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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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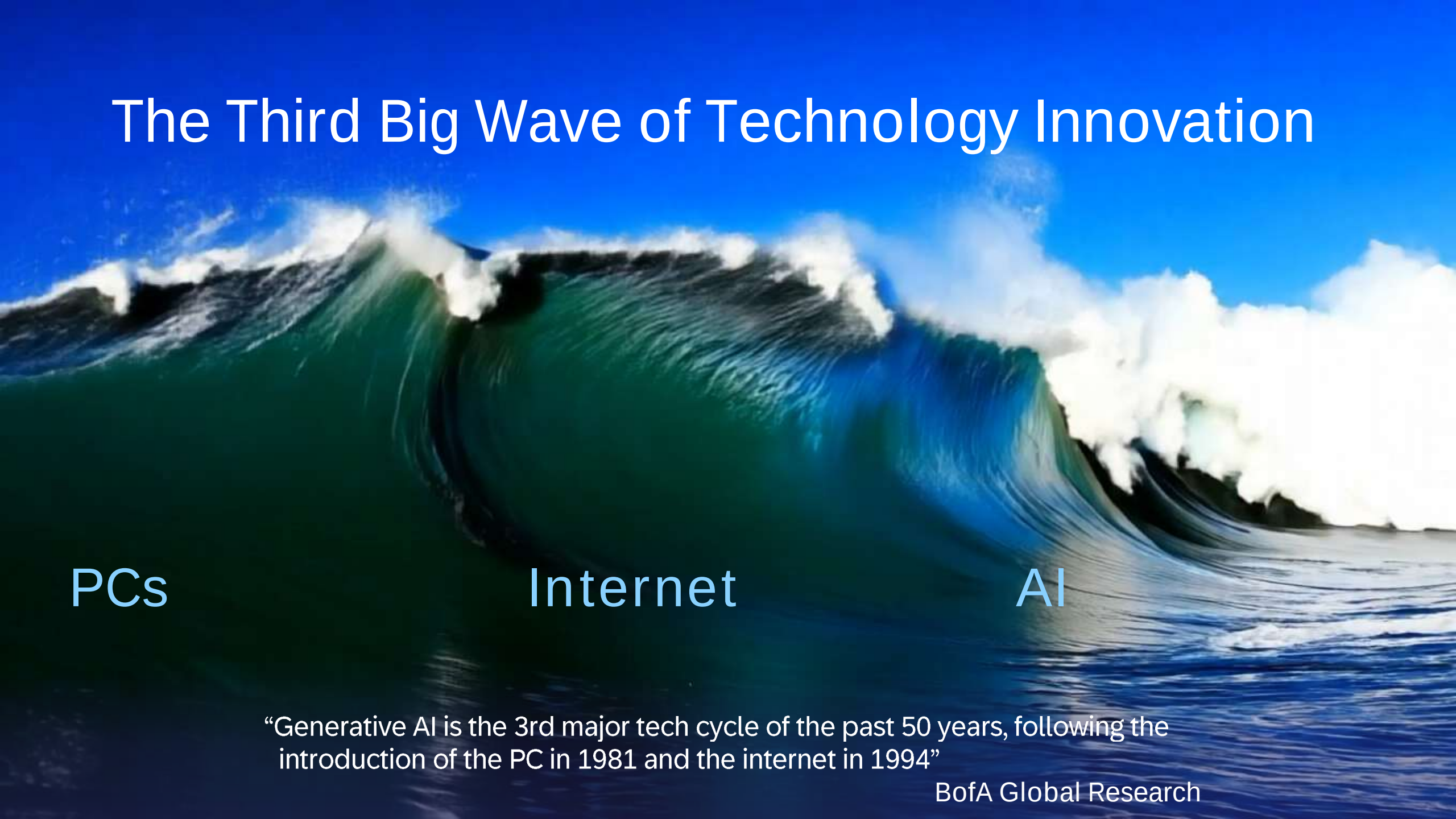
runway

The Third Big Wave of Technology Innovation



"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…

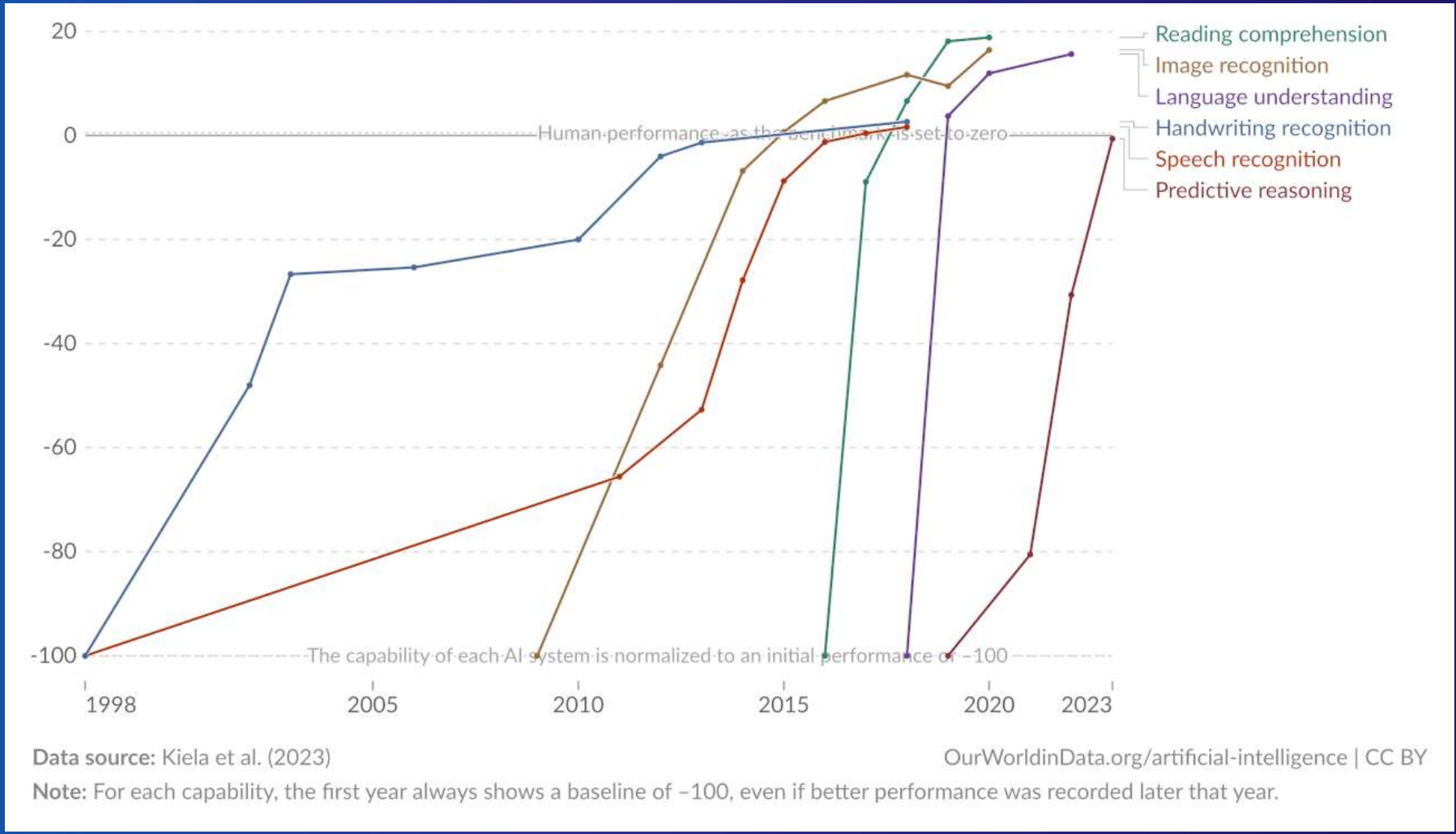
We're still at the toddler stage…

"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

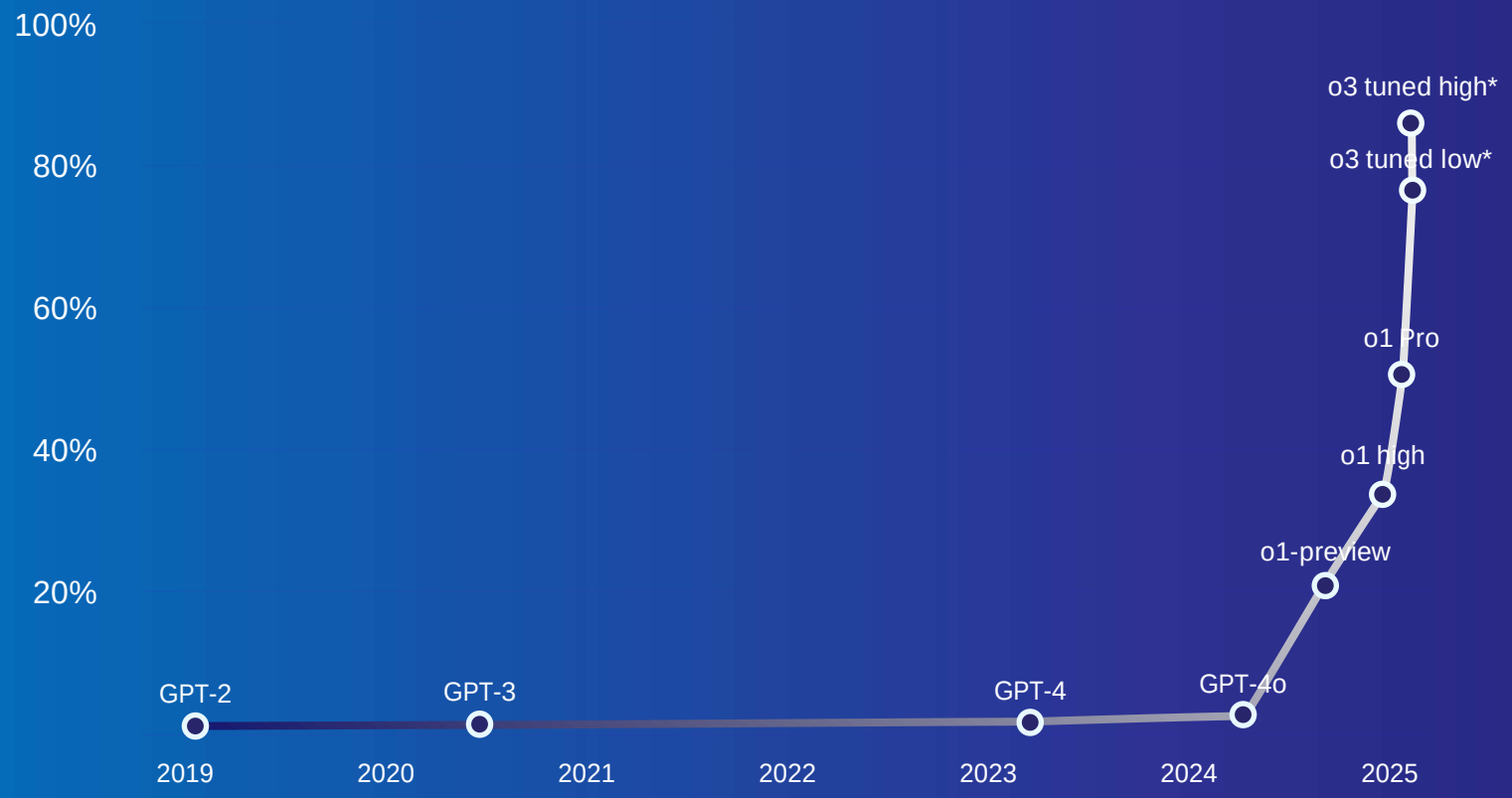
AI is already better than humans for many tasks

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



And now they can reason!...

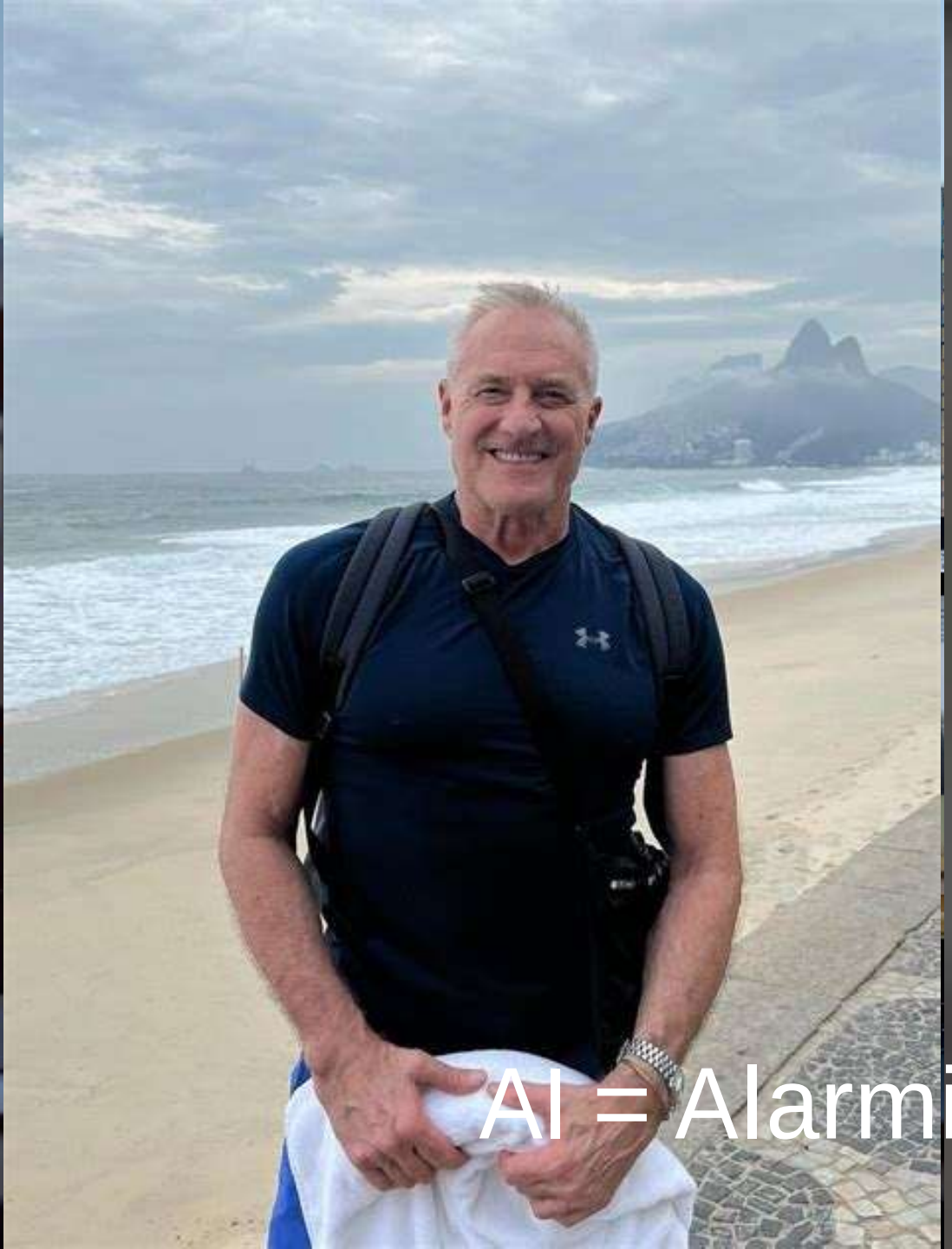
Abstraction and Reasoning Corpus for Artificial General Intelligence v1 (ARC-AGI-1)



*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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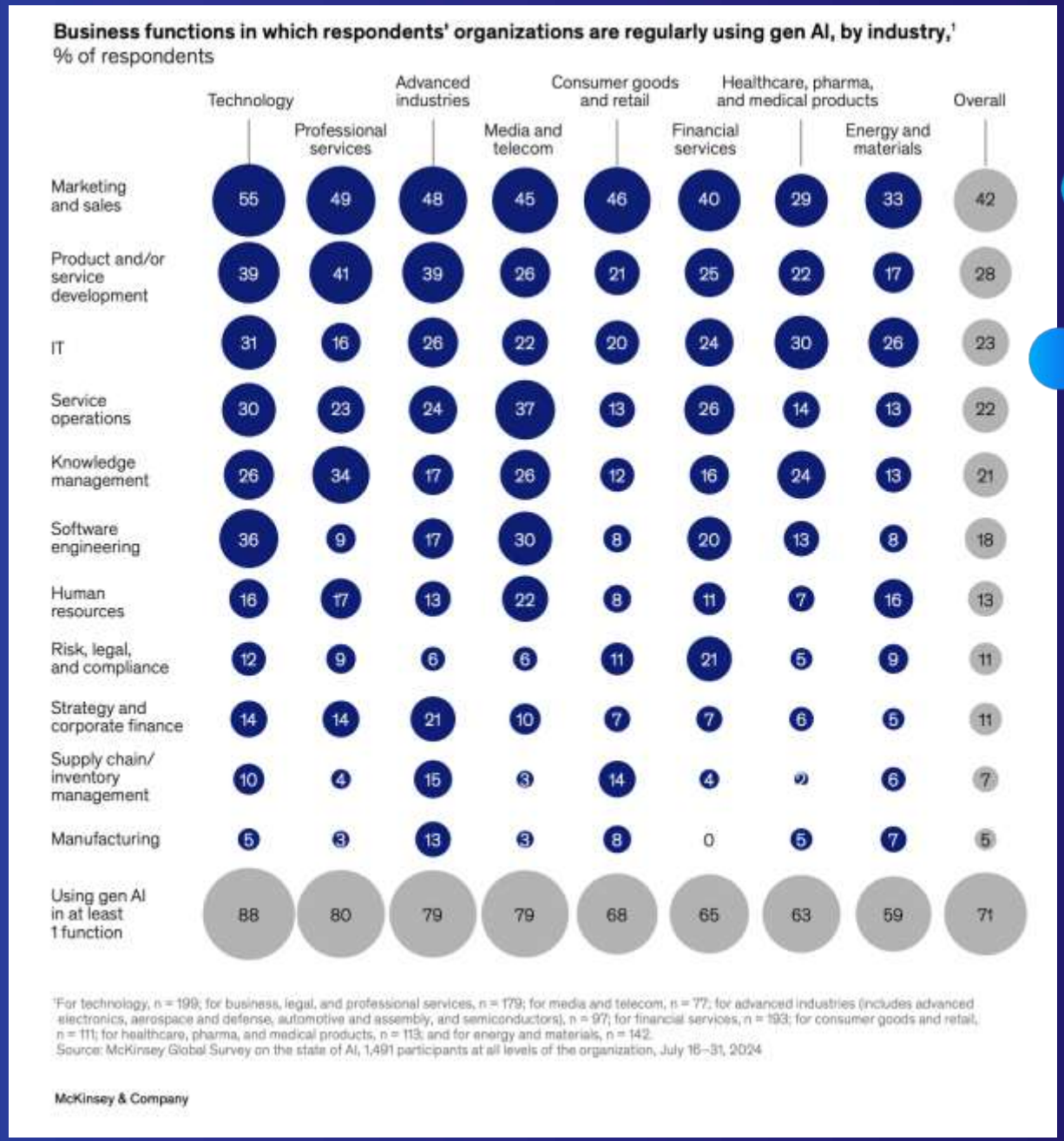
Key AI Value Areas

Top Functions

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

Top Industries

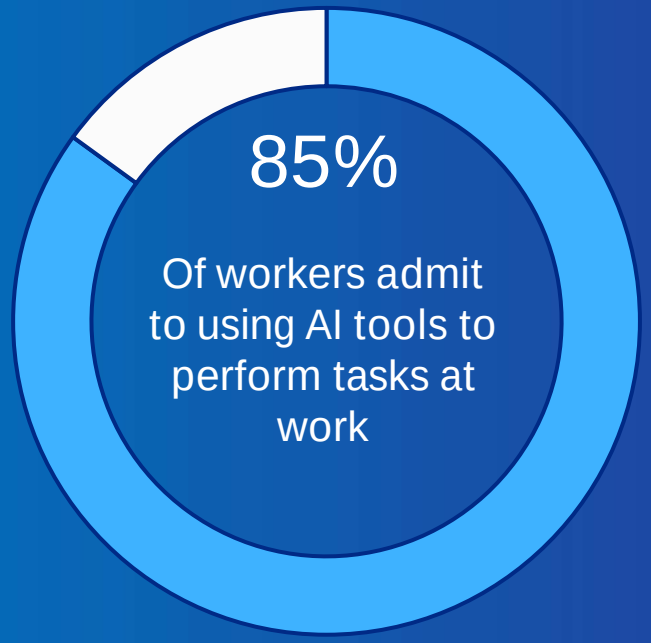
- Technology
- Professional services
- Advanced industries
- Media and Telecom
- Financial services

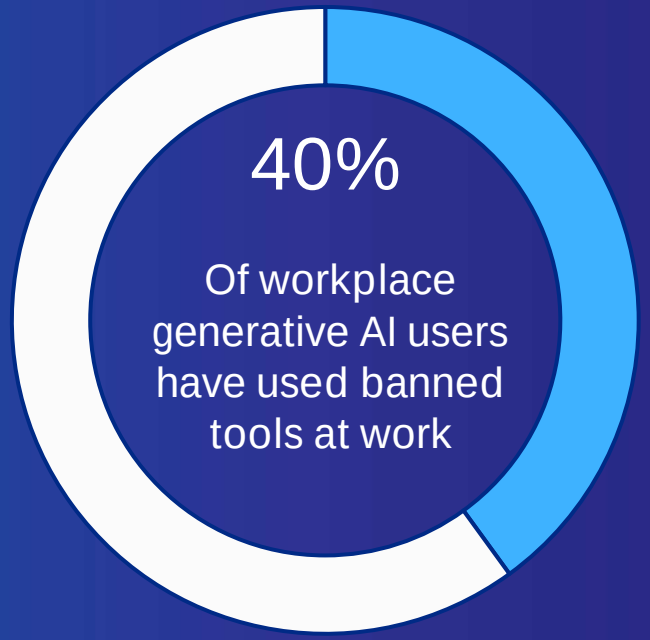


AI for Personal Productivity

Value for the individual

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





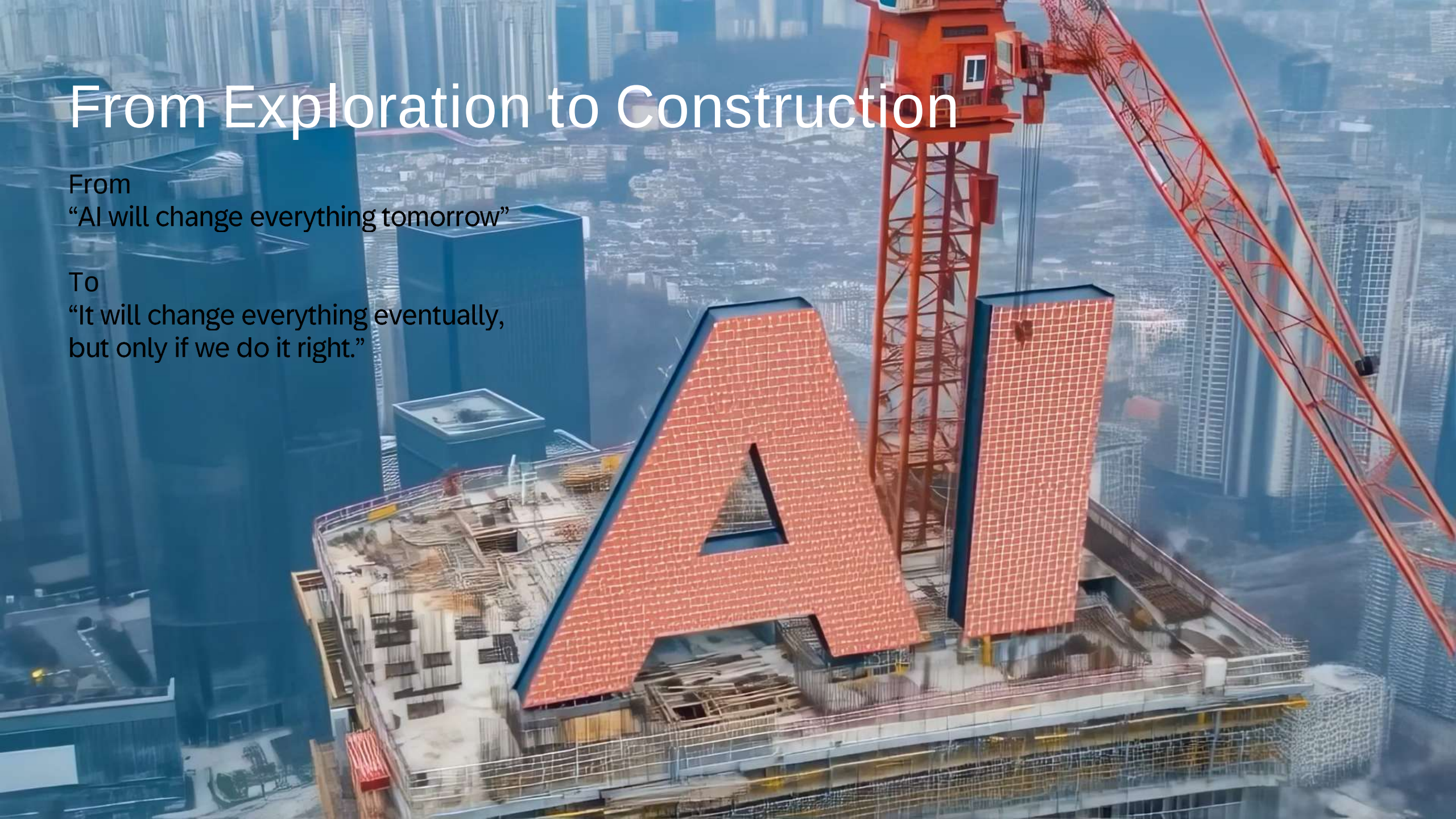
Users learning and experimentation doesn't benefit the organization's longer-term strategy

Source: AI Workplace Survey

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

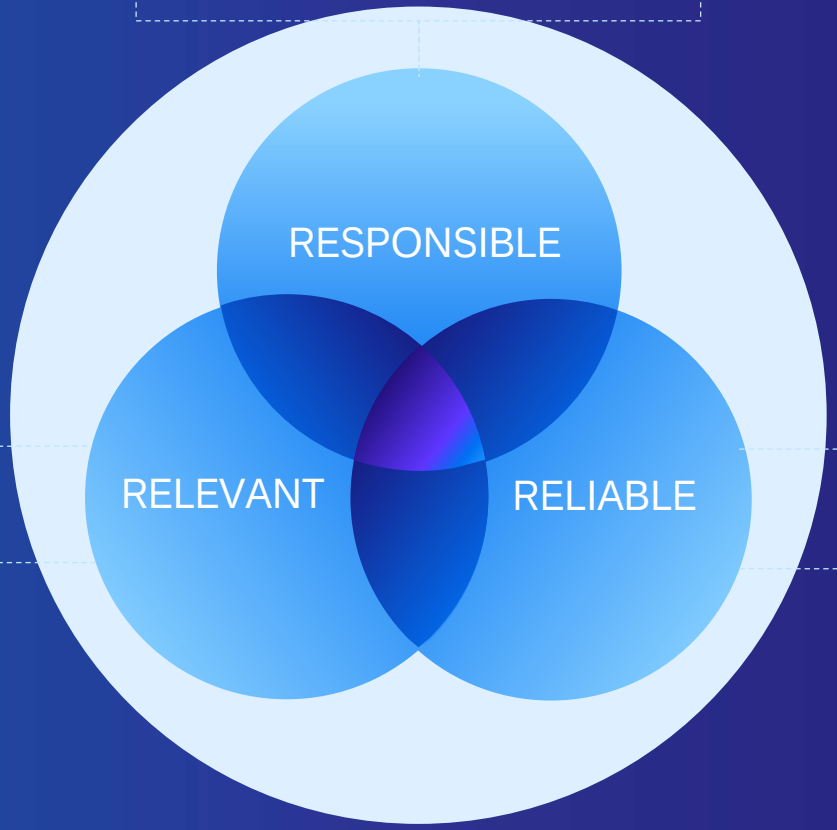
AI: at the heart of SAP for a long time!

SAP Business AI

AI value realization requires context, security, and scale

Security

AI ethics



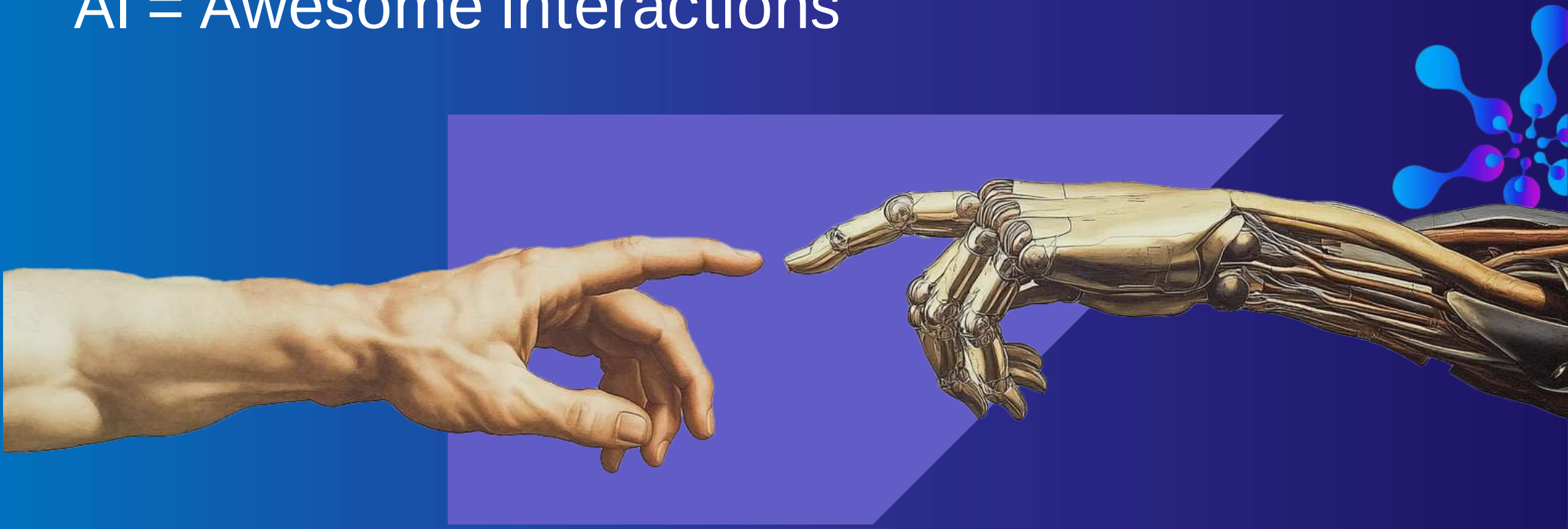
Business processes

Business application

Business data

Business networks

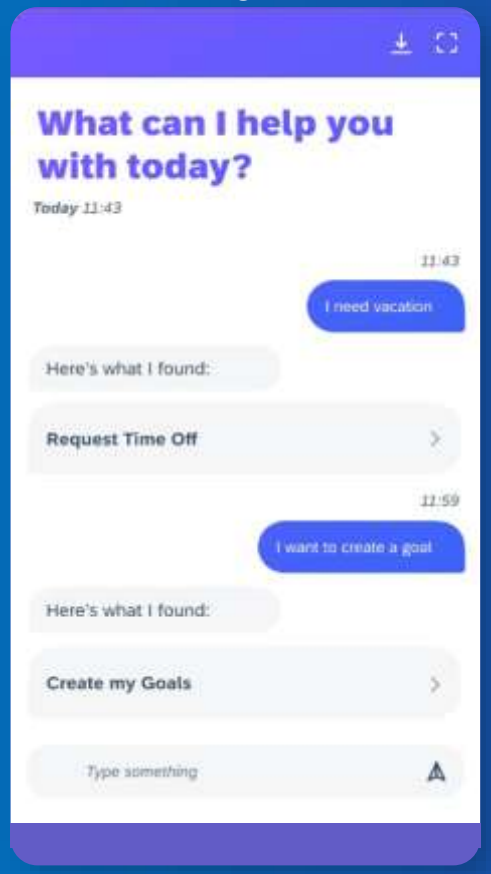
AI = Awesome Interactions



Redefining the interface between
people and technology

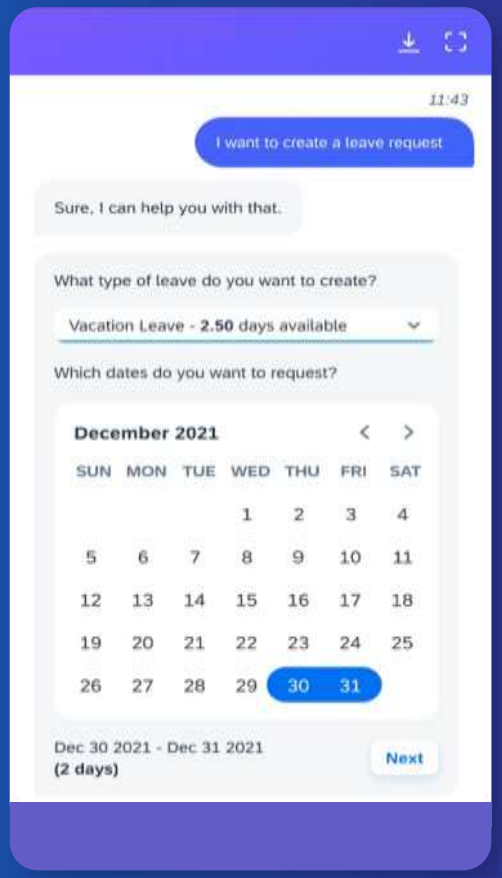
Joule, A single AI assistant across your SAP Portfolio

Navigation



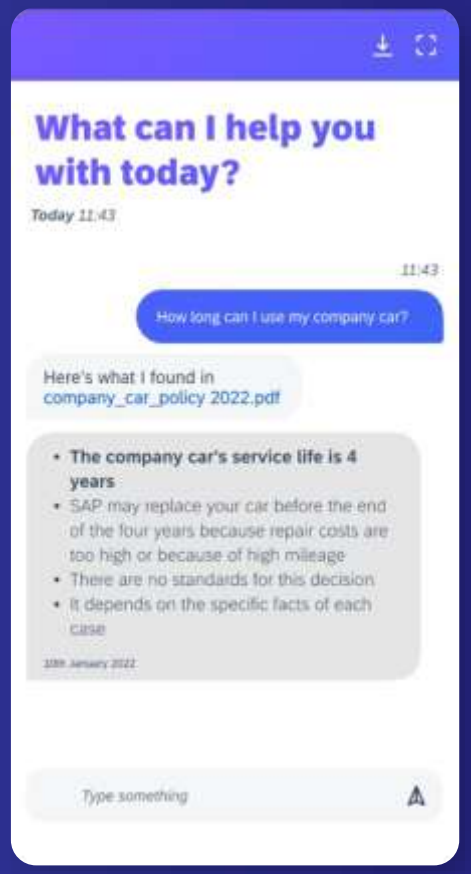
Help users navigate to functionality

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

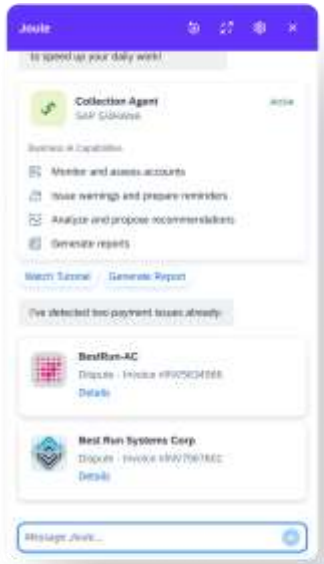
AI = Already Installed!

“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



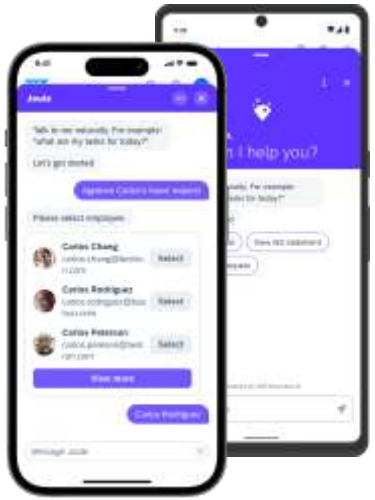
Joule studio

Build your Joule skills

Multi-language capabilities

Interoperability

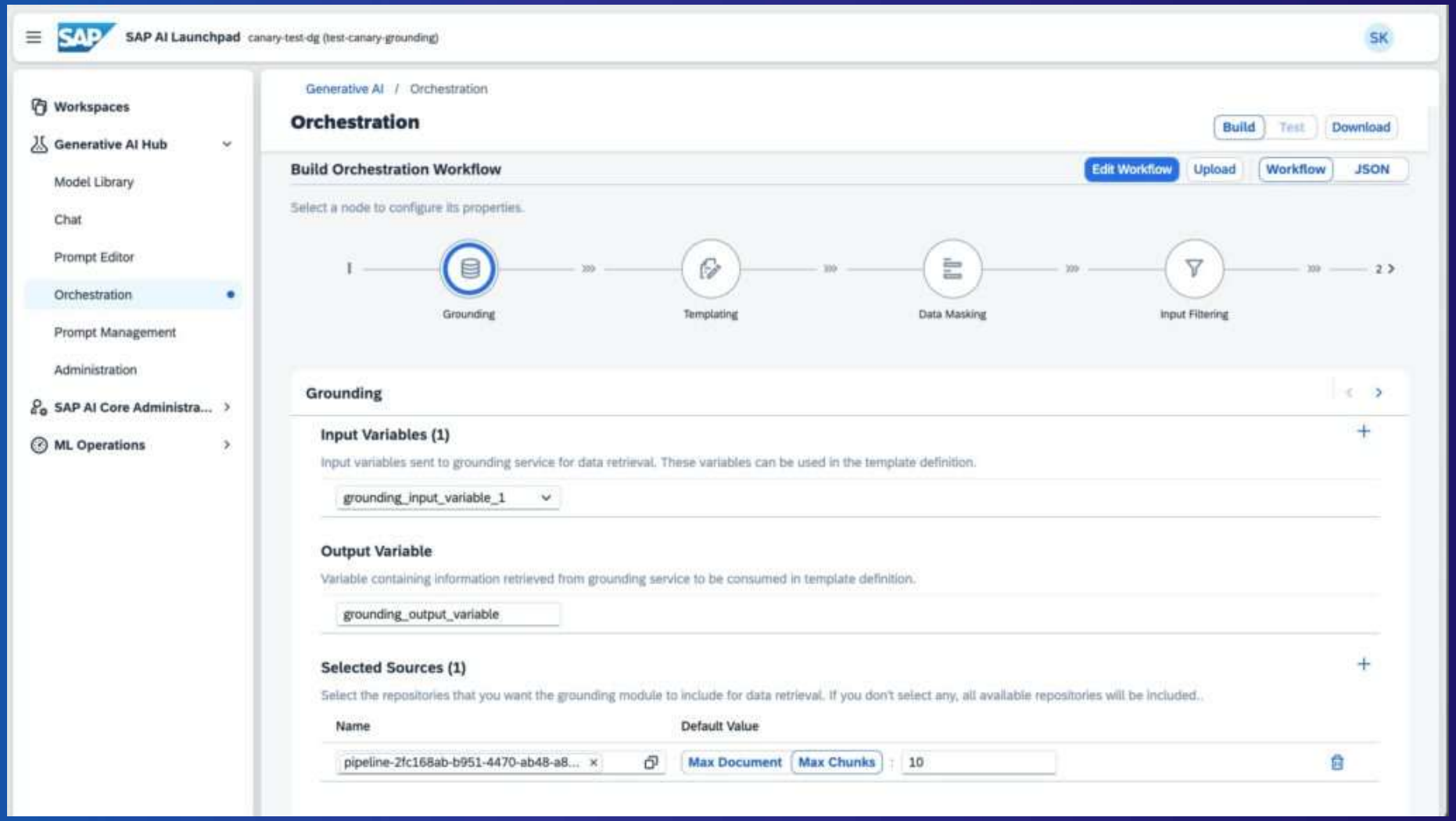
Joule for mobile



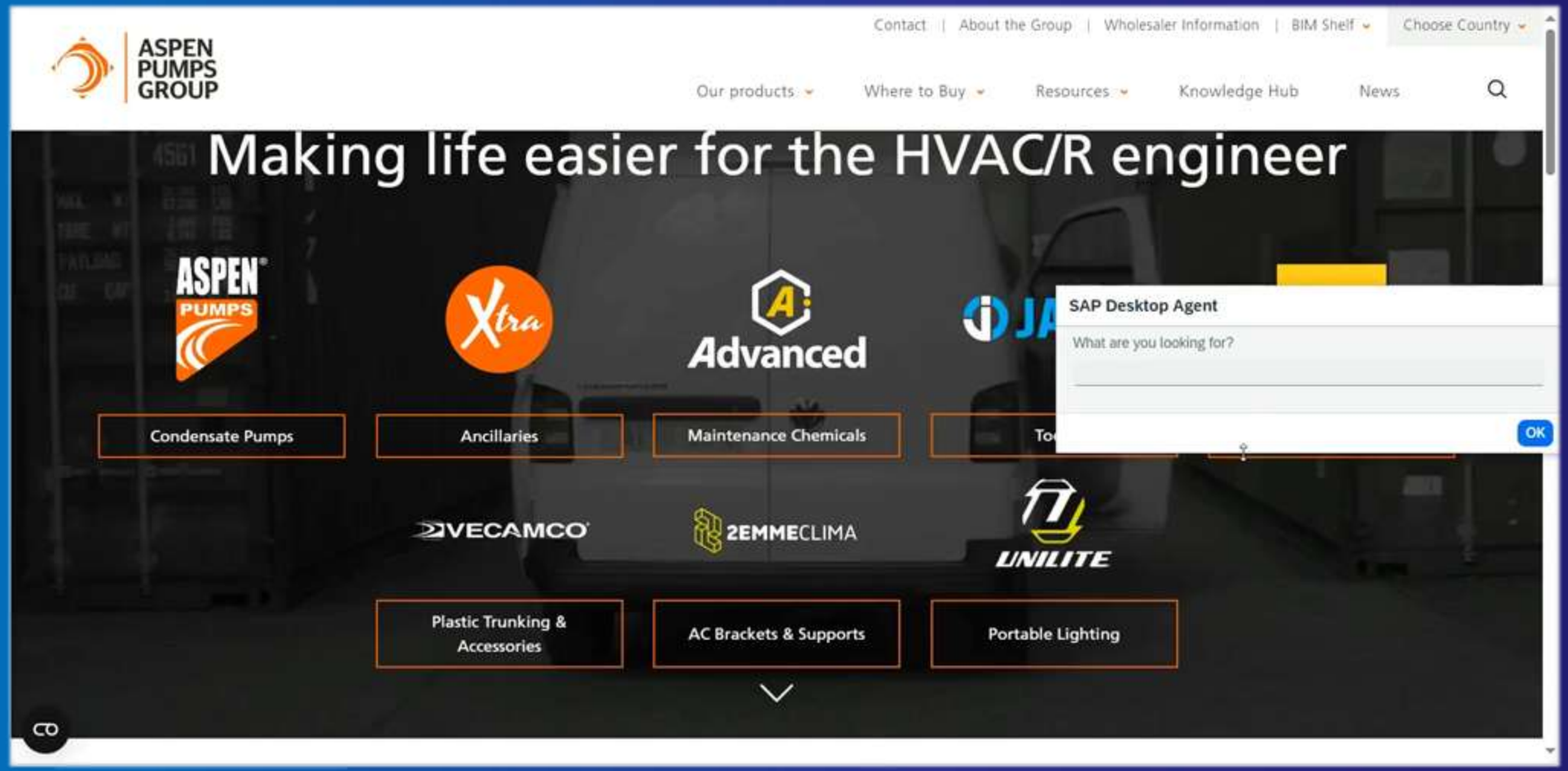
SAP BTP AI Foundation, Generative AI Hub

Everything you need for orchestrating custom AI

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



Aspen Pumps

- 

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

SAP Innovation Awards 2024

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

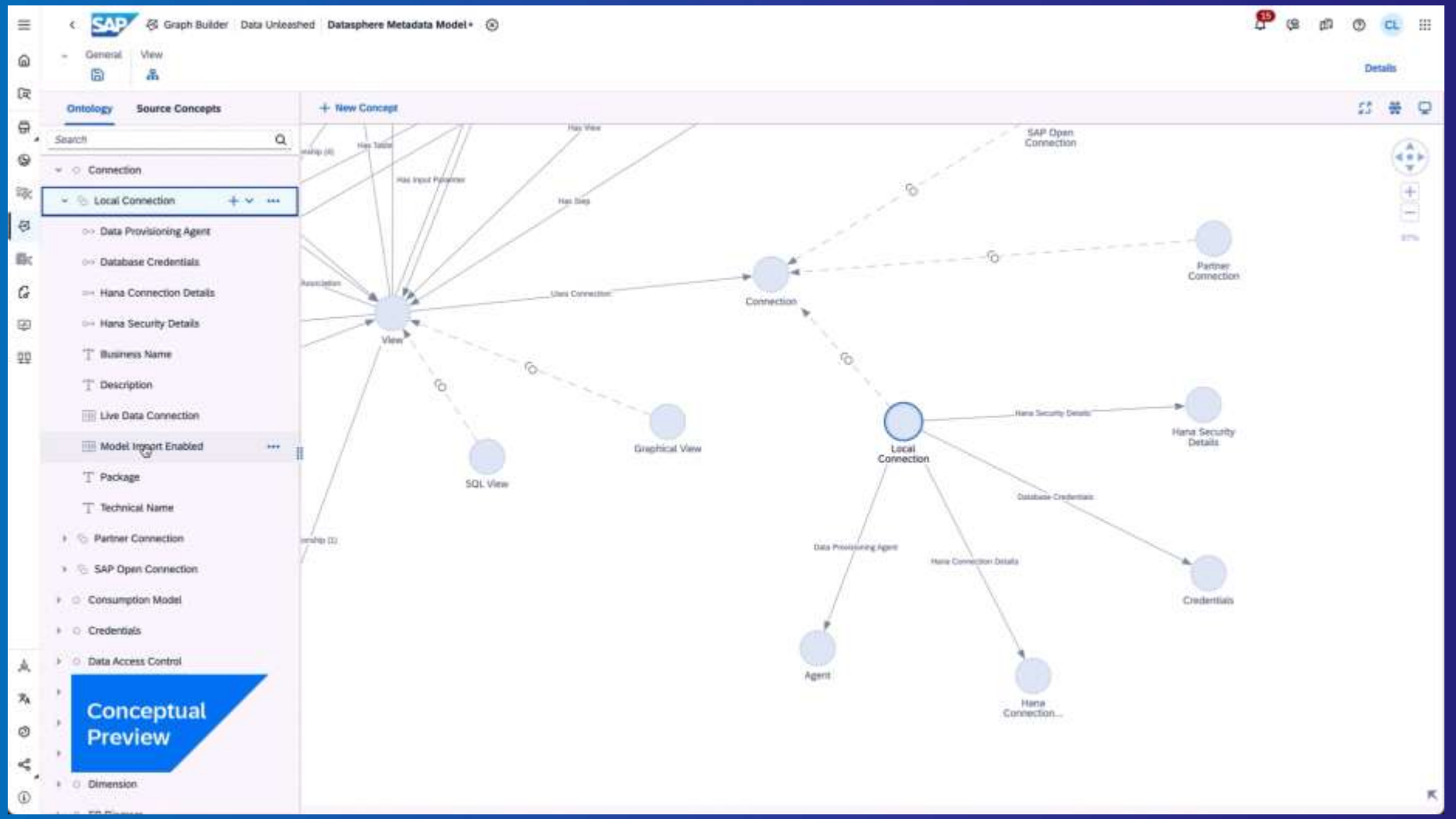
AI = Accurate Information

Context

SAP Business Data Cloud

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

SAP Knowledge Graph



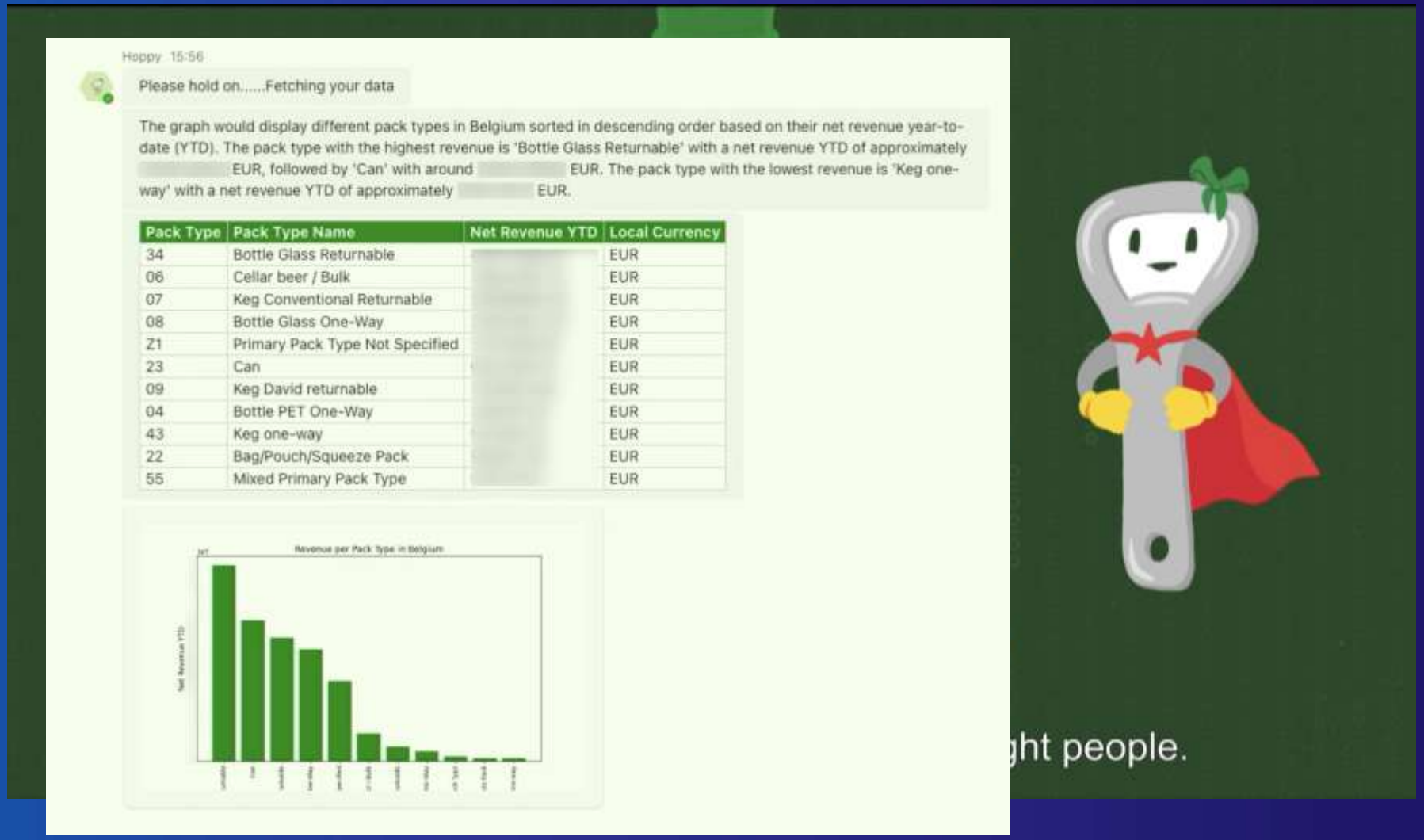
Leverages the relationships stored in system metadata to create strong GenAI “grounding”

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"



AI = Analytics Improved

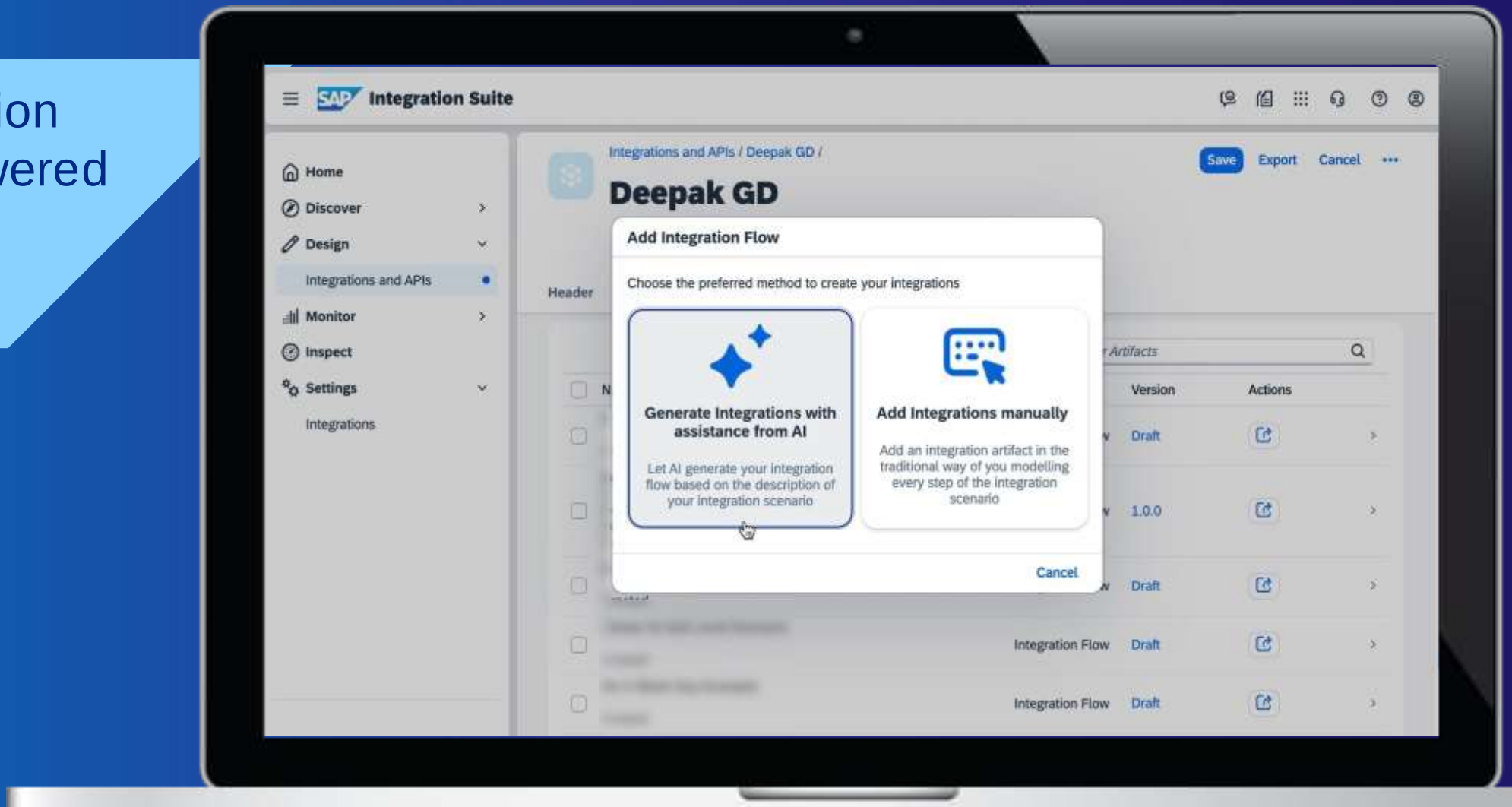
SAP Analytics Cloud's GenAI-powered "JustAsk" features help Henkel analyze data and plan for the future

AI = Accelerated Improvements

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

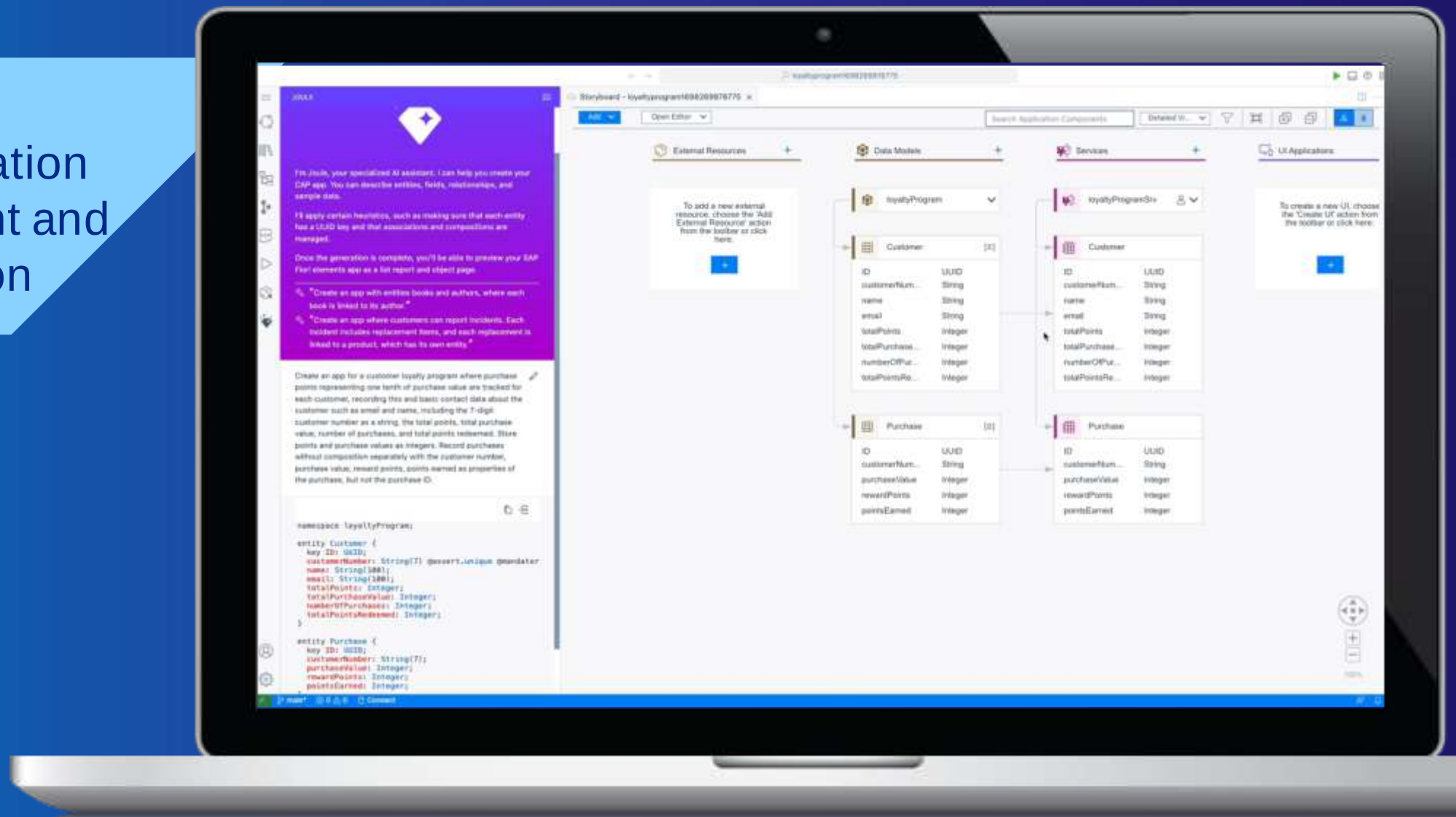
AI = Automatic Integration

SAP Integration Suite, AI-powered connections

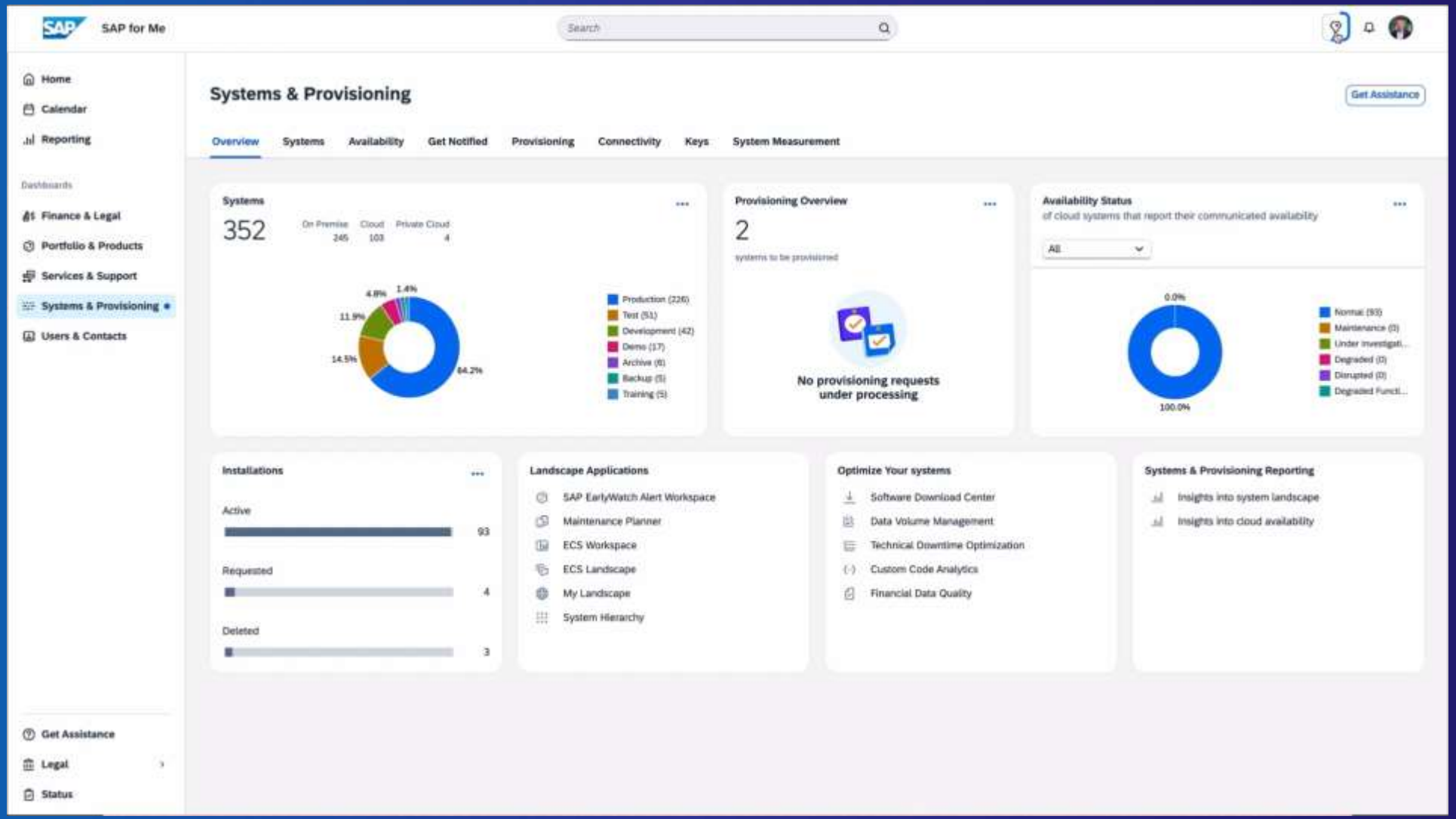


AI = Aided Innovation

SAP Build:
Agile application development and customization



SAP Consulting with Joule

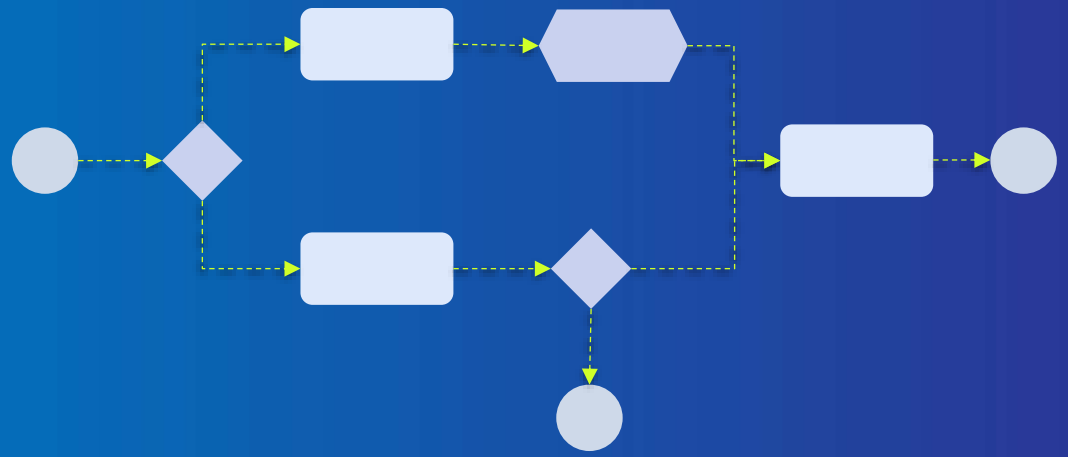


AI = Agents Incoming

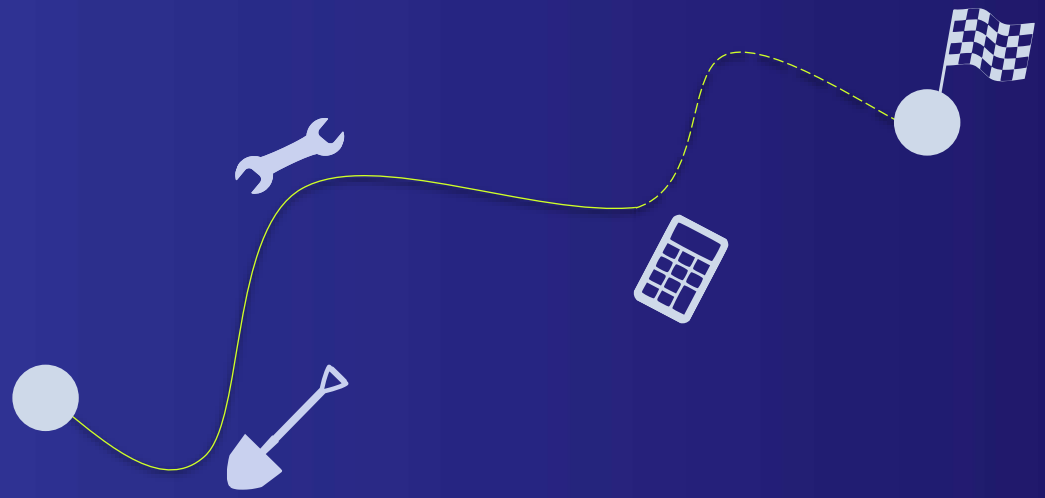
AI Agents for Business

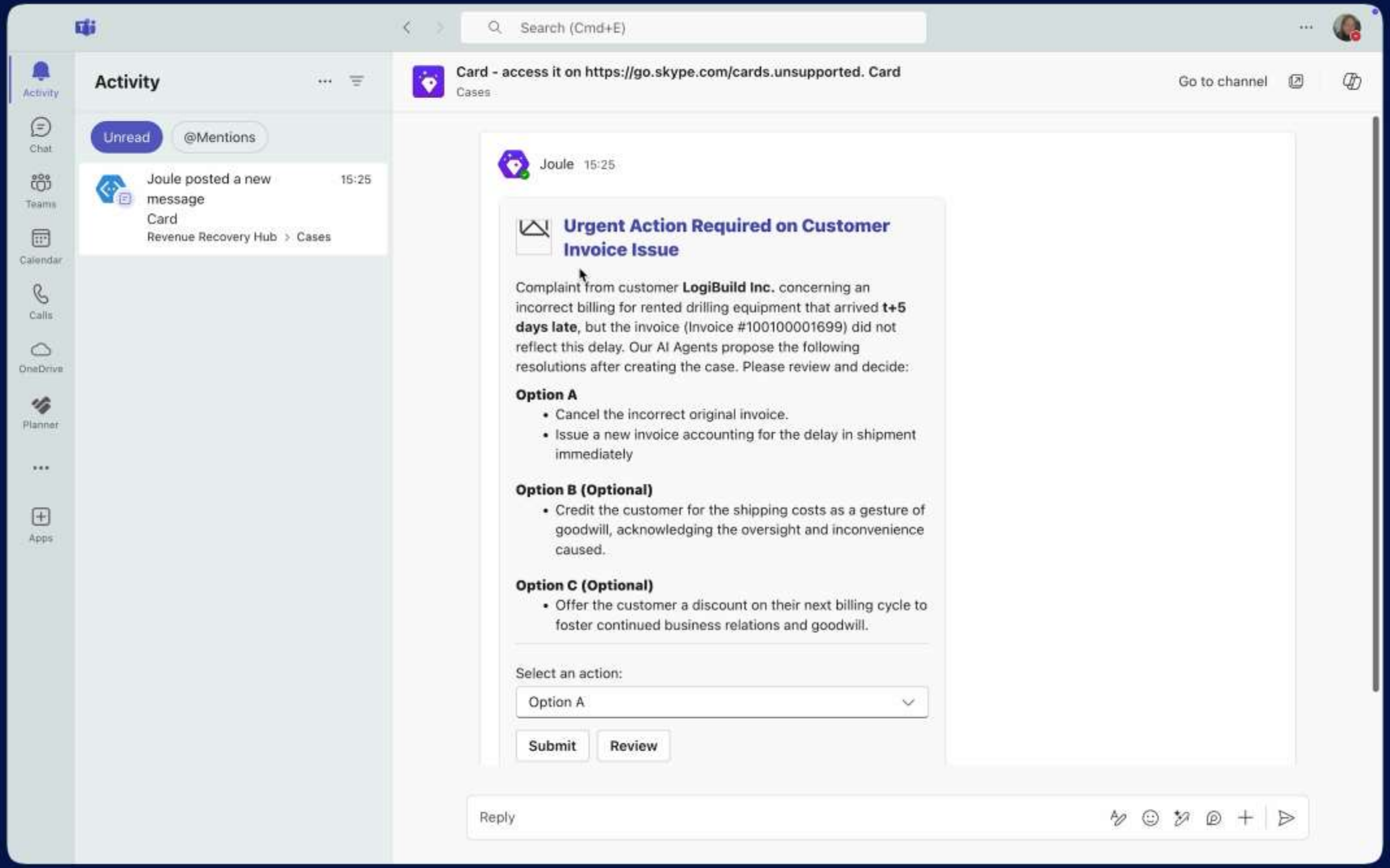
The next evolutionary step towards automation in business contexts

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
Chat
Teams
Calendar
Calls
OneDrive
Planner
Apps
Activity
Unread
@Mentions
Joule posted a new message 15:25
Card
Revenue Recovery Hub > Cases
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

sap.com/ai
We've been helping customers surf the next technology wave for >50 years!

Thank You!

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