



Track insight:

Business AI & Joule

Official SAP
TechEd on
Tour content
included

Embed intelligence. Build with agents. Rethink the interface.



This is a practical view into SAP's evolving AI landscape. Whether you're just exploring or already experimenting with agents and copilots, the sessions will help you understand what's possible, what's useful and what's worth planning for - based on real-world experience.

The incorporated official SAP TechEd sessions allow you to go hands-on with Joule and AI and develop solution understanding in deep dives and roadmap sessions.

SAP's Business AI and Joule offerings are evolving quickly, but for many teams, the challenge lies in understanding what's ready to use today - and how to build a path forward that delivers value. This track focuses on how organisations are exploring and adopting SAP's AI tools, including Joule as a copilot, embedded AI features, and AI agents built on SAP BTP. Sessions will help both technical and functional audiences cut through the hype and focus on the use cases, architecture decisions, and governance considerations that matter in their environment.

What You'll Learn:

- Where and how AI is currently embedded in SAP solutions
- What Joule can (and can't yet) do as a user interface and copilot
- Use cases for AI agents across finance, HR, supply chain and IT
- Technical requirements and architecture considerations for SAP Business AI
- How BTP supports building, extending and managing AI features
- Early learnings from teams trialling or implementing SAP AI tools
- The role of data quality, access, and governance in successful AI
- Considerations for change management and adoption of AI-enabled processes

Topics to be covered:

- Joule copilot and user experience
- SAP AI agents and task automation
- Business AI use cases across key functional areas
- Developer tools and frameworks for custom AI on BTP
- Data access, governance and model training
- Integration of SAP AI with existing workflows and systems
- AI architecture planning and system impact
- Ethical, compliance, and change management considerations
- Early-stage adoption stories and pilot experiences
- Aligning AI initiatives with business priorities
- Measuring AI outcomes and value
- Avoiding common pitfalls in AI implementations

Including: Joule | Joule Studio | SAP AI Core | SAP BTP | Generative AI | AI Agents | Natural Language Interfaces | Responsible AI | AI-Embedded Workflows

EXHIBITION CENTRE, ICC SYDNEY 12 - 14 NOVEMBER 2025

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