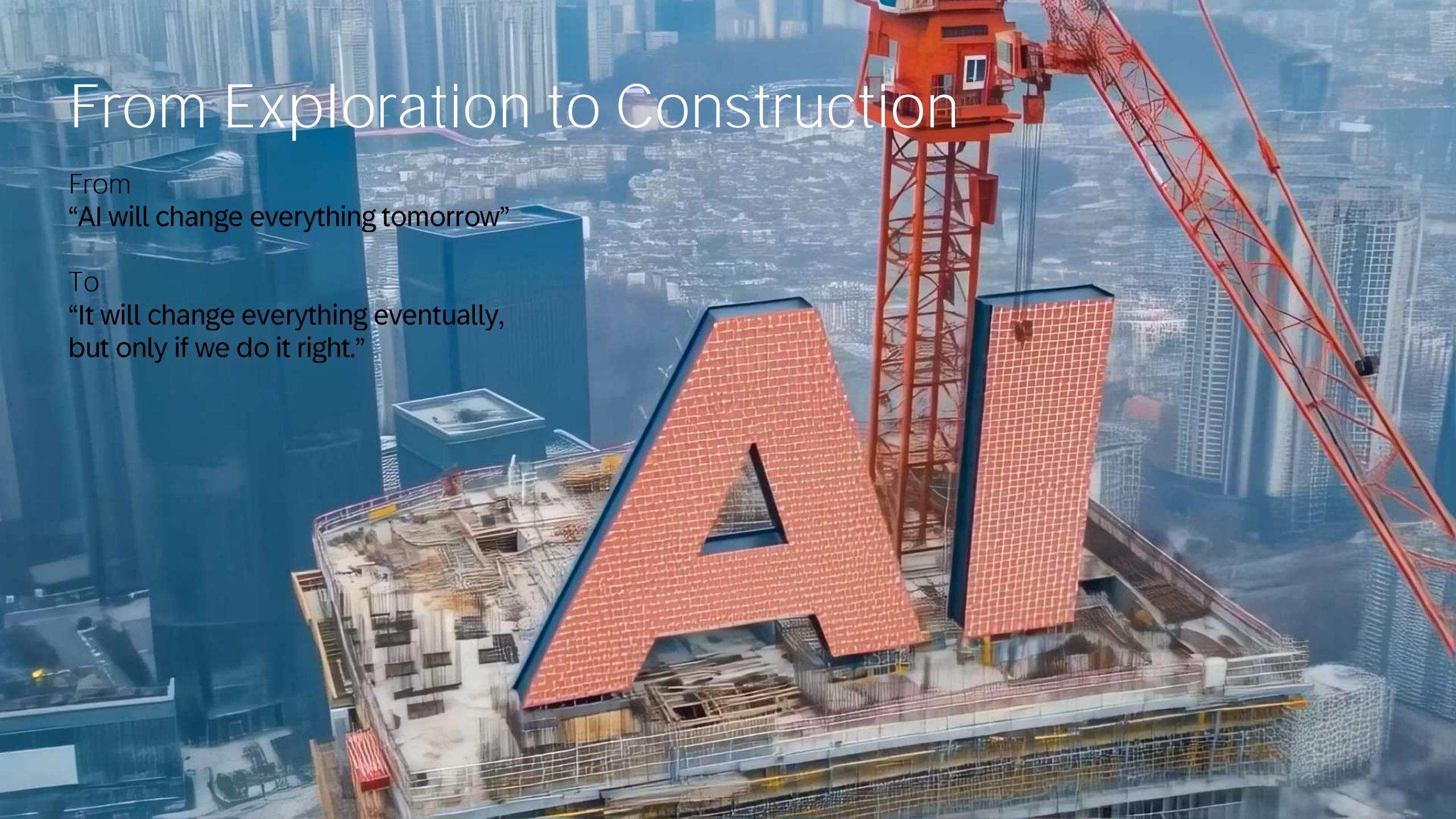


Users learning and experimentation doesn't benefit the organization's longer-term strategy

From Exploration to Construction

From
“AI will change everything tomorrow”

To
“It will change everything eventually,
but only if we do it right.”



AI in the Enterprise

Only 20% of organizations are approaching AI strategically

Gartner Top CIO Challenges 2024-2025

- Developing an AI strategy
- Building Data & Analytics capabilities
- Protecting the organization from evolving cyber threats
- Demonstrating the business value of IT
- Designing a talent strategy for today's challenges

IFS Top AI Implementation challenges

- Legacy, non-cloud technology
- Limited skills
- Data complexity
- Ethical, safety or security concerns

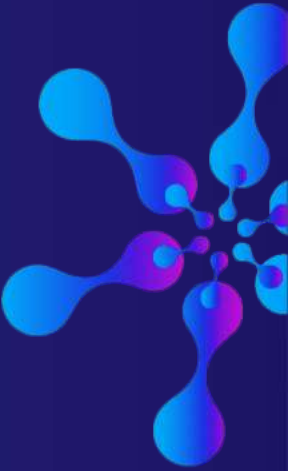
Sources:

Gartner "[The CIO Report](#)", September 2024

IFS "[Delivering on the promise of Industrial AI](#)", 2024

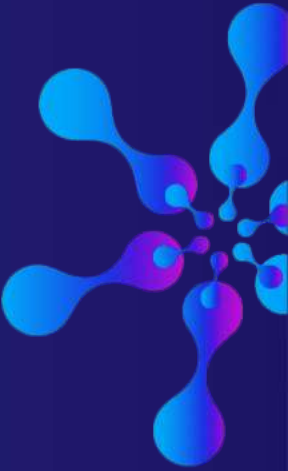
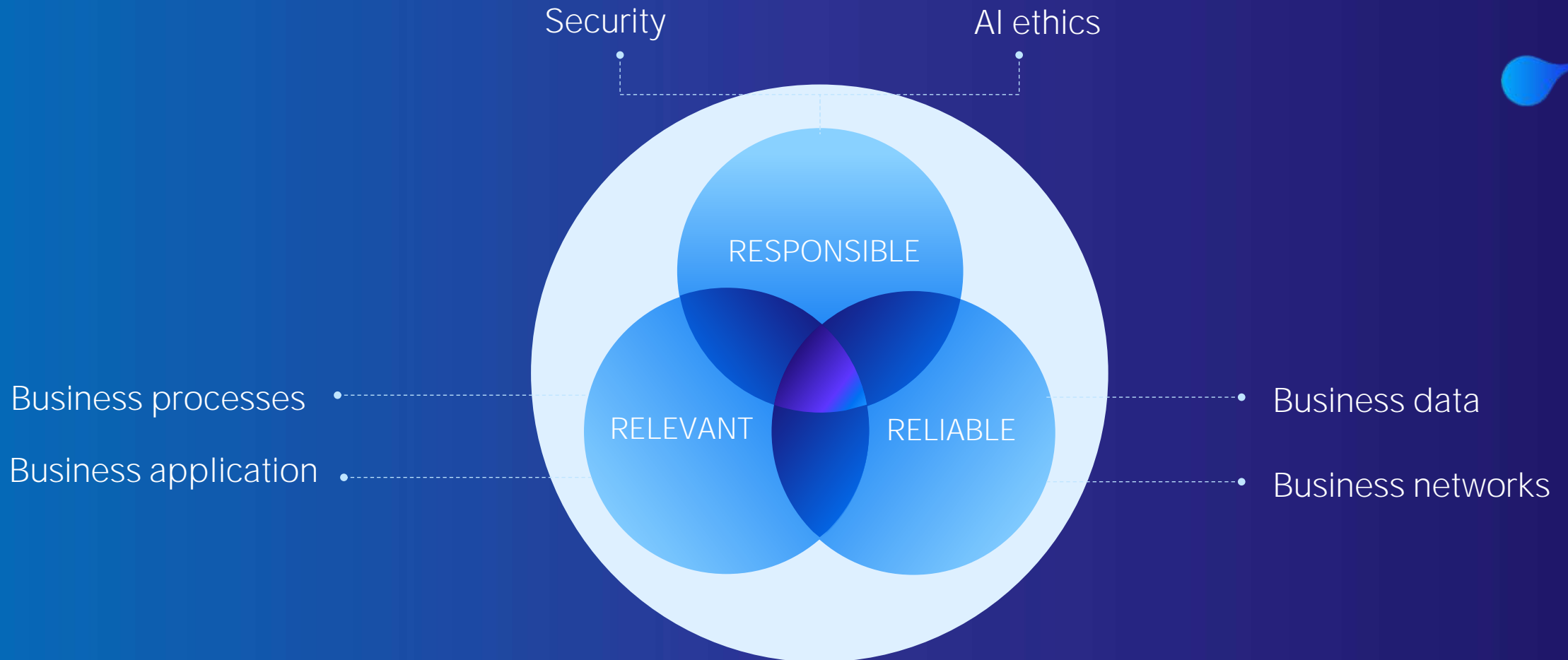


AI: at the heart of SAP for a long time!

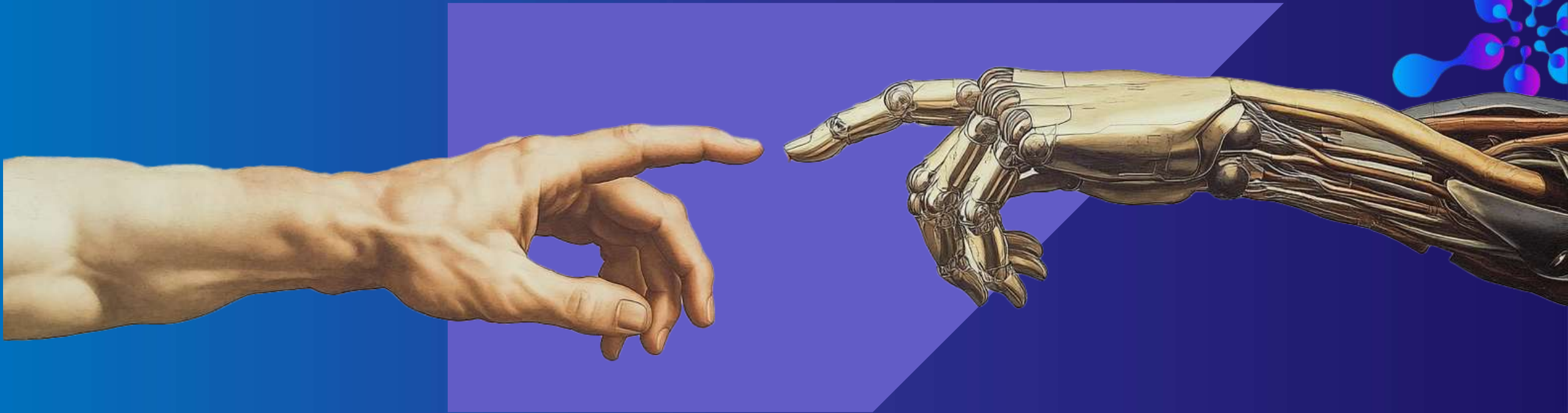


SAP Business AI

AI value realization requires context, security, and scale



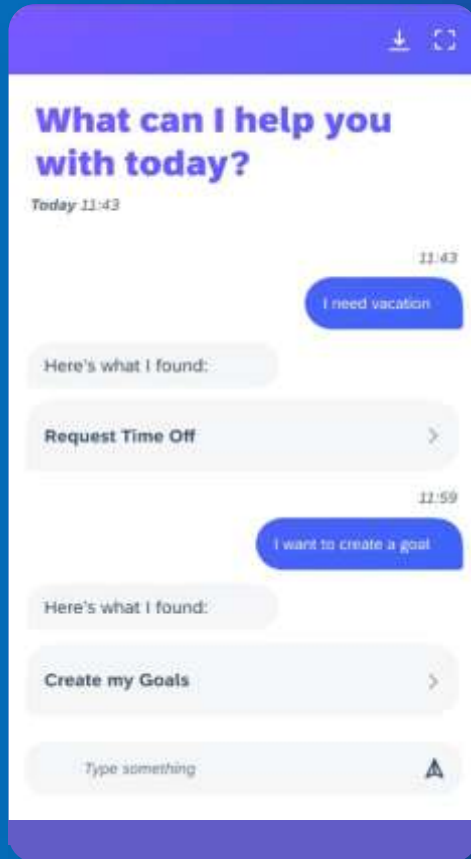
AI = Awesome Interactions



Redefining the interface between
people and technology

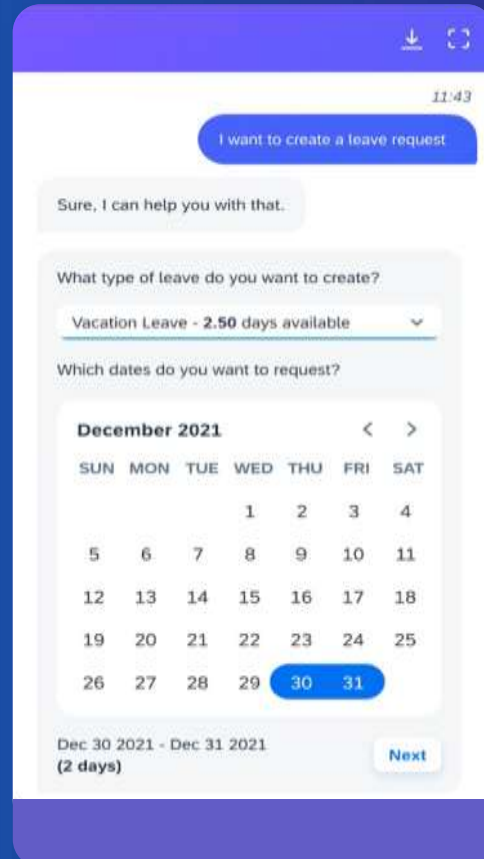
Joule, A single AI assistant across your SAP Portfolio

Navigation



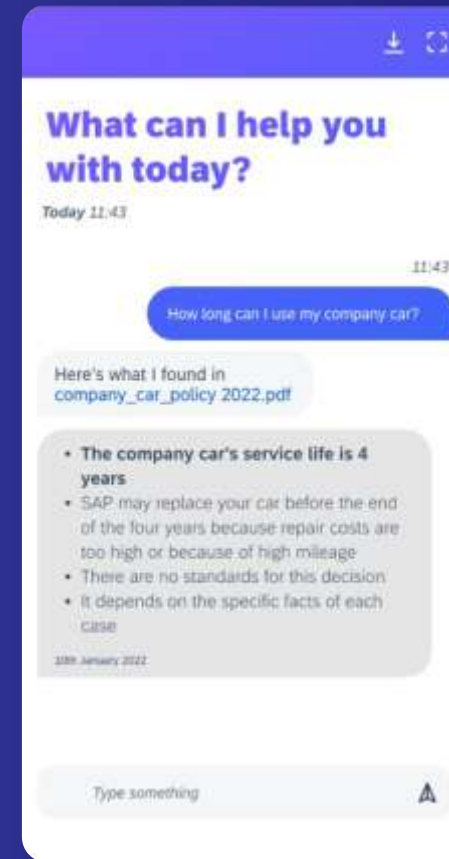
Help users navigate to functionality

Transactions



Assist users in efficient completion of tasks they need to do

Information



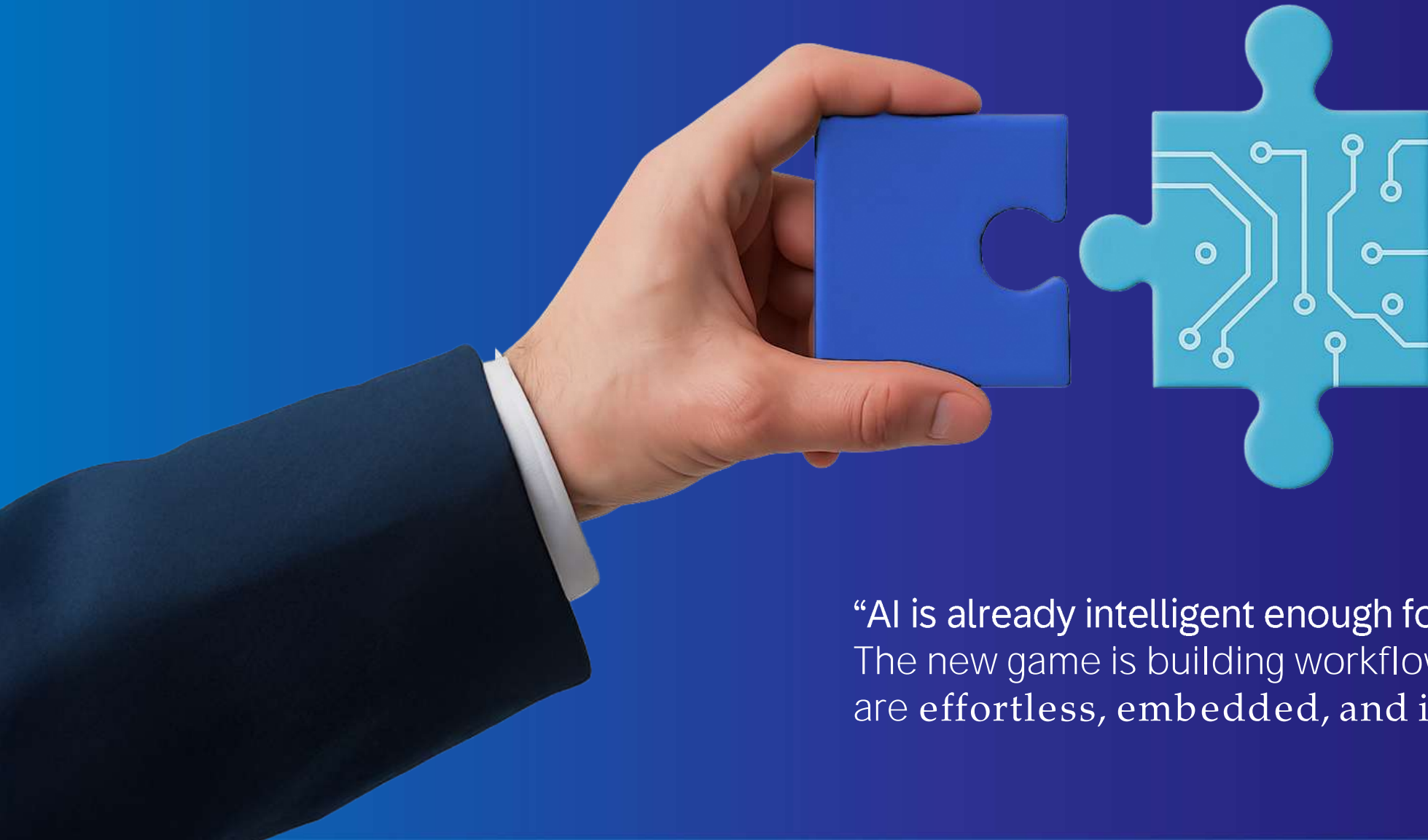
Help users retrieve the information they need

Analytics



Help users ask numerical questions

AI = Already Installed!

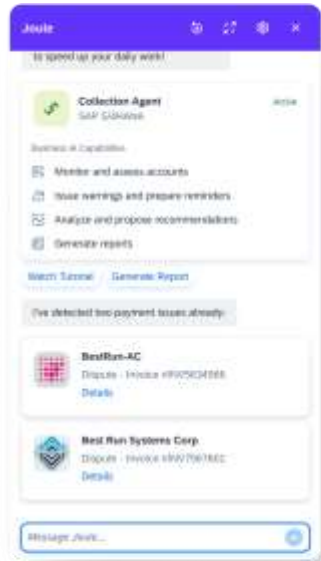


“AI is already intelligent enough for most tasks.
The new game is building workflows that
are effortless, embedded, and intent-**aligned**”

Chobani

AI, Already Installed

>1300 Joule “skills”
across all
business
processes



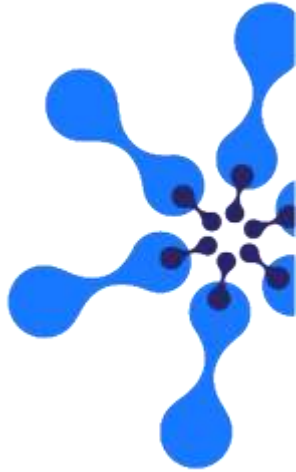
Joule studio

Build your
Joule skills

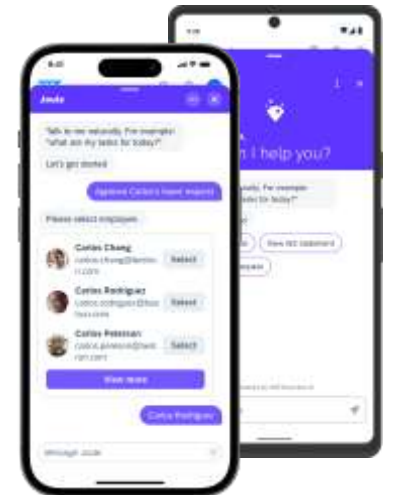
Multi-language
capabilities



Interoperability



Joule
for mobile



SAP BTP AI Foundation, Generative AI Hub

Everything you need for orchestrating custom AI

- Wide choice of models
- Grounding
- Data masking
- Filtering
- Prompt management
- Lifecycle management

The screenshot displays the SAP AI Launchpad interface for the 'canary-test-dg (test-canary-grounding)' project. The left sidebar shows the 'Workspaces' menu with 'Generative AI Hub' selected, containing options like 'Model Library', 'Chat', 'Prompt Editor', 'Orchestration' (highlighted), 'Prompt Management', and 'Administration'. Below this are 'SAP AI Core Administration' and 'ML Operations'. The main area is titled 'Generative AI / Orchestration' and shows a workflow diagram with four nodes: 'Grounding', 'Templating', 'Data Masking', and 'Input Filtering'. The 'Grounding' node is selected, and its configuration panel is open. This panel includes sections for 'Input Variables (1)' with a dropdown set to 'grounding_input_variable_1', an 'Output Variable' set to 'grounding_output_variable', and 'Selected Sources (1)' which includes a repository named 'pipeline-2fc168ab-b951-4470-ab48-a8...' with default values 'Max Document' and 'Max Chunks' set to 10. Action buttons like 'Build', 'Test', 'Download', 'Edit Workflow', 'Upload', 'Workflow', and 'JSON' are visible at the top right of the main area.

Aspen Pumps

ASPEN PUMPS GROUP

Contact | About the Group | Wholesaler Information | BIM Shelf | Choose Country

Our products | Where to Buy | Resources | Knowledge Hub | News

Making life easier for the HVAC/R engineer

ASPEN PUMPS

Xtra

Advanced

JAL

Condensate Pumps

Ancillaries

Maintenance Chemicals

VEAMCO

ZEMMECLIMA

UNILITE

Plastic Trunking & Accessories

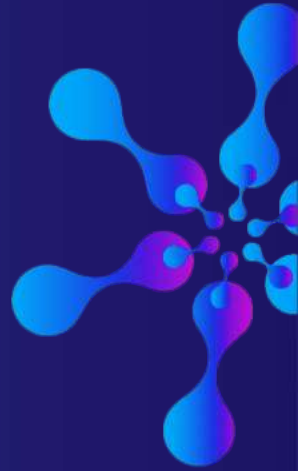
AC Brackets & Supports

Portable Lighting

SAP Desktop Agent

What are you looking for?

OK



Do you have this reference?

Do you have a product that its these technical requirements?

Which product is equivalent to this one from your competitor?

AI for Supply Chain Planning

Advanced Micro Devices (AMD) GenAI Supply Chain Troubleshooter

Deloitte



90%

Reduction in time and cost spent on root cause analysis

10,400

Orders analysed each year with GenAI Supply Chain Troubleshooter

3,120

Hours of headcount productivity to be saved each year

AI = Accurate Information

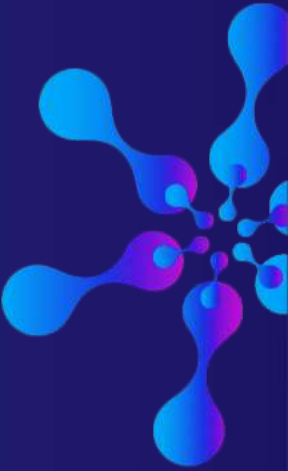
Context

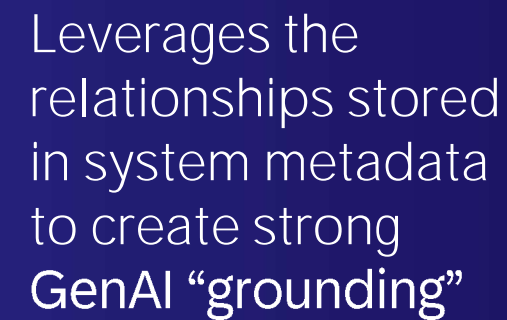


SAP Business Data Cloud



“Insight as a service” with
out-of-the box data
products and insight
apps





Heineken's "Hoppy" Chatbot

Leverage SAP BW data via
SAP Datasphere &
SAP BTP to answer
any question:

"What are the top ten
brands with highest
YTD sales in Europe?"

"Show me on a graph
of revenue per pack
type in Belgium and
sort descending"

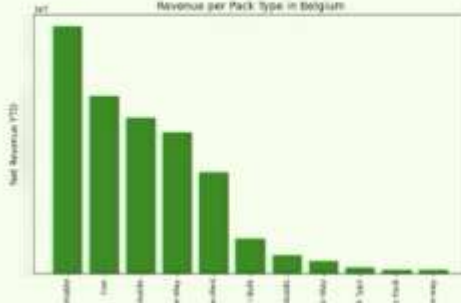
Hoppy 15:56

Please hold on.....Fetching your data

The graph would display different pack types in Belgium sorted in descending order based on their net revenue year-to-date (YTD). The pack type with the highest revenue is 'Bottle Glass Returnable' with a net revenue YTD of approximately [redacted] EUR, followed by 'Can' with around [redacted] EUR. The pack type with the lowest revenue is 'Keg one-way' with a net revenue YTD of approximately [redacted] EUR.

Pack Type	Pack Type Name	Net Revenue YTD	Local Currency
34	Bottle Glass Returnable	[redacted]	EUR
06	Cellar beer / Bulk	[redacted]	EUR
07	Keg Conventional Returnable	[redacted]	EUR
08	Bottle Glass One-Way	[redacted]	EUR
21	Primary Pack Type Not Specified	[redacted]	EUR
23	Can	[redacted]	EUR
09	Keg David returnable	[redacted]	EUR
04	Bottle PET One-Way	[redacted]	EUR
43	Keg one-way	[redacted]	EUR
22	Bag/Pouch/Squeeze Pack	[redacted]	EUR
55	Mixed Primary Pack Type	[redacted]	EUR

Revenue per Pack type in Belgium



ght people.

AI = Analytics Improved

SAP Analytics Cloud's GenAI-powered "JustAsk" features help Henkel analyze data and plan for the future



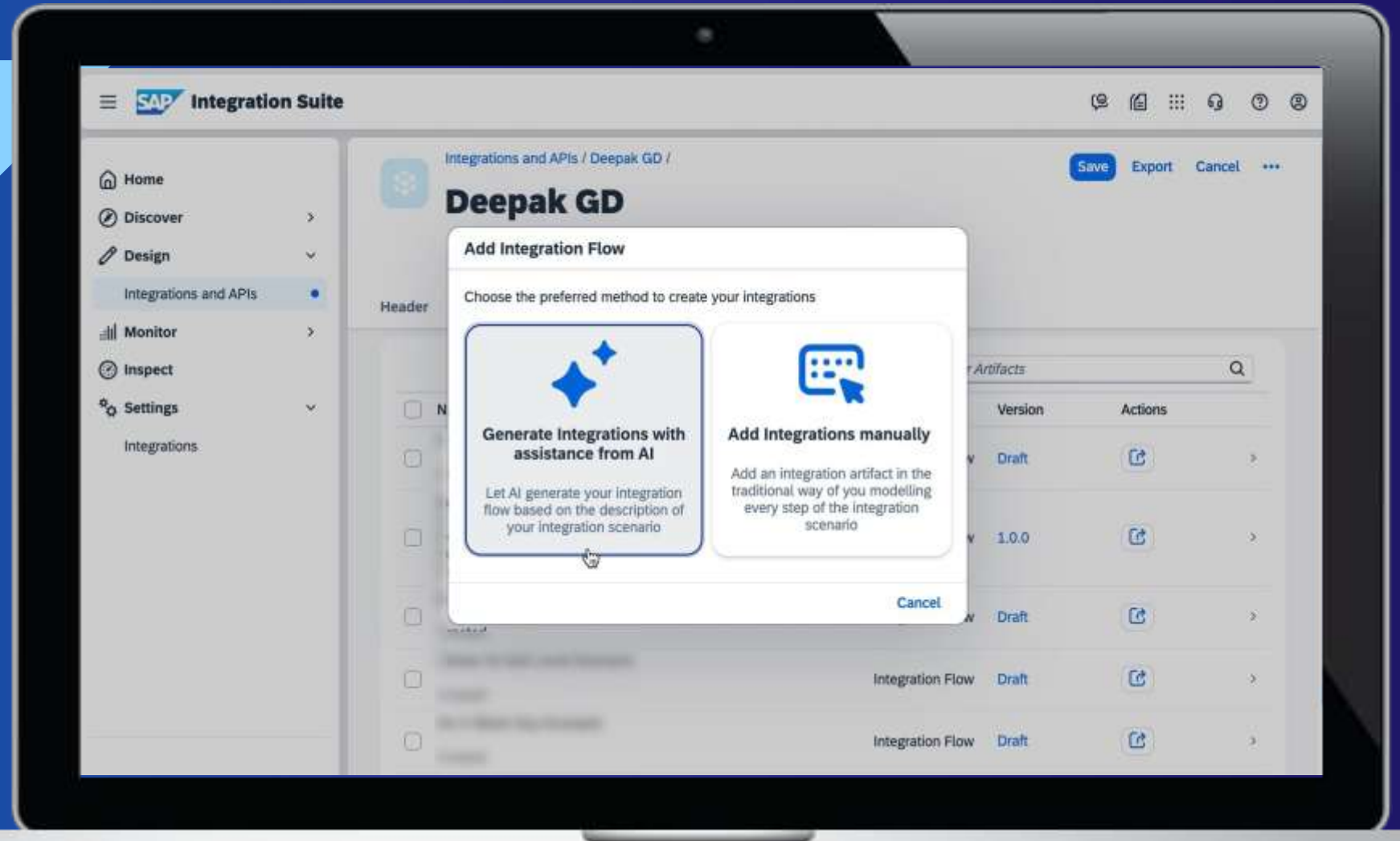
AI = Accelerated Improvements

What's holding
innovation back isn't the
technology—it's the time
and resources available
for innovation



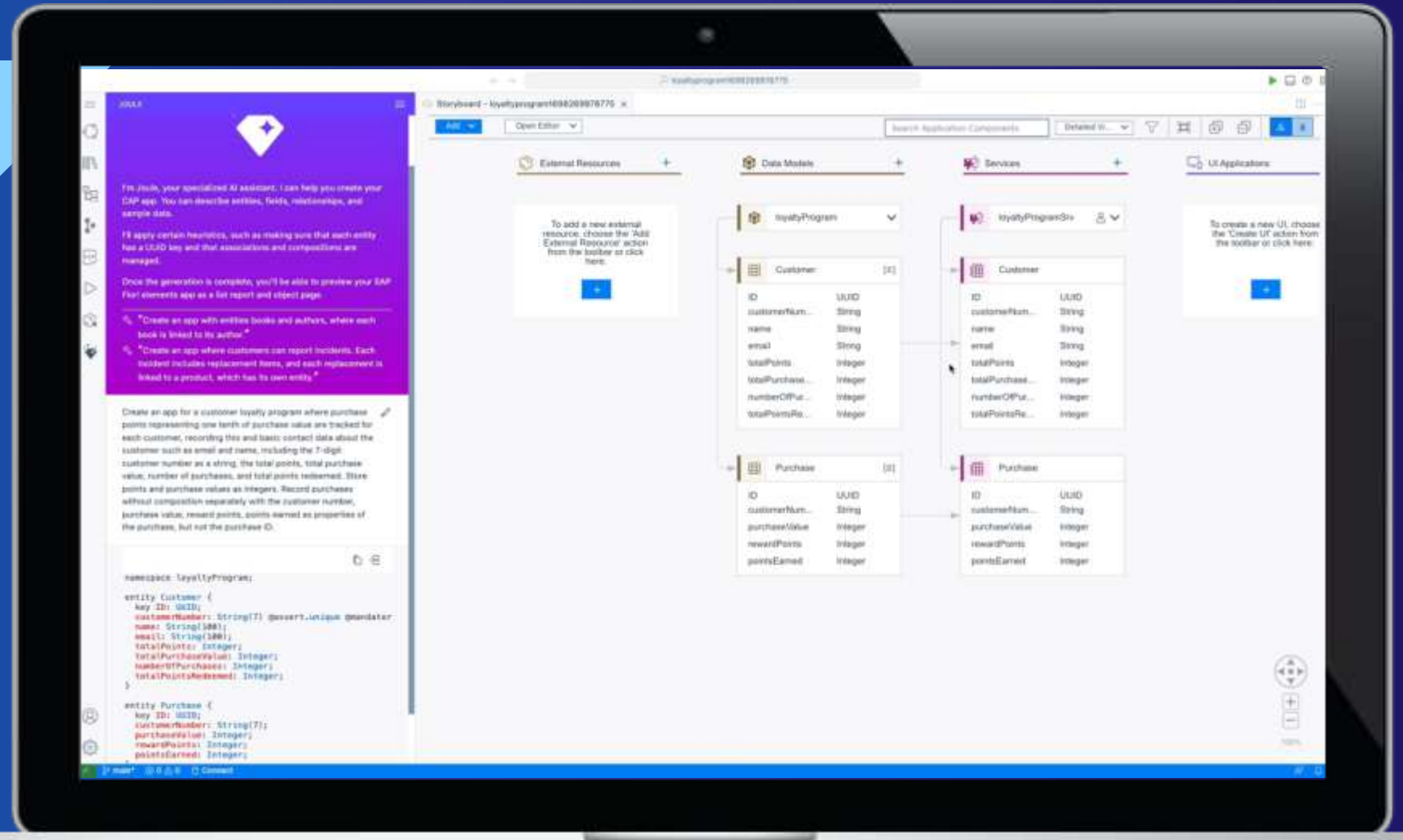
AI = Automatic Integration

SAP Integration Suite, AI-powered connections

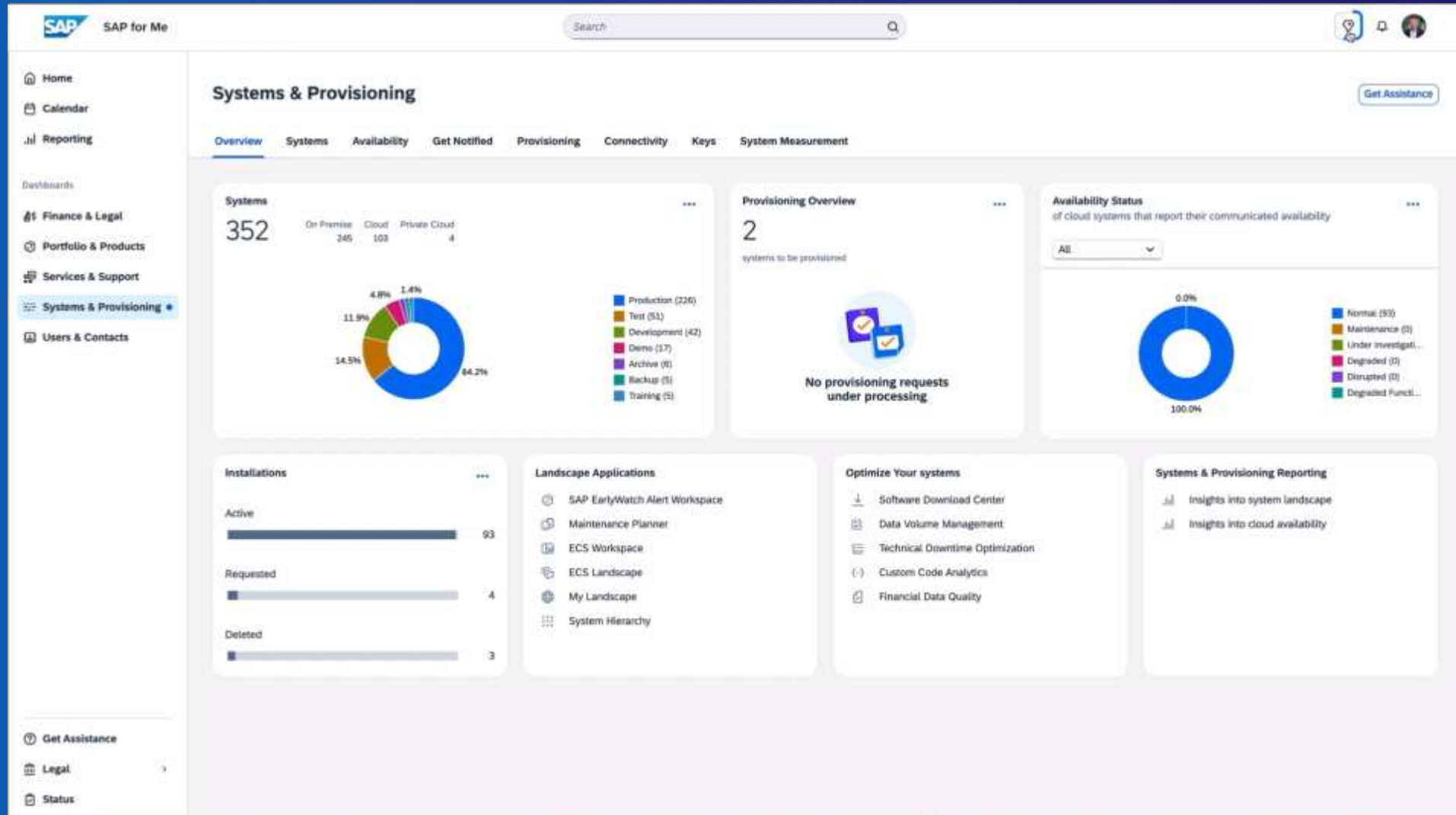


AI = Aided Innovation

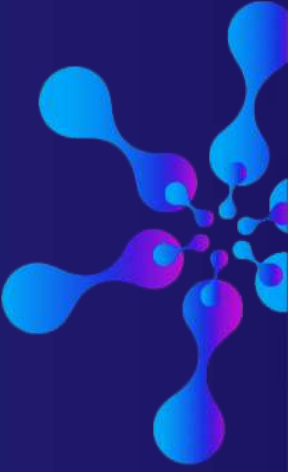
SAP Build:
Agile application
development and
customization



SAP Consulting with Joule



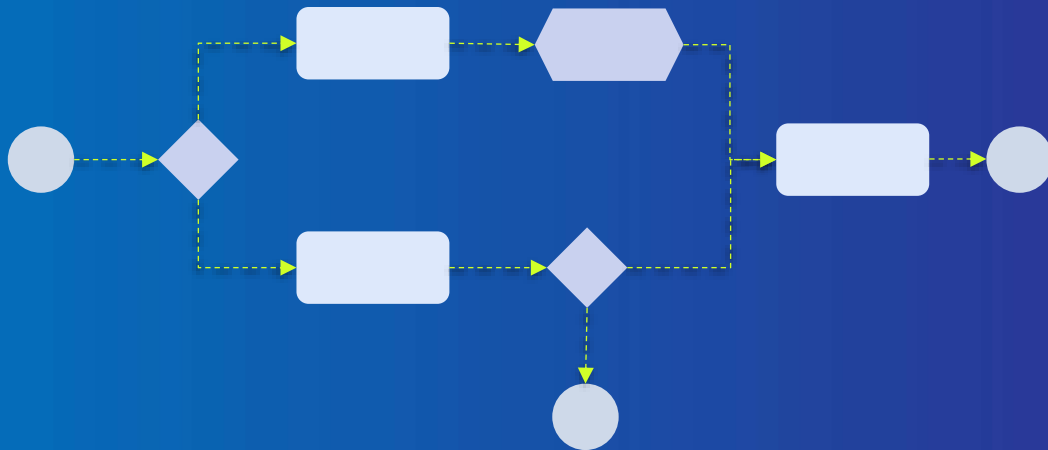
AI = Agents Incoming



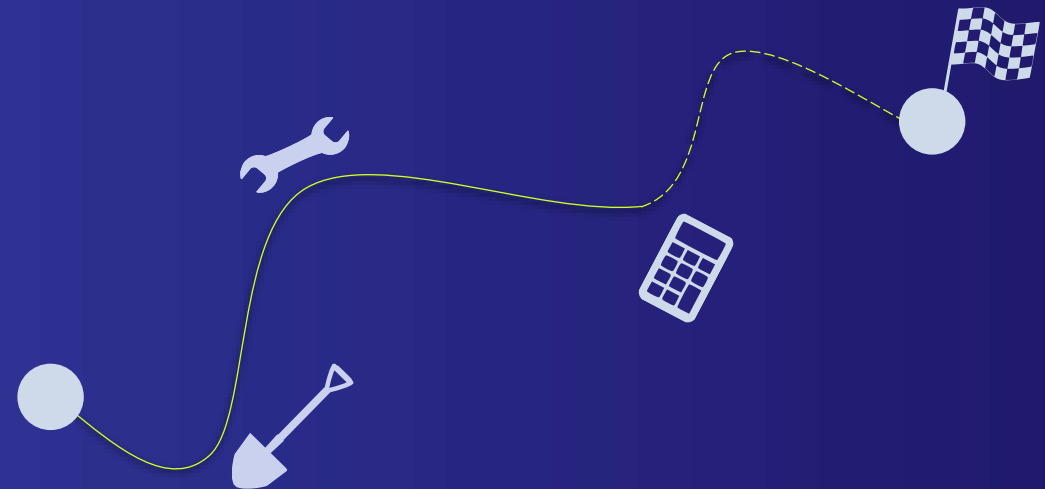
AI Agents for Business

The next evolutionary step towards automation in business contexts

from modelling processes with rules and conditions ahead of time



... to **providing** tools and a mission prompt for dynamic problem solving





Search (Cmd+E)



Activity

Activity



Unread

@Mentions



Chat



Teams



Calendar



Calls



OneDrive



Planner



...



Apps



Card - access it on <https://go.skype.com/cards.unsupported>. Card

Cases

Go to channel



Joule 15:25



Urgent Action Required on Customer Invoice Issue

Complaint from customer **LogiBuild Inc.** concerning an incorrect billing for rented drilling equipment that arrived **t+5 days late**, but the invoice (Invoice #100100001699) did not reflect this delay. Our AI Agents propose the following resolutions after creating the case. Please review and decide:

Option A

- Cancel the incorrect original invoice.
- Issue a new invoice accounting for the delay in shipment immediately

Option B (Optional)

- Credit the customer for the shipping costs as a gesture of goodwill, acknowledging the oversight and inconvenience caused.

Option C (Optional)

- Offer the customer a discount on their next billing cycle to foster continued business relations and goodwill.

Select an action:

Option A



Submit

Review

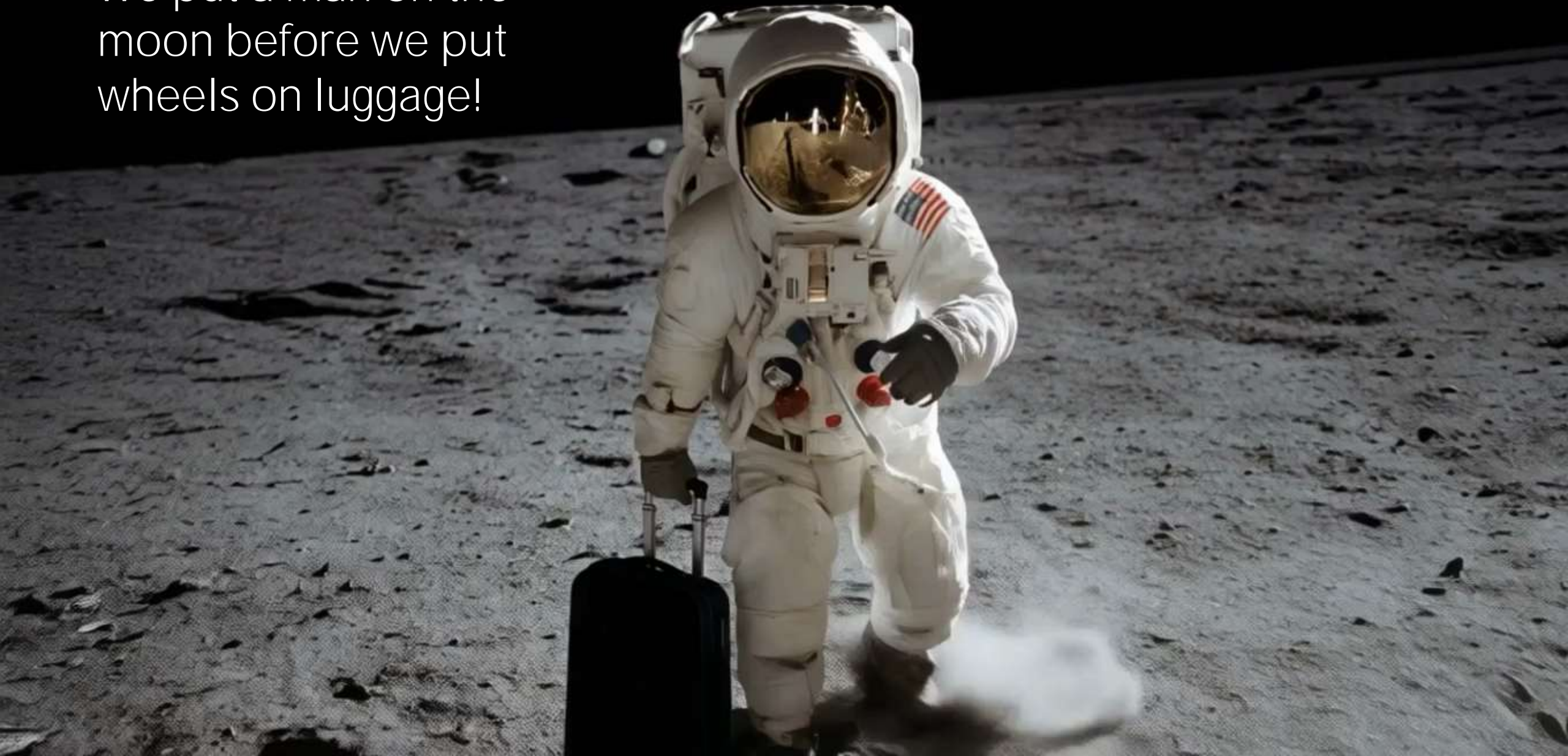
Reply



AI = Automatic Innovation?



We put a man on the
moon before we put
wheels on luggage!



Don't replace people. Reinvent work.

To get the best AI results, build systems around people, not the other way round.

- Add AI to teams of people as a “cybernetic teammate”
- Everybody becomes a manager (of AI “minions”)

Knowledge and expertise become less valuable — but the ability to **apply** knowledge is multiplied

The top skills now are flexibility, adaptability, mindset, and imagination

HI! I'M YOUR NEW
**CYBERNETIC
TEAMMATE!**



A full-page background image showing a surfer in a black wetsuit riding a massive, curling blue wave. The surfer is positioned on the right side of the wave, leaning forward. The wave is a deep blue with white foam and spray. The overall scene is dynamic and powerful.

sap.com/ai

We've been helping customers surf the next technology wave for >50 years!

Thank You!

Timo Elliott
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Thank You!

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