SAP S/4HANA Cloud

# What is SAP's Strategy on Analytics and Artificial Intelligence in SAP Cloud ERP, DSC and Finance?

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Senior Director, Product Marketing for
AI and SAP BTP in SAP Cloud ERP (incl. DSC and Finance)
June 20, 2024

Public

# Agenda

## Data is the new GOLD

- But is your data made for creating value?

## Analytics Strategy

- Overall architecture
- Migration process
- Example

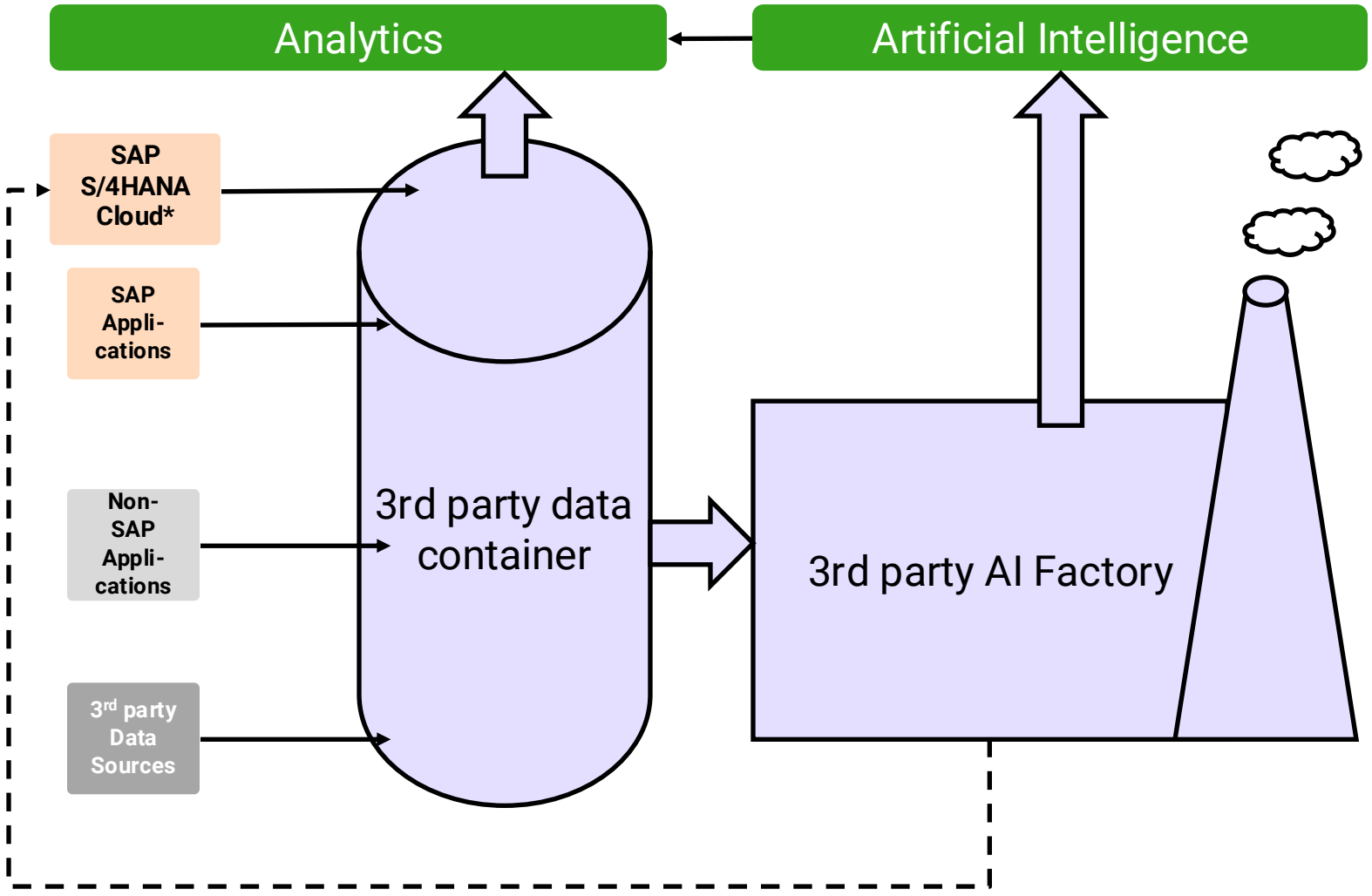
## Business AI strategy

- Overall architecture
- Examples
- Outlook

## Next Steps

Data is the new GOLD!
But what is it‘s worth if it cannot be converted to the right „currency“?

# Data sources - data quality and use cases




Is the data **stored** and **accessible** in the **right format**?

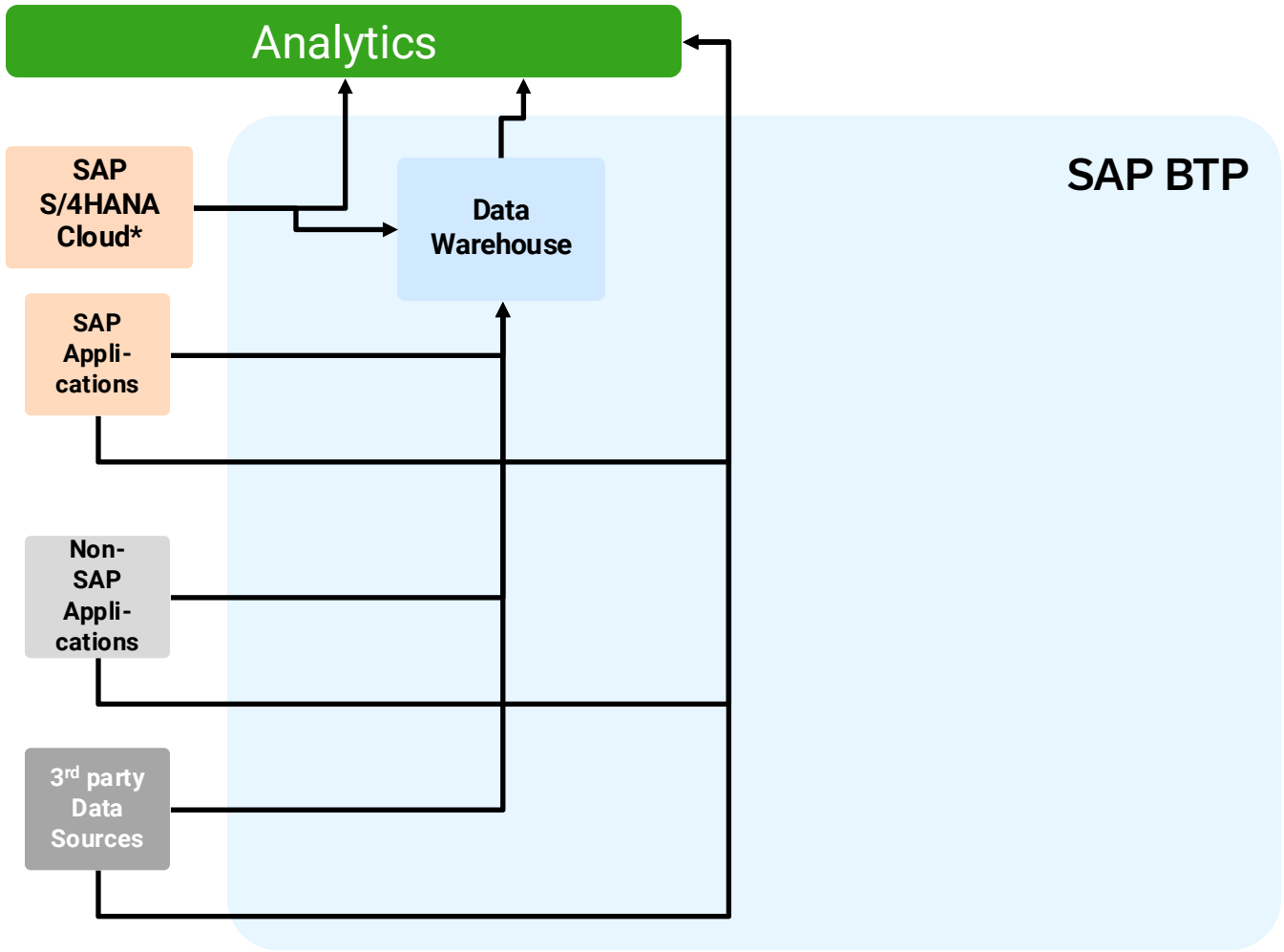
Is the data **provided** to all parties?

Are the **results visible** and in line with the **business processes**?



*including **SAP S/4HANA Cloud Public Edition (GROW with SAP)**, **SAP S/4HANA Cloud Private Edition (RISE with SAP)**, and **on premise deployments of SAP S/4HANA**

# Data sources - data quality and use cases




Data is **consistent** (Business Content)!

Data is **accessible** (Toolsets) !

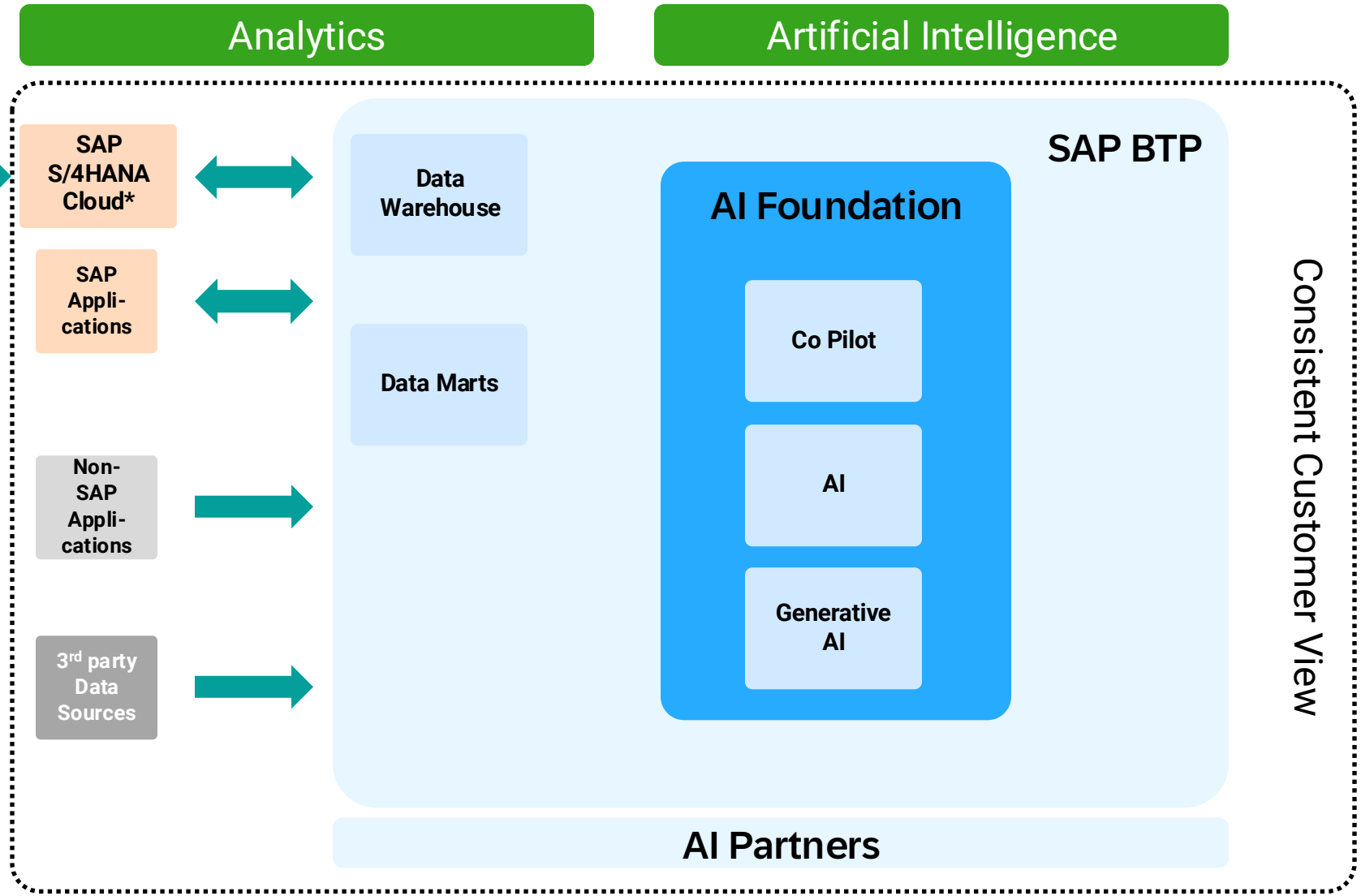
**Results** are **visible inside** the **application** and **in line** with the **business processes** !



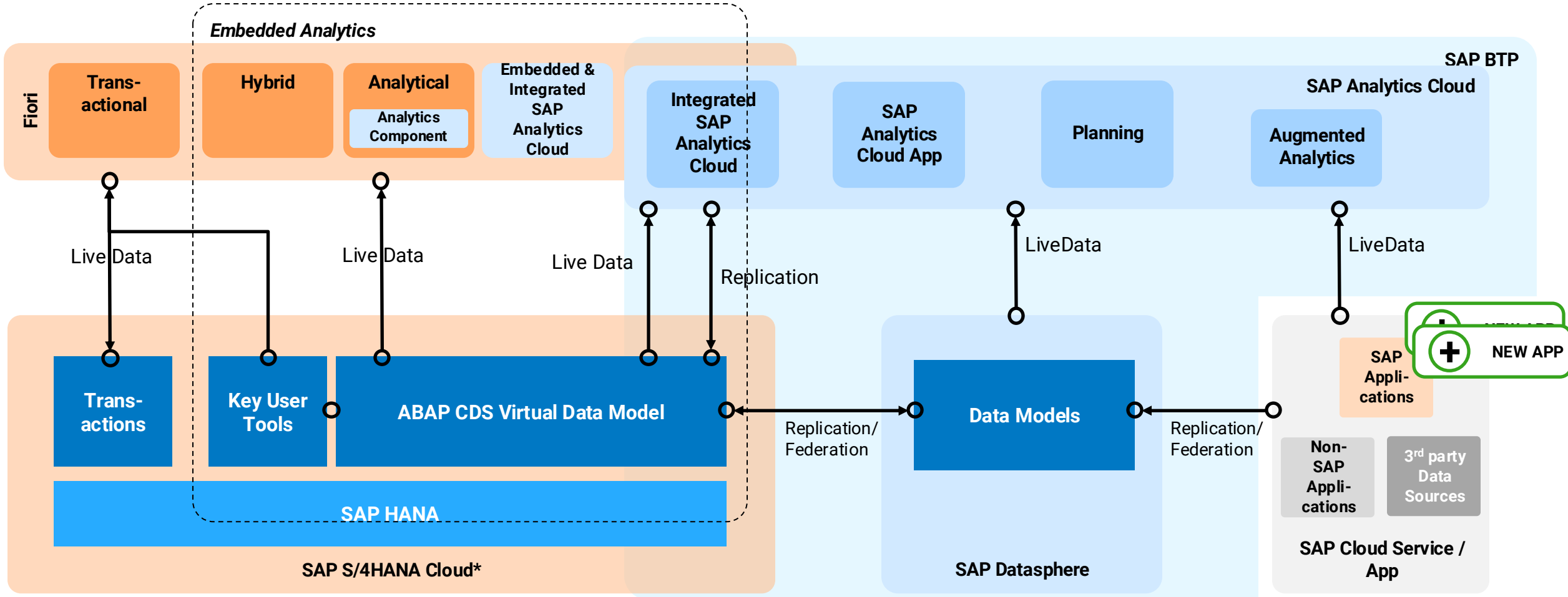
*including **SAP S/4HANA Cloud Public Edition (GROW with SAP)**, **SAP S/4HANA Cloud Private Edition (RISE with SAP)**, and **on premise deployments of SAP S/4HANA**

# Data sources - data quality and use cases

Set up your implementation according to your data requirements!

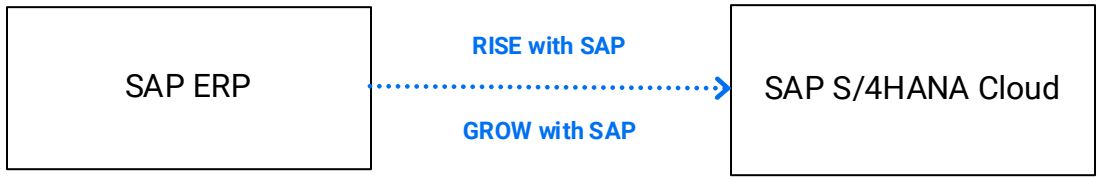


# SAP data and analytics solutions - building the business data fabric

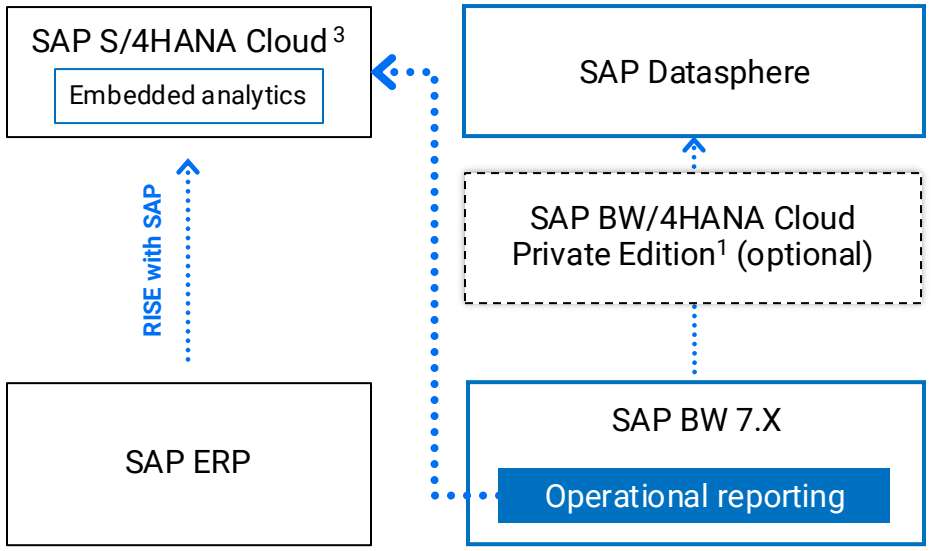



*including **SAP S/4HANA Cloud Public Edition (GROW with SAP)**, **SAP S/4HANA Cloud Private Edition (RISE with SAP)**, and **on premise deployments of SAP S/4HANA**

# Moving to RISE and GROW or starting to use SAP S/4HANA Cloud means...
# ...embracing Data Management for Analytics, AI and other value technologies!



# Example: Transition from an SAP ECC system with SAP BW 7.X to SAP's Cloud ERP




**RISE with SAP**
Transform to cloud ERP for your every business need

**SAP BW/4HANA Cloud**
Safe-guard investments by lifting existing landscape to the cloud – "RISE with SAP"

**ERP migration from on-prem to "RISE with SAP" changes the use right of SAP BW**
SAP cloud ERP subscription license models do not include the use right for an SAP BW stand-alone deployment. [2]

## Topics to think about:

- How to **set up** the **project** ideally?
- Make use of **existing know how**!
- Apply **useful principles** (Clean Core, back to standard, …)
- Add value by using **intelligence**
  - Automation, Situations, …
  - Guided reporting
  - Artificial Intelligence and Generative AI (including Joule as a CoPilot)

[1] SAP BW/4HANA is fully supported until 2040 and can also be deployed on-premises; SAP BW NetWeaver 7.5 also available in private cloud
[2] SAP cloud ERP includes the embedded BW, which is not intended for data warehouse use cases
[3] including SAP S/4HANA Cloud, SAP S/4HANA Cloud, private edition, and on-prem deployments of SAP S/4HANA

# Transition process

**Situation:**

SAP ERP customers established their operational reporting in SAP Business Warehouse.

SAP strategy is Cloud ERP (SAP S/4HANA Cloud), supported by SAP BTP and the Business Data Fabric. The strategic direction for Business Warehouse is SAP Datasphere. With that, customers need to find a way to transition their operational reporting to the cloud.

**Challenge:**

Large number of data flows and analytic workloads exist in many customer implementations of SAP Business Warehouse

How to transfer the IP (reports, visualizations, data flows, or data models) into the Cloud?

**Solution:**

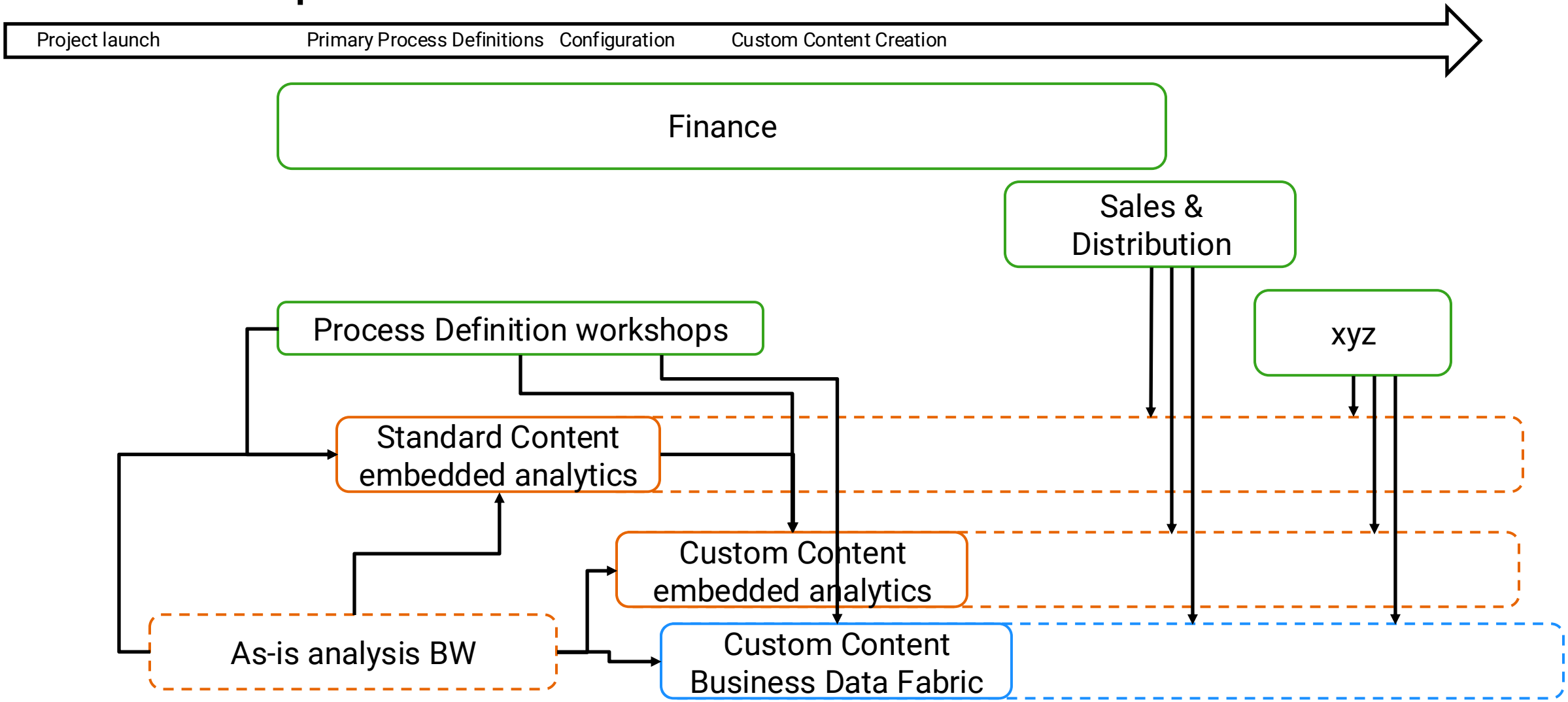
For **operational reporting** use the **embedded analytics** capabilities and standards, already included in SAP S/4HANA Cloud

- Additional **customer value** with allowing key principles like **Insight-to-action** or **fact-based-process-handing**
- **Deep integrative data models** allow for comprehensive data overlay, extensibility, and export (data and models)
- **Combine transactional and analytical** process steps as needed

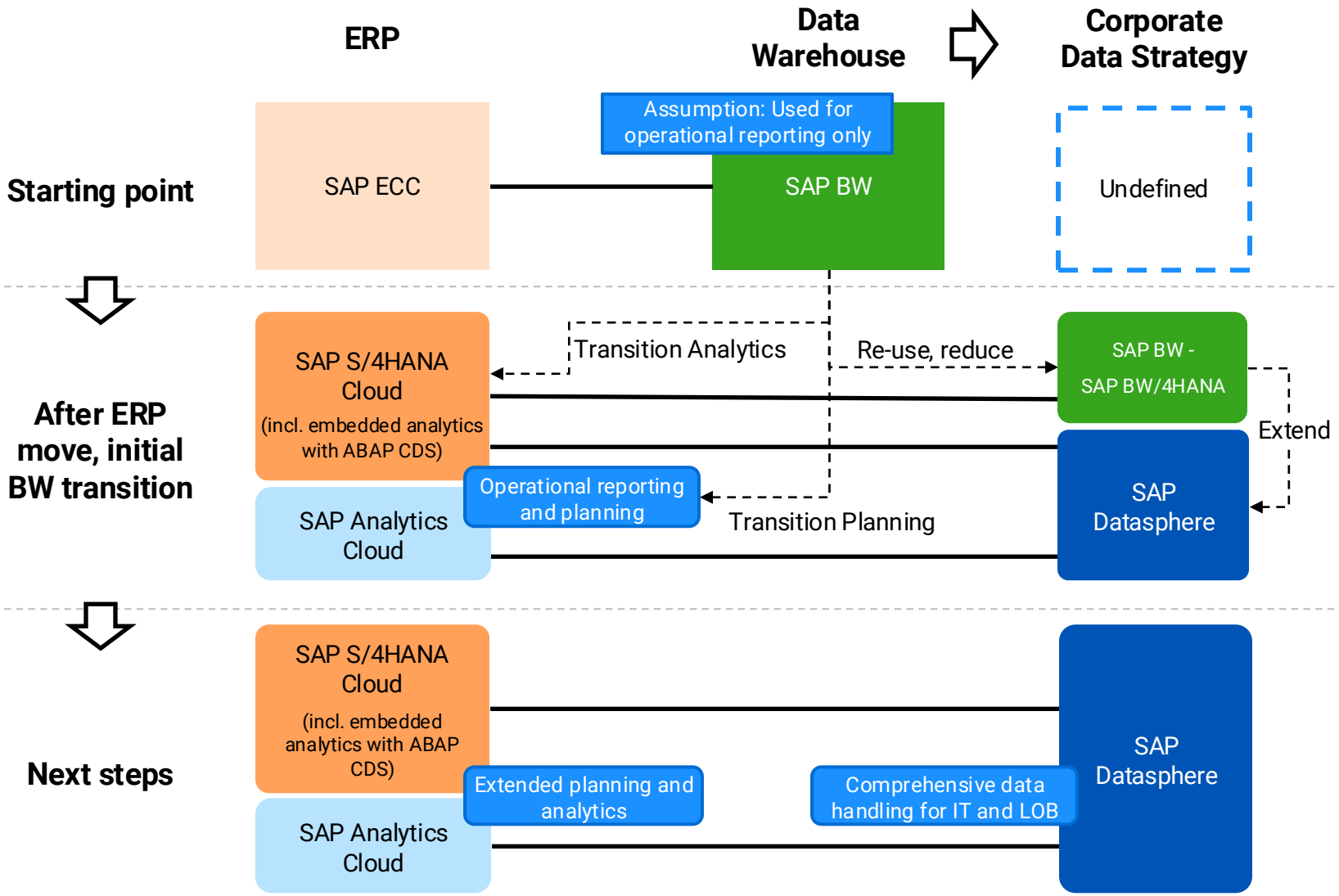
**SAP Datasphere/Business Data Fabric** allows a radical **simplification** of the data landscape. With SAP Datasphere, customers can

- **Access authoritative data** by delivering business data in its business context, making it effortless to model their business, and ensuring governance throughout the data lifecycle.
- **Enrich all data projects** by virtually accessing or physically storing data from anywhere, leveraging trusted data partners, and integrating with industry-leading data and AI platforms.
- **Simplify the data landscape** by innovating across hybrid architectures, enabling self-service data access, and leveraging existing SAP BW models and transformations.

# Translate the scope



# Value Add and new paths for Analytics while moving to SAP S/4HANA Cloud




## Value Add

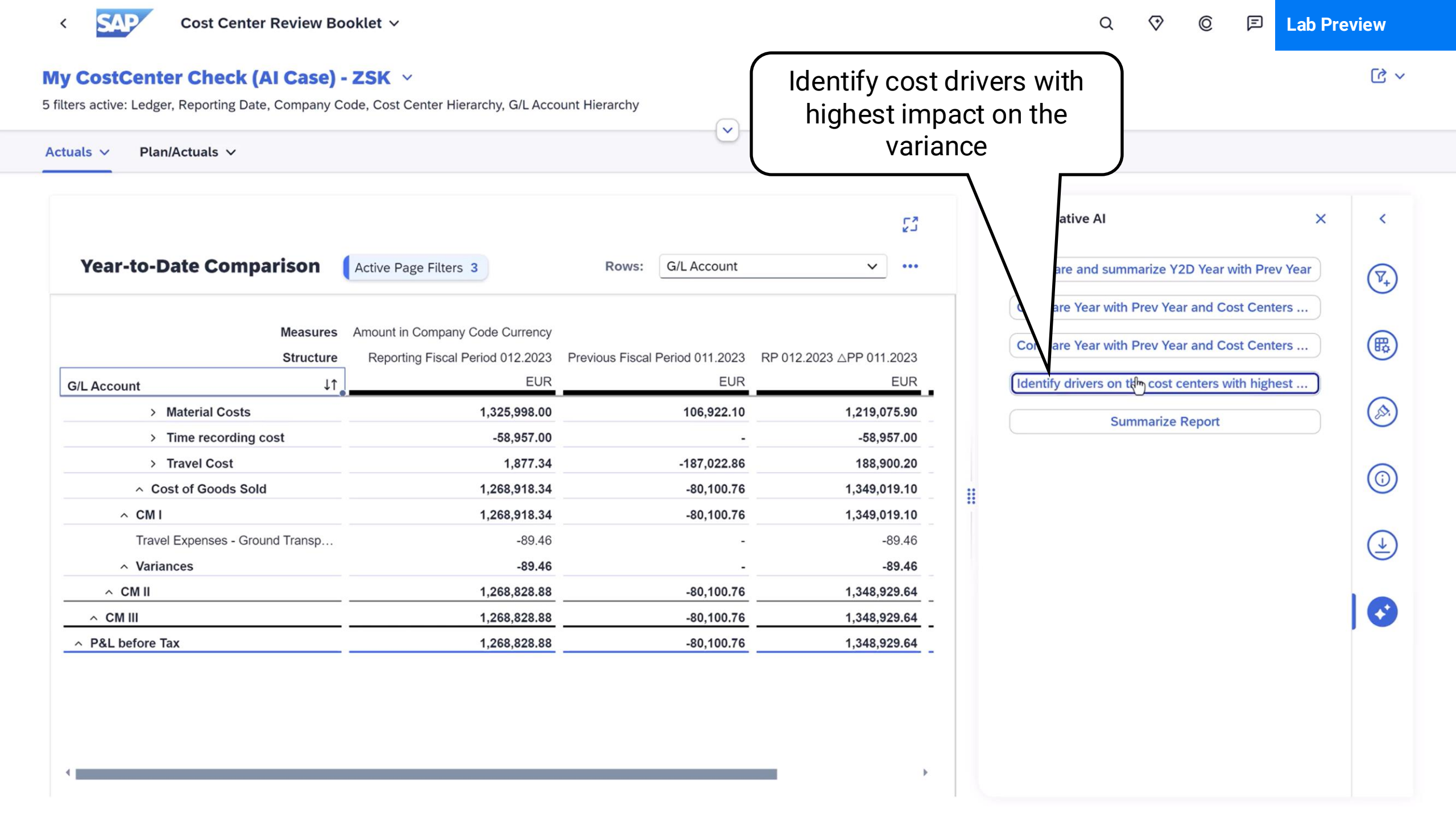
ERP System
- Load balance

SAP BW
- ERP-focused Analytics and Planning; operational reporting
- Business Content

ERP system:
- Data model development/innovation in ABAP CDS
- Fact-based process handling (embedded analytics)
- Performance enhancements, real-time data access
- Integration with SAP Analytics Cloud (transition analytics and planning)

Data Warehouse – data strategy
- Initial steps towards corporate-wide data strategy - intro to LOB self-service modeling, data fabric, ML

- SAP Datasphere can leverage SAP BW – both greenfield/brownfield
- Business Content (Models/CDS and data elements) can be taken over from SAP ECC and completed with Data Marketplace and partner content
- Self-service Analytics (Integration of SAP Analytics Cloud with SAP Datasphere for analytics and planning)



Cost Center Review Booklet

Lab Preview

## My CostCenter Check (AI Case) - ZSK

5 filters active: Ledger, Reporting Date, Company Code, Cost Center Hierarchy, G/L Account Hierarchy

Actuals | Plan/Actuals

Identify cost drivers with highest impact on the variance

### Year-to-Date Comparison

Active Page Filters 3

Rows: G/L Account

| Measures | Amount in Company Code Currency | | |
|---|---|---|---|
| Structure | Reporting Fiscal Period 012.2023 | Previous Fiscal Period 011.2023 | RP 012.2023 △PP 011.2023 |
| G/L Account | EUR | EUR | EUR |
| Material Costs | 1,325,998.00 | 106,922.10 | 1,219,075.90 |
| Time recording cost | -58,957.00 | - | -58,957.00 |
| Travel Cost | 1,877.34 | -187,022.86 | 188,900.20 |
| Cost of Goods Sold | 1,268,918.34 | -80,100.76 | 1,349,019.10 |
| CM I | 1,268,918.34 | -80,100.76 | 1,349,019.10 |
| Travel Expenses - Ground Transp... | -89.46 | - | -89.46 |
| Variances | -89.46 | - | -89.46 |
| CM II | 1,268,828.88 | -80,100.76 | 1,348,929.64 |
| CM III | 1,268,828.88 | -80,100.76 | 1,348,929.64 |
| P&L before Tax | 1,268,828.88 | -80,100.76 | 1,348,929.64 |

ative AI

are and summarize Y2D Year with Prev Year

are Year with Prev Year and Cost Centers ...

Co are Year with Prev Year and Cost Centers ...

Identify drivers on the cost centers with highest ...

Summarize Report

# My CostCenter Check (AI Case) - ZSK

5 filters active: Ledger, Reporting Date, Company Code, Cost Center Hierarchy, G/L Account Hierarchy

Actuals | Plan/Actuals

## Year-to-Date Comparison

Active Page Filters 3

| Measures / Structure / G/L Account | Amount in Company Code Currency<br>Reporting Fiscal Period 012.2023<br>EUR | Previous Fiscal Period 011.2023<br>EUR | RP C |
|---|---|---|---|
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| P&L before Tax | 1,268,828.88 | -80,100.76 | |

Generative AI

Generated content may not always be accurate. Consider verifying it.

**Identify drivers on the cost centers with highest deviation**

The top contributors for the cost center with the highest deviation are:

1. Material Costs with an increase of 1,219,075.90 EUR from the previous fiscal period.

2. Cost of Goods Sold with an increase of 1,349,019.10 EUR from the previous fiscal period.

3. Travel Cost with a decrease of 188,900.20 EUR from the previous fiscal period.

Created by Joule

Share

# Technologies Supporting SAP's Cloud ERP Vision

Find all available scenarios here:
https://d.dam.sap.com/a/hHzXdEW?rc=10

Level 3

Level 2

Level 1

Further intelligent industry capabilities available **side-by-side via SAP Business Technology Platform**
...and also
**fully embedded in SAP S/4HANA Cloud**

| Intelligent Situation Automation | Machine Learning | SAP Build Process Automation | Generative AI |
|---|---|---|---|

Intelligent technologies **fully embedded in SAP S/4HANA Cloud**

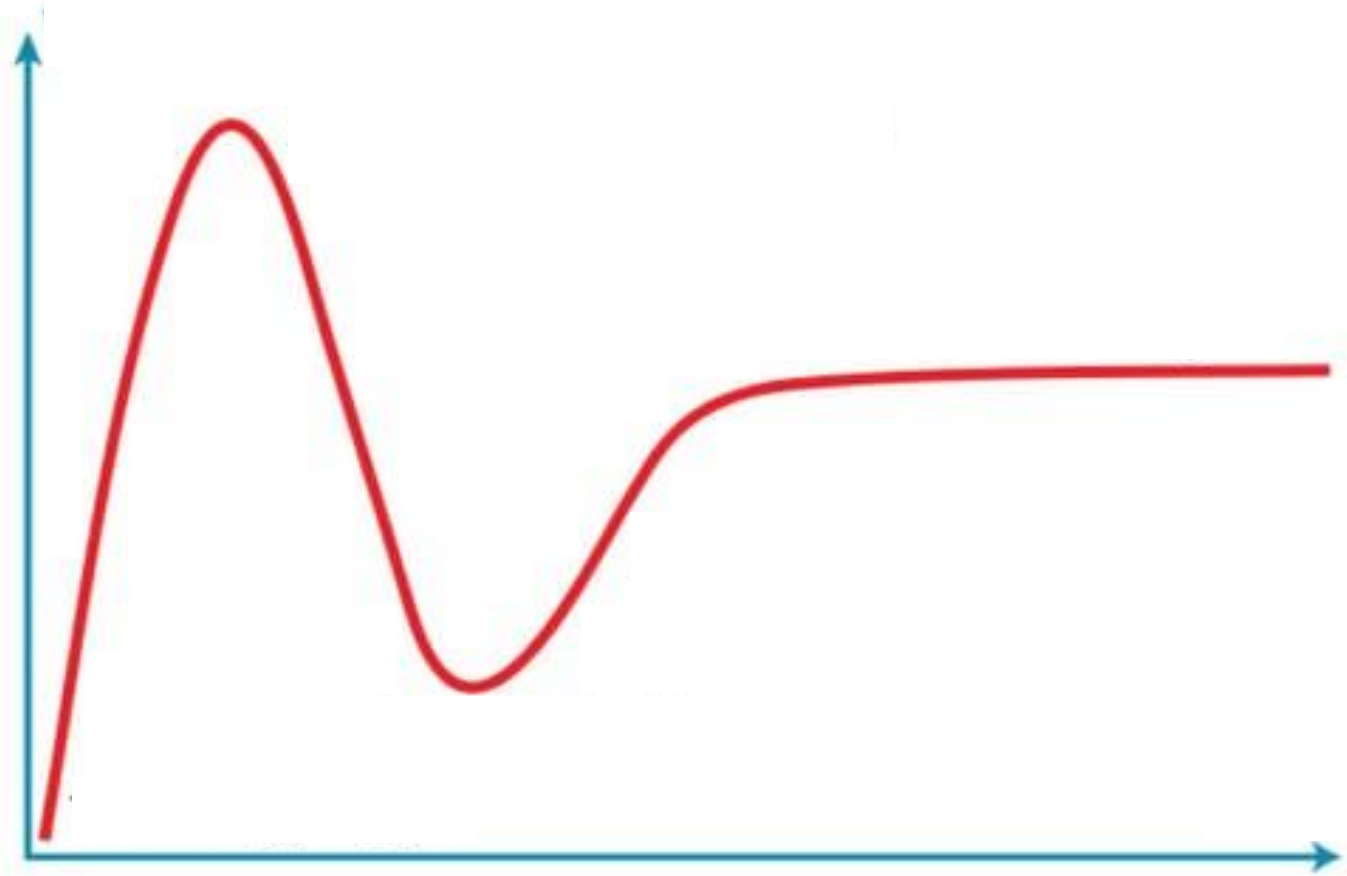
| Situation Handling | Intelligent Recommen-dations | Intelligent Busi-ness Document Summarization | Joule |
|---|---|---|---|

**Digital core & backbone**

**SAP S/4HANA**

The right structure and business processes set up to improve your business performance through business innovation and intelligent technologies

# The Gartner Hype Cycle



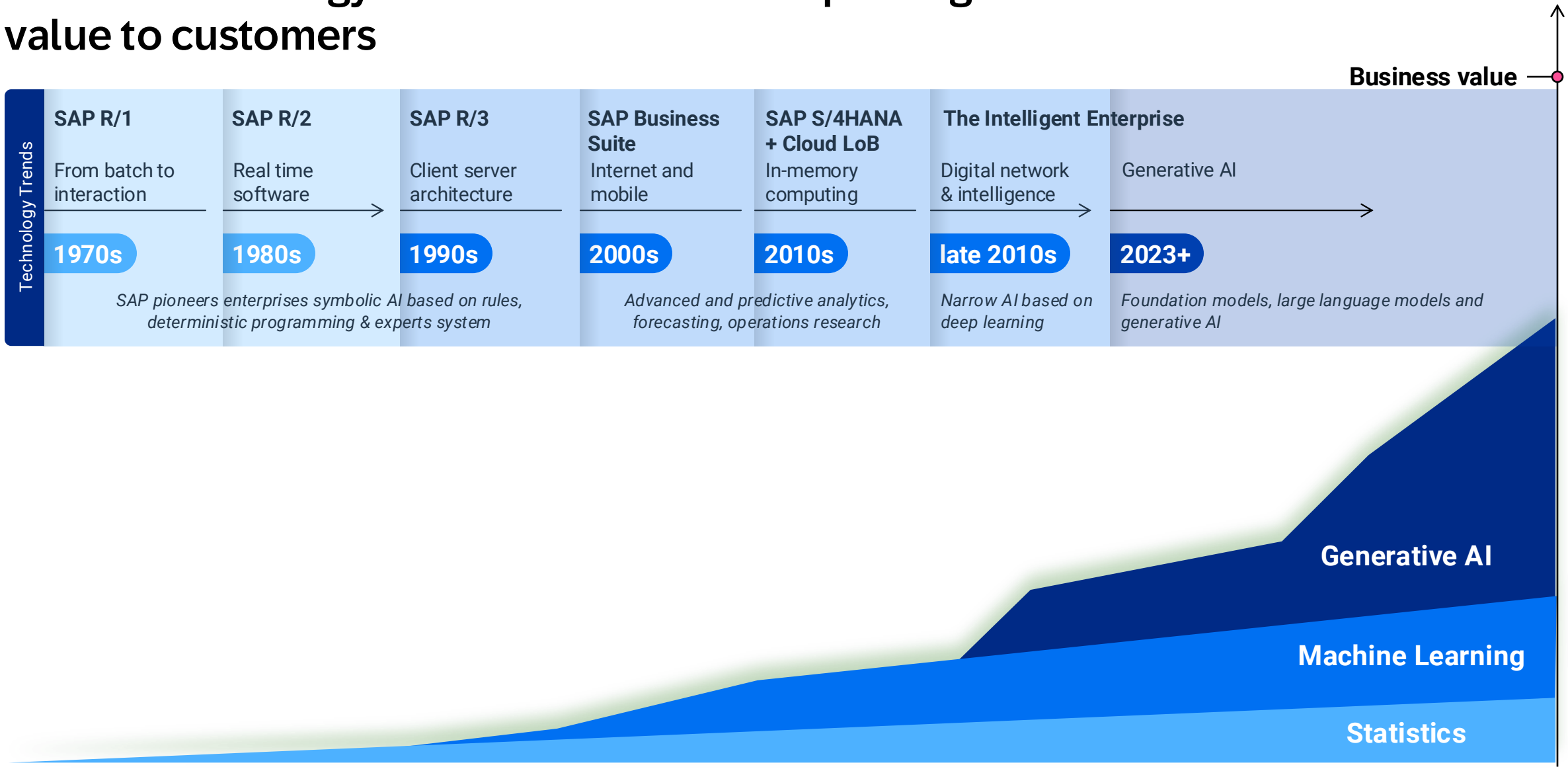
# Where is AI impacting your organization?

# Everywhere

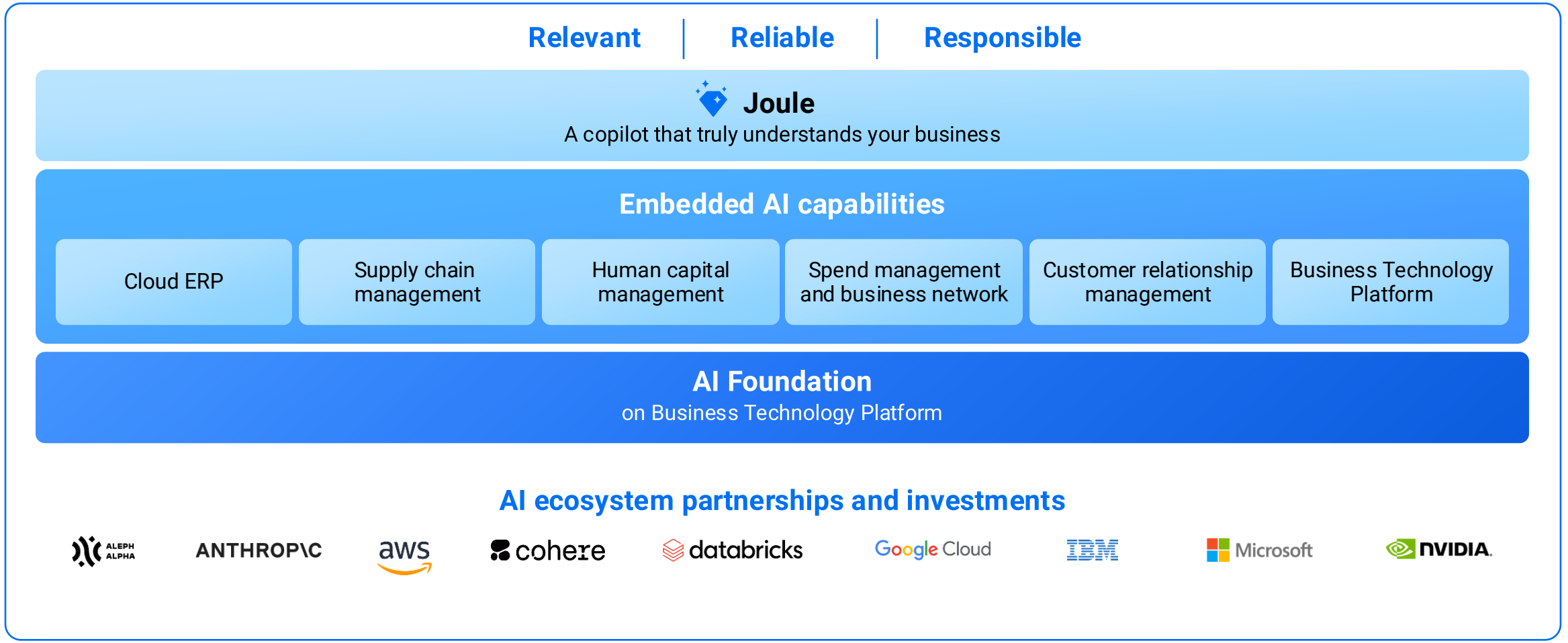
| Finance | Supply Chain | Customer Experience | Procurement | Human Resources | IT and Cross-Function |
|---|---|---|---|---|---|

# Where are YOU using AI already today?

# Recent technology advancements mark a paradigm shift in how SAP will deliver value to customers



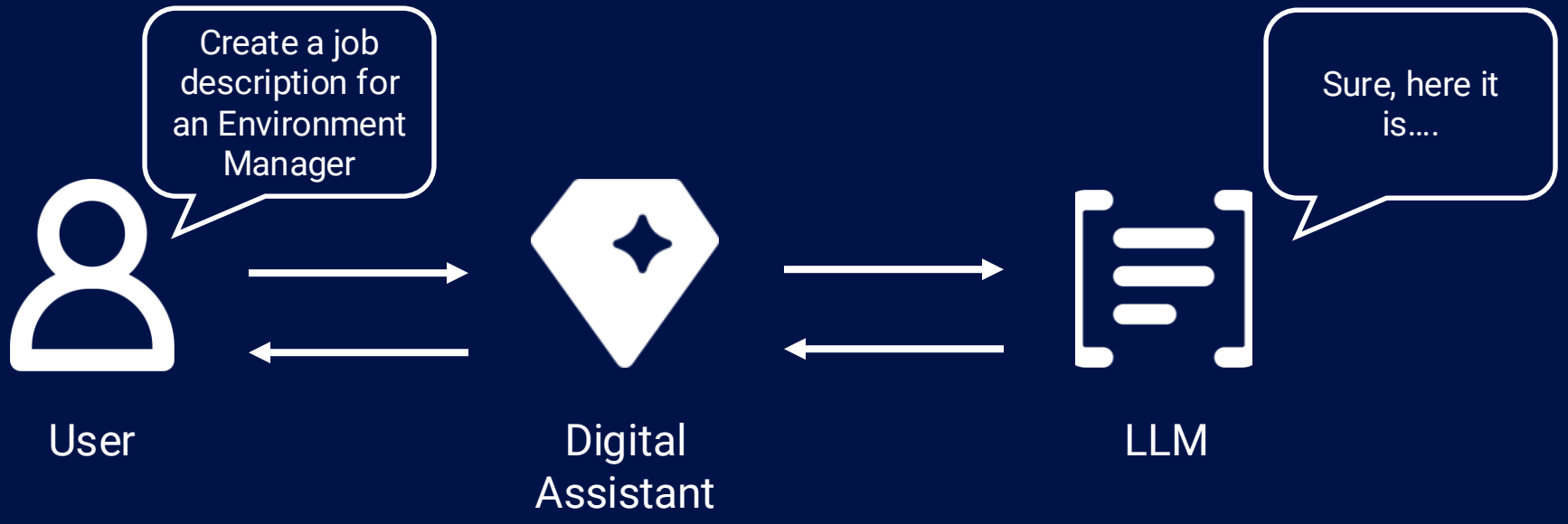
# Our Business AI is embedded across the portfolio



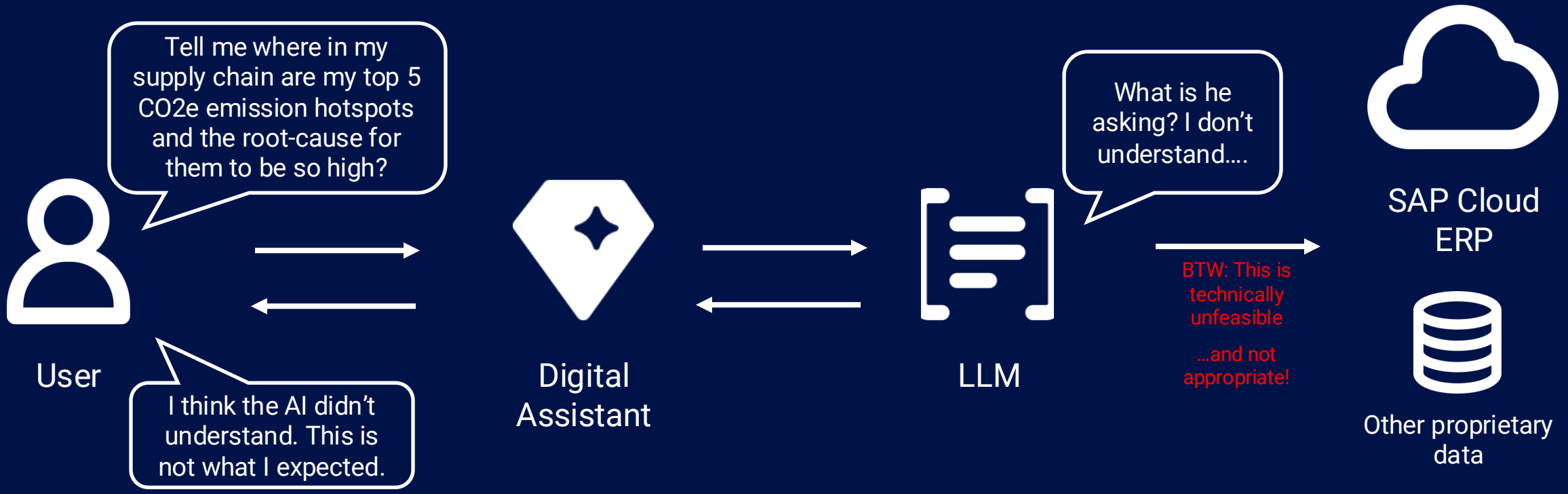
# But how can AI understand my Business?

Missing business process relevance!

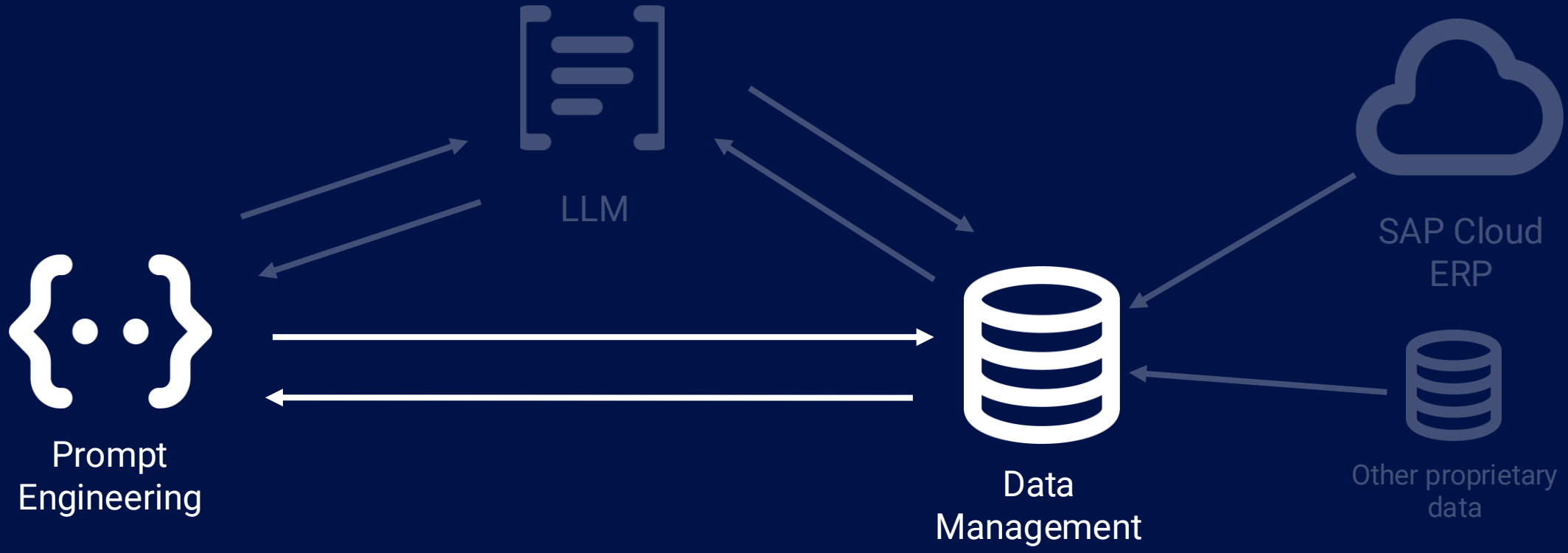
Potential hallucination!



# But how can AI understand my Business?



# But how can AI understand my Business?




LLM are not natively trained to understand your business data / Humans and Machines don't talk the same language

Violet

Human Language

Translation into a mathematical representation

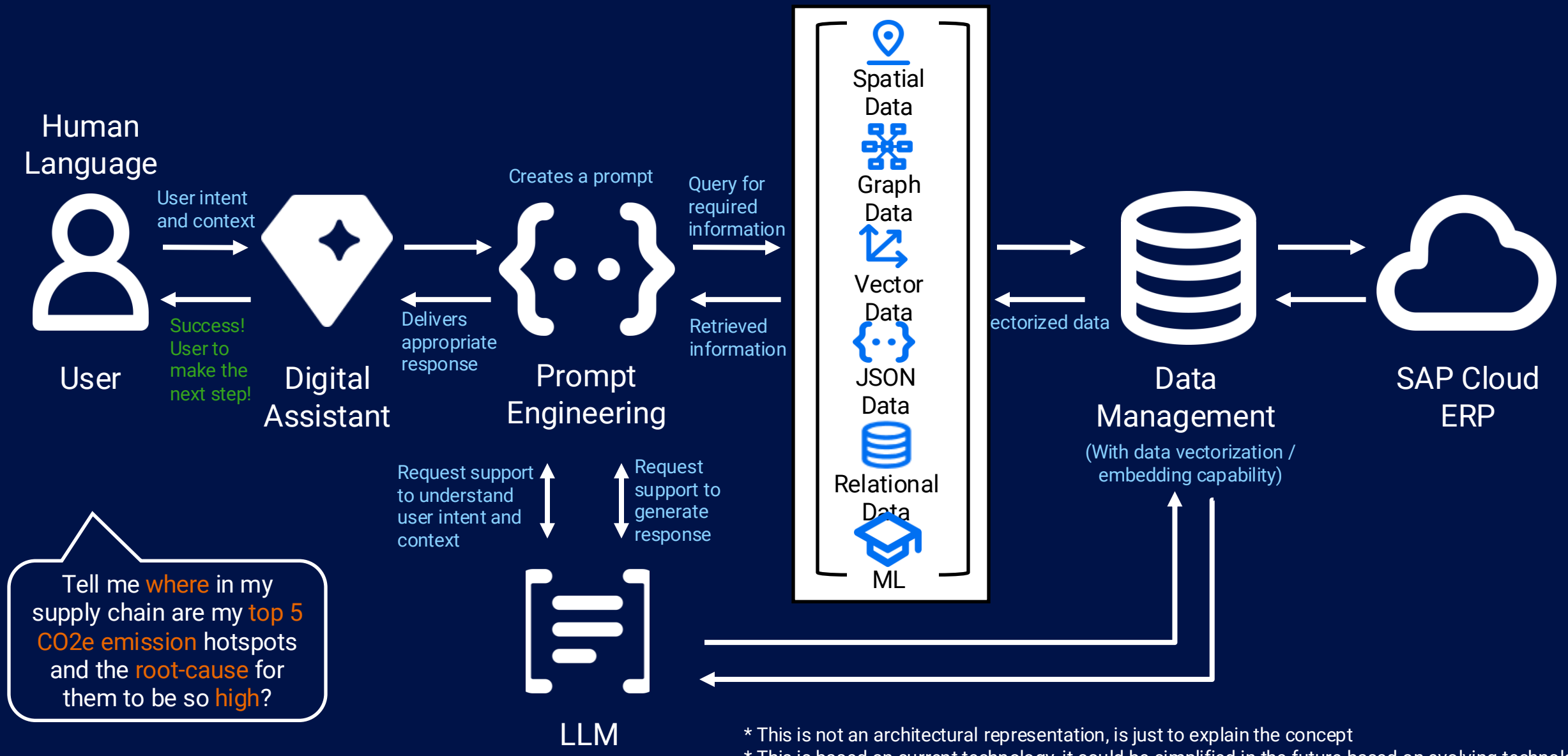
Violet = R, G, B (color model)

(0.6, 0.2, 0.8)

Machine Language

(vectors)

# But how can AI understand my Business?

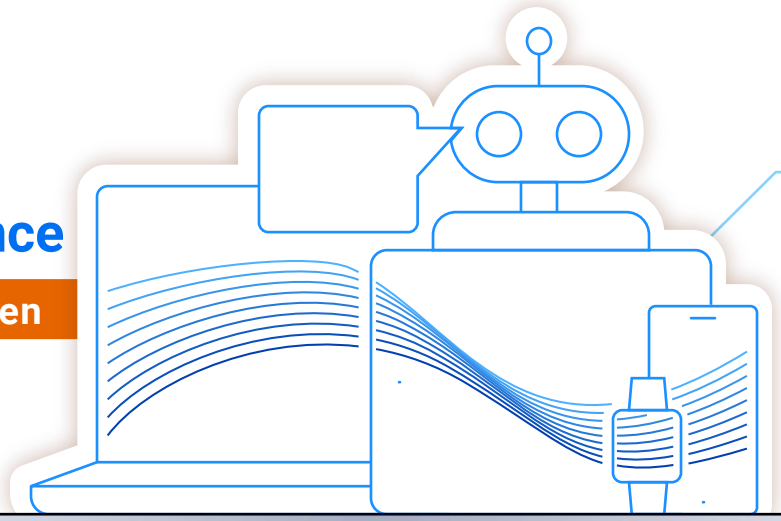



* This is not an architectural representation, is just to explain the concept
* This is based on current technology, it could be simplified in the future based on evolving technologies

# SAP Cloud ERP – An intelligent AI strategy

## Intelligent Experience

User driven



### Human-centered AI
helps you to understand how AI is fueling your daily activities as an end user in S/4HANA Cloud.

### Productivity Tools
let's you seamlessly create, share and consume business data & processes with Microsoft Office/Google Workspace.

### Digital Assistant
allows you to interact with the system in natural language for help/FAQ and business insights.

Autonomous

## Intelligent Business Processes

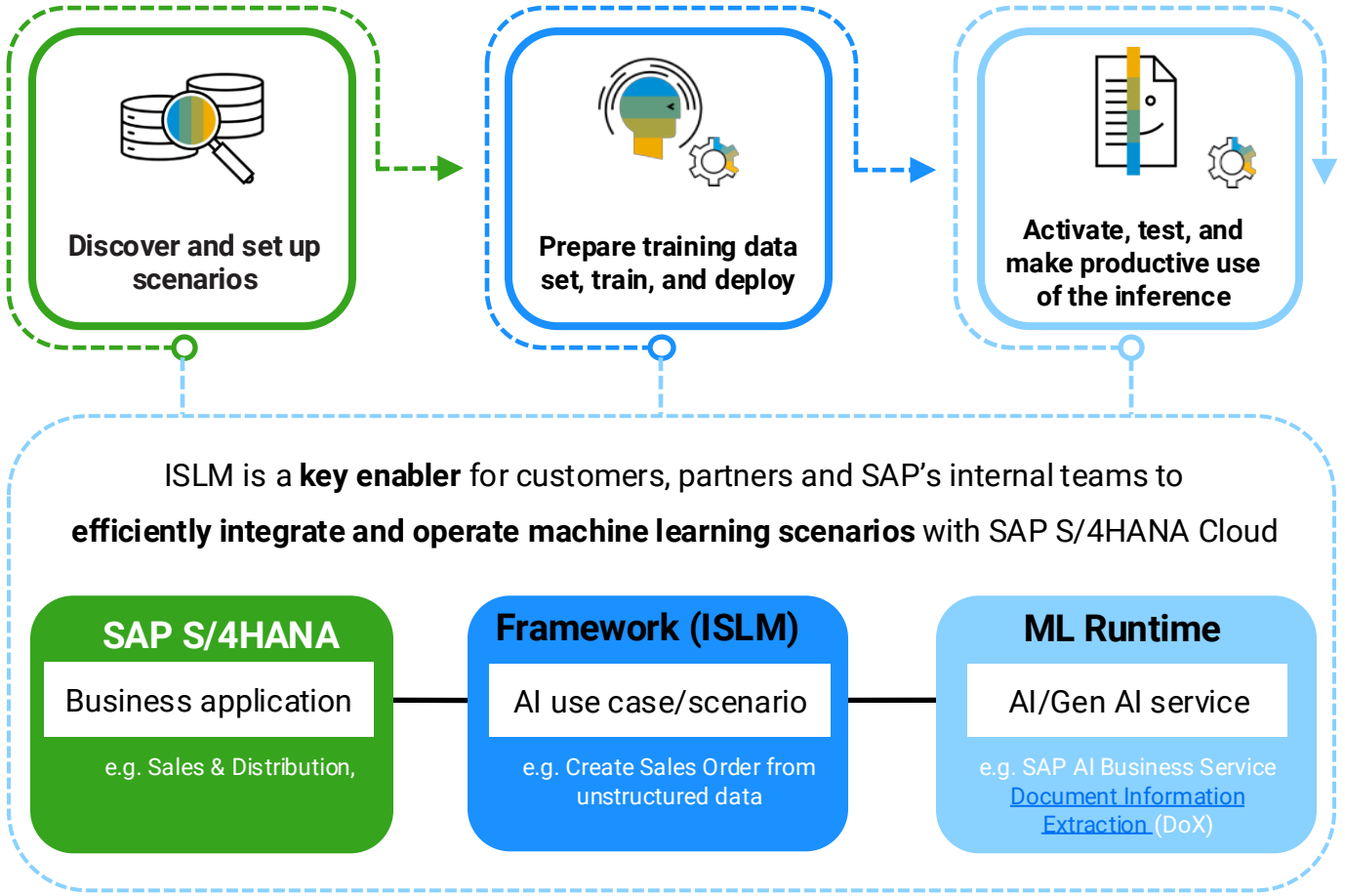
### Go faster
Do things faster and more efficiently – ideally low/no touch as user.

### Manage proactively
Proactively alert me and make changes when needed.

### Take actions from insights
Get answers based on your business data, processes and "what if" scenarios.

### Automate business processes
Get something done across business processes.

# Motivation: Standardized integration and operation of machine learning scenarios with SAP S/4HANA Cloud

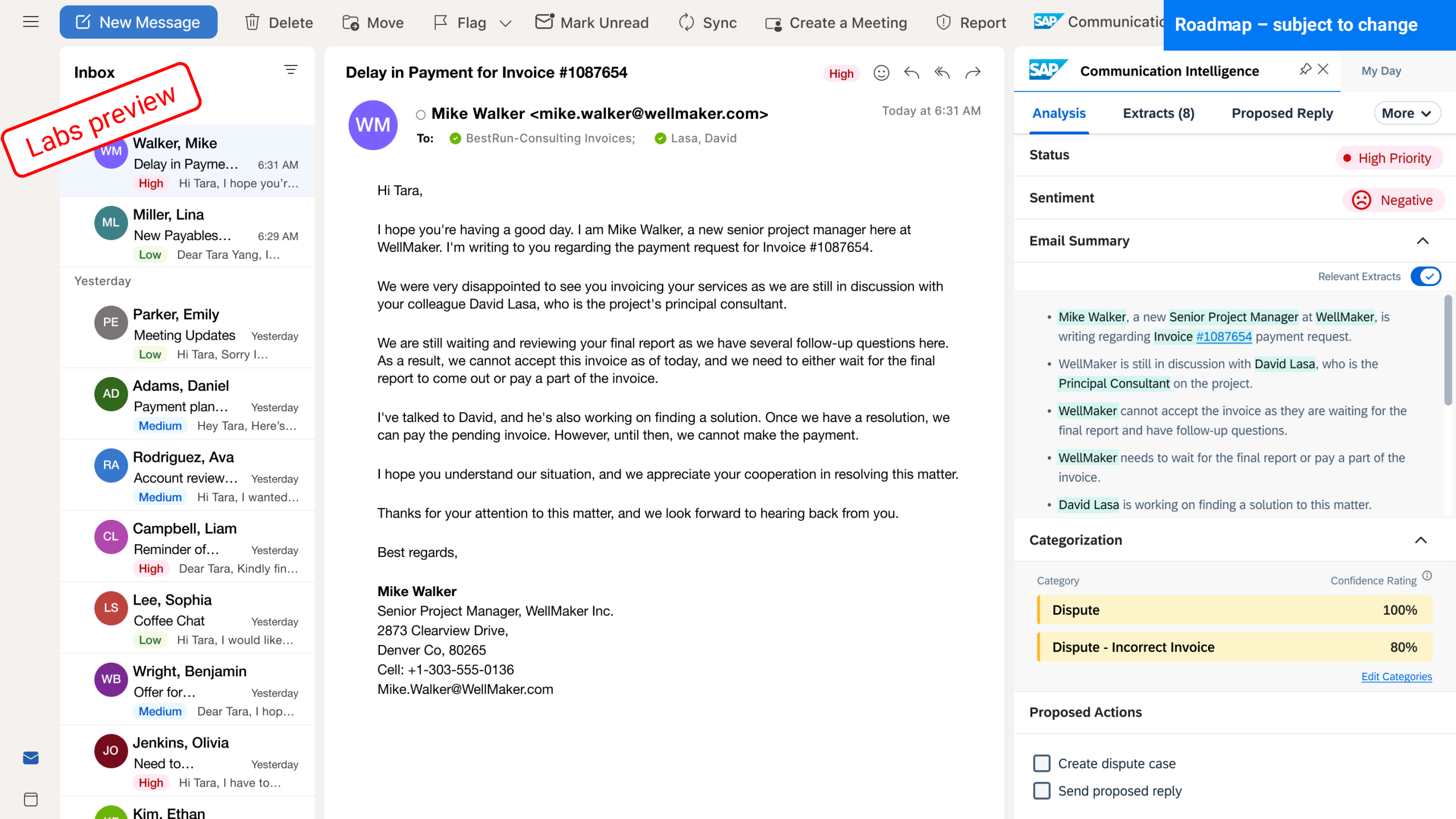


Labs preview

Demo

# The Intelligent Cloud ERP

# SAP S/4HANA Cloud, public edition


New Message
Delete
Move
Flag
Mark Unread
Sync
Create a Meeting
Report
Communicatio
Roadmap – subject to change
Inbox
Labs preview
WM Walker, Mike
Delay in Payme… 6:31 AM
High Hi Tara, I hope you'r…
ML Miller, Lina
New Payables… 6:29 AM
Low Dear Tara Yang, I…
Yesterday
PE Parker, Emily
Meeting Updates Yesterday
Low Hi Tara, Sorry I…
AD Adams, Daniel
Payment plan… Yesterday
Medium Hey Tara, Here's…
RA Rodriguez, Ava
Account review… Yesterday
Medium Hi Tara, I wanted…
CL Campbell, Liam
Reminder of… Yesterday
High Dear Tara, Kindly fin…
LS Lee, Sophia
Coffee Chat Yesterday
Low Hi Tara, I would like…
WB Wright, Benjamin
Offer for… Yesterday
Medium Dear Tara, I hop…
JO Jenkins, Olivia
Need to… Yesterday
High Hi Tara, I have to…
Kim, Ethan
Delay in Payment for Invoice #1087654
High
WM
Mike Walker <mike.walker@wellmaker.com>
To: BestRun-Consulting Invoices; Lasa, David
Today at 6:31 AM
Hi Tara,
I hope you're having a good day. I am Mike Walker, a new senior project manager here at WellMaker. I'm writing to you regarding the payment request for Invoice #1087654.
We were very disappointed to see you invoicing your services as we are still in discussion with your colleague David Lasa, who is the project's principal consultant.
We are still waiting and reviewing your final report as we have several follow-up questions here. As a result, we cannot accept this invoice as of today, and we need to either wait for the final report to come out or pay a part of the invoice.
I've talked to David, and he's also working on finding a solution. Once we have a resolution, we can pay the pending invoice. However, until then, we cannot make the payment.
I hope you understand our situation, and we appreciate your cooperation in resolving this matter.
Thanks for your attention to this matter, and we look forward to hearing back from you.
Best regards,
Mike Walker
Senior Project Manager, WellMaker Inc.
2873 Clearview Drive,
Denver Co, 80265
Cell: +1-303-555-0136
Mike.Walker@WellMaker.com
Communication Intelligence
My Day
Analysis
Extracts (8)
Proposed Reply
More
Status
High Priority
Sentiment
Negative
Email Summary
Relevant Extracts
Mike Walker, a new Senior Project Manager at WellMaker, is writing regarding Invoice #1087654 payment request.
WellMaker is still in discussion with David Lasa, who is the Principal Consultant on the project.
WellMaker cannot accept the invoice as they are waiting for the final report and have follow-up questions.
WellMaker needs to wait for the final report or pay a part of the invoice.
David Lasa is working on finding a solution to this matter.
Categorization
Category
Confidence Rating
Dispute 100%
Dispute - Incorrect Invoice 80%
Edit Categories
Proposed Actions
Create dispute case
Send proposed reply

Lab Preview

← Dispute Cases /

All | Search

Labs preview

100000003

Edit | Void Dispute Case | Call Customer | Send Email

Assignee & Agreements | Amounts | Contact Information | Intelligent Analysis | Lorem

## General Data

Title
**Incorrect Inovoice**

Customer
WellMaker

Processor:
Sandra Davis

Company Code
1010

Invoice No.
1087654

Posting Date
05-16-2023

**Intelligent Extraction**

Category
Complaints/Logistics

Priority
High

Reason
Incorrect Invoice

Next Step Recommended
Call Customer

**Intelligent Case Summary**

Customer claims that consulting service has not been concluded since the final result report is still pending the requested changes.

## Assignee & Agreements

**Process Assignees**

Coordinator:
Alain Chevalier

Processor:
Sandra Davis

**Service Level Agreements Recommendation**

Processing Deadline
05-30-2023

Planned Close Date
06-30-2023

## Amounts

Original Disputed Amount
65.312 €

Disputed Amount
65.312 €

## Contact Information

**Contact Person**

**Change Information**

Lab Preview



Labs preview

## To-Dos

**Expense Report Approval**
Stephan Abmus
2 Days Ago

**1,843.37** EUR
Travel to Shanghai

Approve | Send Back

**Travel Request**
Marie Johnson
1 Day Ago

**3,182.00** USD
Travel to Las Vegas Conference

Approve | Send Back

**Time Off Request**
Carmen Rannefeld
1 Day Ago

**3** Days
Vacation

Approve | Decline

## Insights

**Cases Processed**
Past 30 days

| | |
|---|---|
| High | 12 |
| Medium | 64 |
| Low | 39 |
| Pending | 28 |

**Priority Disputes**

| Case | Name | Priority | Reason | Disputed |
|---|---|---|---|---|
| 1000000031 | Best Run Production | High | Pending changes | 65,312 |
| 1000000642 | Apex Fusion Solutions Group | Medium | Late Delivery | 1,288 |
| 1000000098 | Zenith Data Dynamics | Medium | Damaged goods | 16,029 |
| 1000001809 | StellarCraft Technologies Inc. | Medium | Damaged goods | 11,062 |

## Joule

**Today** 8:00 AM

What's the first priority for today?

Sure, here is the highest priority item for you to address today.

Dispute case **1000000031** for customer **Best Run Production** has a high priority which the customer claims that the consulting service has not been concluded since the final result report is still pending the requested changes.

Suggest next steps

It's recommended to call the customer. Shall I generate a call script for you with the relevant information?

Yes, generate script

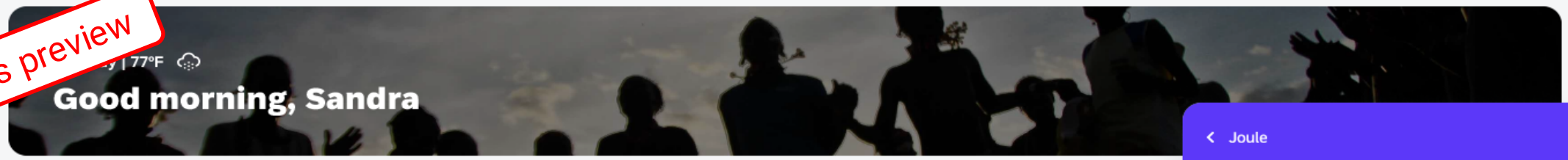
Type or speak something...

Lab Preview

Home

Search

Labs preview

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Joule

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**Call Guidance**

**I. Introduction**

- Greet Mike Walker and introduce yourself as the dispute manager of the company.
- Thank him for his email and express understanding of his concerns.
- Reiterate the purpose of the call, which is to resolve the payment dispute regarding Invoice #1087654.

Open within Case

Type or speak something...

SAP ← Dispute Cases /

All | Search

100000002

Labs preview

Edit | Void Dispute Case | Call Customer | Send Email

Assignee & Agreements | Amounts | Contact Information | Intelligent Analysis | Lorem

## Communication Intelligence

### Communication Thread

Search Thread

From: Mike Walker
Wellmaker Inc.
05-16-2023 06:29 AM

Dispute Case Created

### Communication Response

#### Proposed Actions

**Call Customer**
92 % Confidence

Speaking directly with the customer allows for clear and direct communication, which can help to resolve misunderstandings... More Details

### Proposed Call Guideline

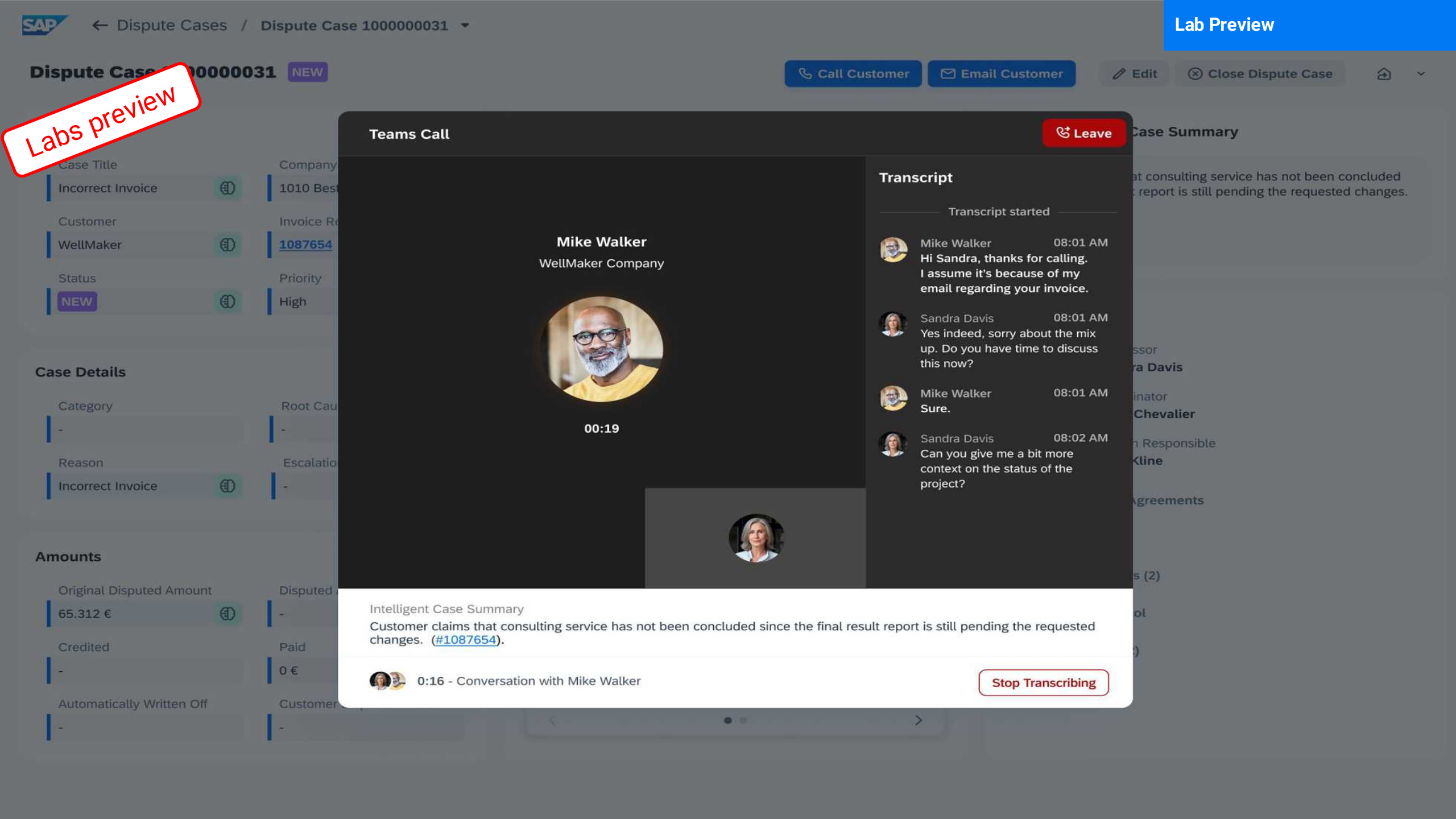
*Guideline for phone call between dispute manager and customer Mike Walker regarding the payment request for Invoice #1087654:*

I. Introduction

- Greet Mike Walker and introduce yourself as the dispute manager of the company.
- Thank him for his email and express understanding of his concerns.
- Reiterate the purpose of the call, which is to resolve the payment dispute regarding Invoice #1087654.

II. Clarification

- Ask for clarification on the specific issues with the services offered and the final report.
- Listen attentively and take note of the points raised by Mike.
- Explain the company's position on the matter and provide necessary information that could address the concerns raised by Mike.
- Suggest possible solutions and workarounds that could be mutually beneficial for both parties.


Lab Preview
Labs preview
Dispute Cases / Dispute Case 1000000031
NEW
Call Customer
Email Customer
Edit
Close Dispute Case
Case Title
Incorrect Invoice
Company
1010 Best
Customer
WellMaker
Invoice Re
1087654
Status
NEW
Priority
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Teams Call
Leave
Mike Walker
WellMaker Company
00:19
Transcript
Transcript started
Mike Walker 08:01 AM
Hi Sandra, thanks for calling. I assume it's because of my email regarding your invoice.
Sandra Davis 08:01 AM
Yes indeed, sorry about the mix up. Do you have time to discuss this now?
Mike Walker 08:01 AM
Sure.
Sandra Davis 08:02 AM
Can you give me a bit more context on the status of the project?
Intelligent Case Summary
Customer claims that consulting service has not been concluded since the final result report is still pending the requested changes. (#1087654).
0:16 - Conversation with Mike Walker
Stop Transcribing

Labs preview

## Call with Mike Walker @WellMaker Company

Intelligent Case Summary

Customer claims that consulting service has not been concluded since the final result report is still pending the requested changes. It was agreed with the customer to invoice 80% of the already accomplished consulting services now and the pending 20% once the final report is accepted.

### Transcript Summary

Sentiment: Neutral

- Mike was surprised by the invoice.
- He did not consider the respective services finished.
- Sandra proposed to only invoice 80% and the missing 20% after the report is finished.
- An email confirmation will be sent to both parties to confirm the updated invoice.

3:14 - Conversation with Mike Walker

Download | Copy | Edit

### Intelligent Receivables Management

**Proposed Actions**

- [ ] Correct invoice and add 20% deduction amount
- [ ] Send email confirmation with revised invoice - Show draft
- [ ] Close dispute case

+ Add action

Apply | Cancel

General Data
Company 1010 Bes
Customer WellMaker
Invoice R 1087654
Status NEW
Priority High
Case Details
Category -
Root Cau -
Reason Incorrect Invoice
Escalatic -
Amounts
Original Disputed Amount 65.312 €
Disputed -
Credited -
Paid 0 €
Automatically Written Off -
Custome -
Case Summary
at consulting service has not been concluded
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# RISE Innovation Road Map | AI

## Business value of AI 2025 innovations

### Accelerate processes, optimize decisions

**Boost finance and risk excellence** with AI that helps automate compliance function activities

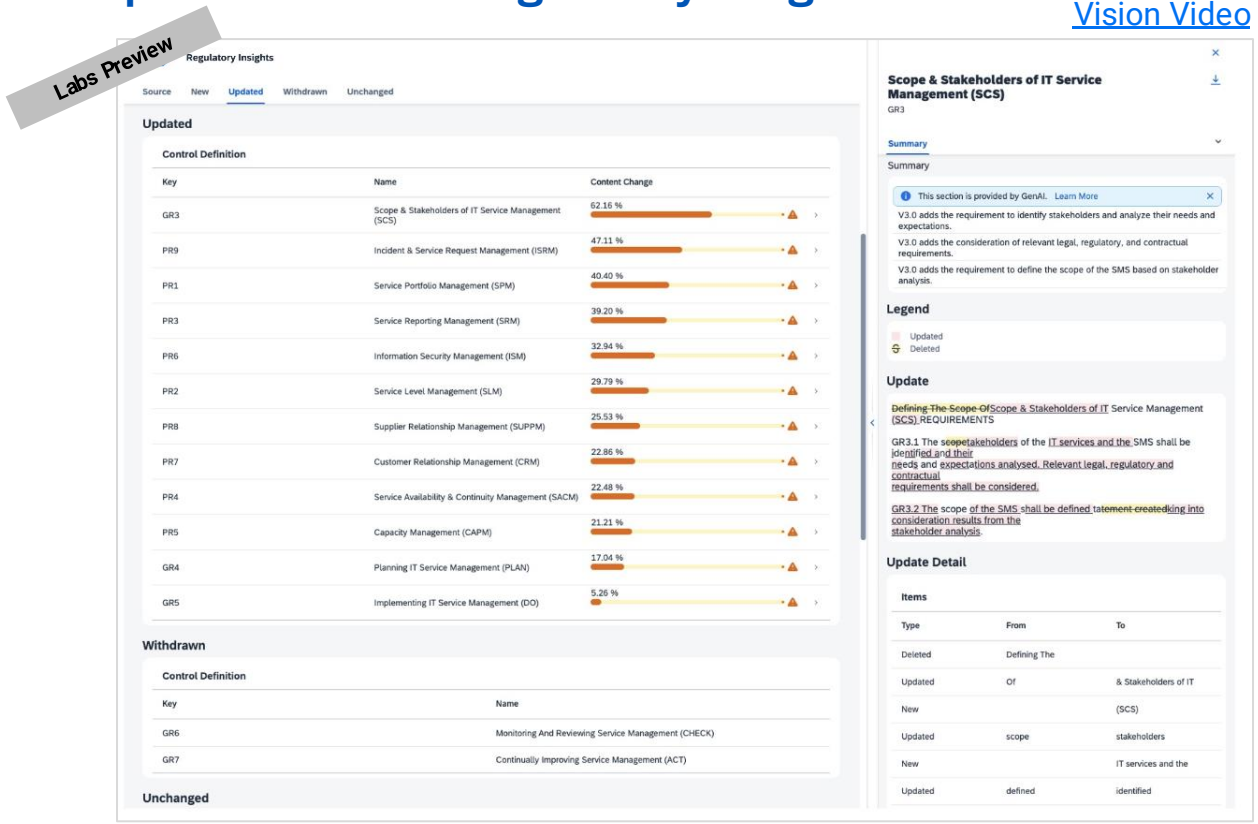
**Make better business decision** based on highest quality data that is available faster than ever before

**Drive operational excellence** by providing tools that empower business users

**Report with confidence** with reports prepared by SAP S/4HANA Cloud's optimized GRC processes

### Example: AI-assisted regulatory insights

Vision Video




This solution leverages AI & NLP to detect and extract requirements and controls from regulatory documents and standards, automates red-line and delta analysis of changes to reduce manual comparison efforts, and automates control mapping between detected control changes and existing controls. This will mitigate and reduce risk for non-compliance & reputational loss and reduce costly manual efforts.

# Identify the right talent for the right project, and increase efficiency

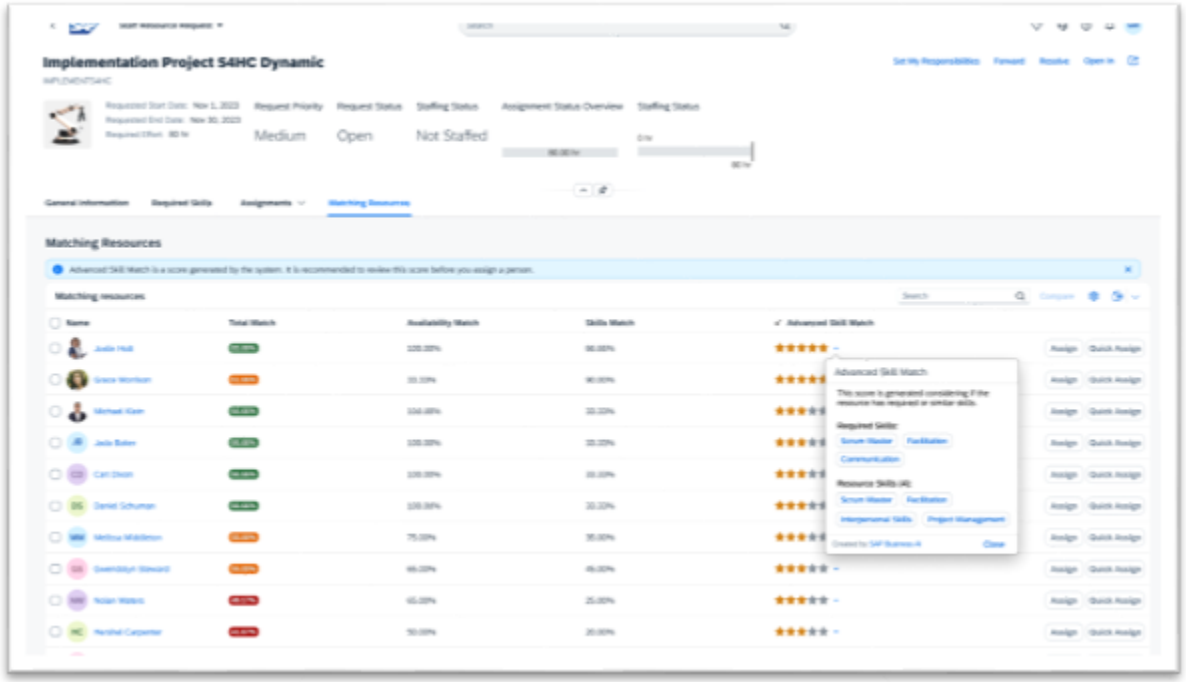
Streamline skilled employee search

Reduce project staffing time

Easily access, track, and manage projects

**15-30 minutes saved per request**

**Up to 2% higher resource utilization**




SAP S/4HANA Intelligent Matching of Employees to Projects

# Assist operations to ensure efficient production

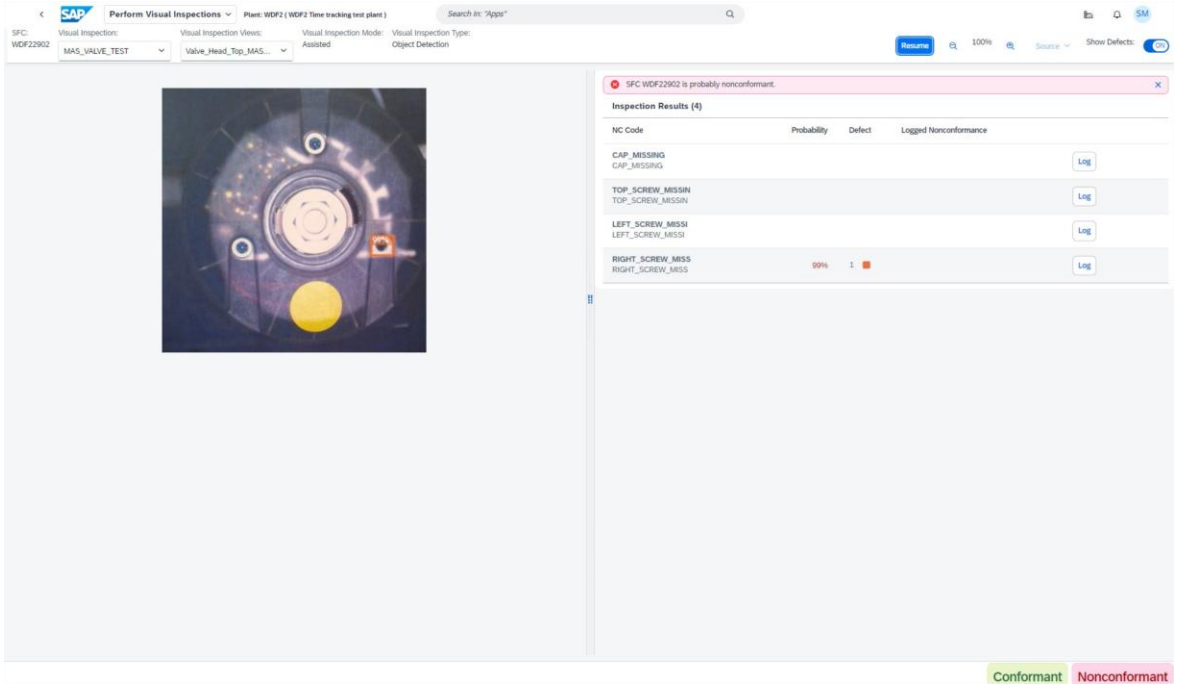
Save time and cost on manual inspections

Reduce human errors and automate the inspection process

Raise customer satisfaction and reduce warranty claims

**Up to 14 hours saved per error correction**

**20-30% reduction in human error rate**

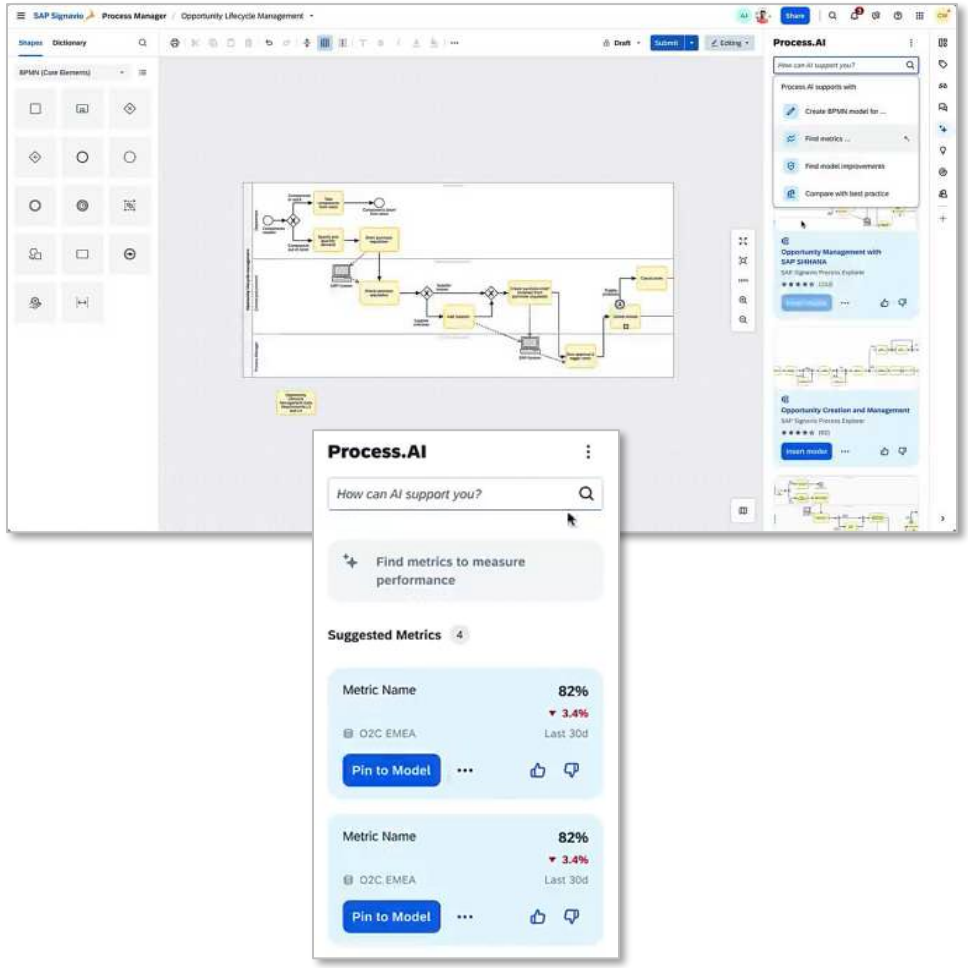



**Customer Testimonial**
Smart Press Shop: Visual Inspection by SAP Digital Manufacturing and Partners

**SAP Digital Manufacturing**

# Generate ready-to-use process models and KPIs

## AI-powered process modelling and KPIs




### CHALLENGE

- High effort for process enhancement and redefinition
- Lack of visibility into process performance
- Hard to identify the best-suited process KPIs quickly

### SOLUTION

**Process AI from SAP Signavio solutions**

- Ready-to-consume recommendations trained on LLM and based on expert knowledge and SAP best practices
- Process model recommendations to quickly setup new process models and drive process enhancements
- KPI recommendations to understand process dynamics fast and effectively

### OUTCOMES

**50-60%**
**Less effort for process modeling and KPI selection**

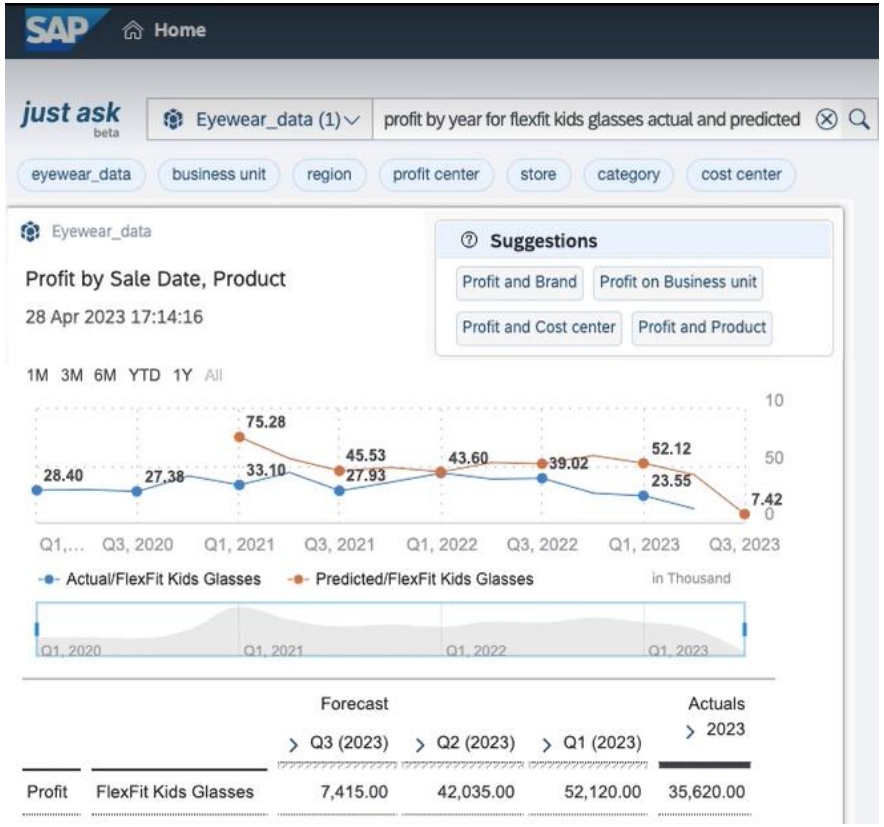
**Up to 30 PDs**
**Saved per process**

**~120k€/yr.**
**Expected savings for 8 processes**



Note: This is current state of planning and may be changed by SAP at any time without notice.

# Get insights into your business data using natural language queries




## CHALLENGE

- Business users have limited expertise to model and answer typical business questions
- Users' data exploration is limited to existing reports
- Existing "search to insight" feature based on keywords, English only

## SOLUTION

**Just Ask for SAP Analytics Cloud**

- Understand user queries and deliver data in user-friendly way
- Simplify team collaboration and make data-driven decisions
- Retrieve and present data stored in SAP Analytics Cloud data models via natural language queries
- Search and chat with any data live, independent of its source system

## OUTCOMES

**Accelerate**
**Access to relevant insights**

**Increase**
**Analytics adoption for the 70% occasional users**

**Empower**
**Users to answer their business questions**



Note: This is current state of planning and may be changed by SAP at any time without notice.

# Innovation Road Map for RISE and Digital Supply Chain

## AI & Sustainability

2024

INTERNAL – SAP and External Parties under NDA Only

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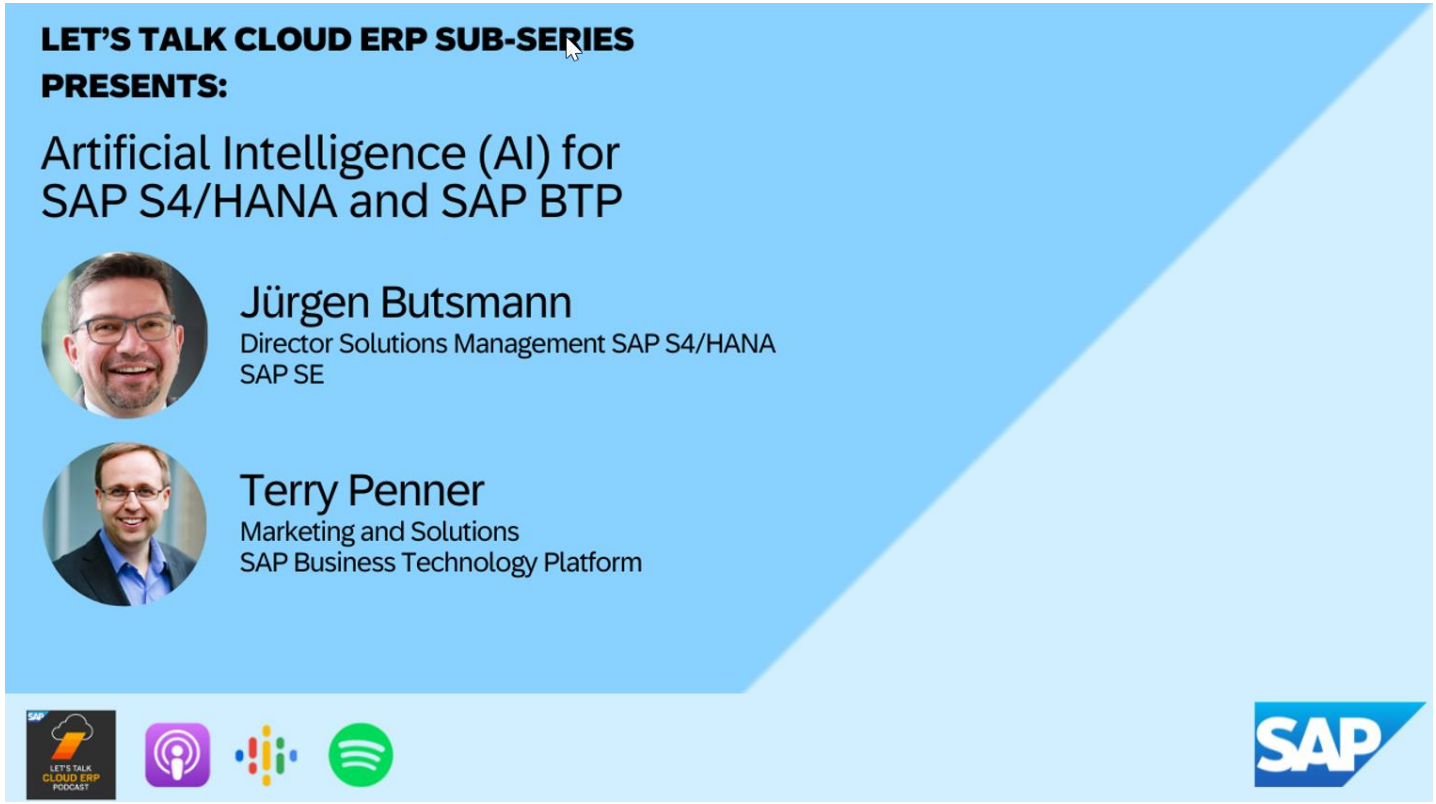
# Podcast and Blog on AI and Generative AI in SAP S/4HANA Cloud




Blog

Podcast

# SAP Consulting supports you along your AI journey – get started today!

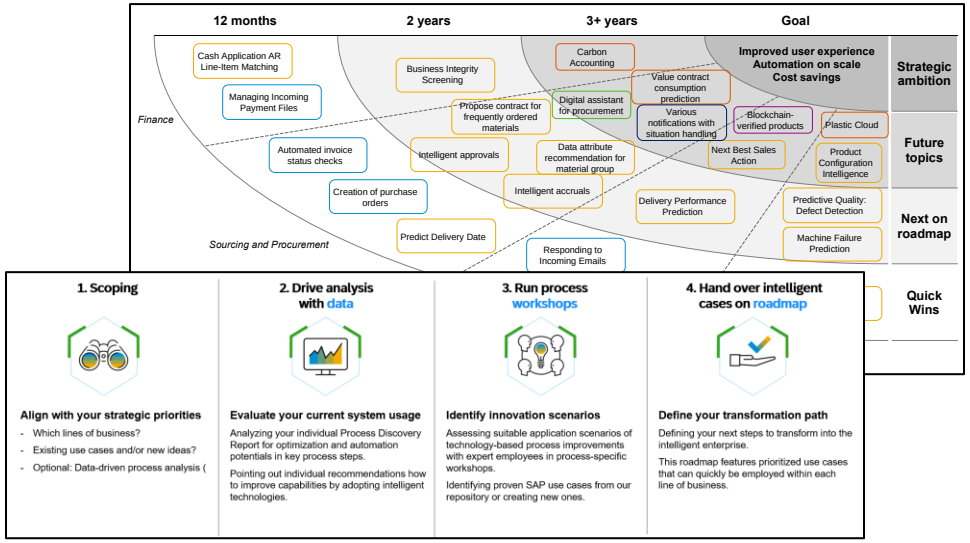
**We offer end-2-end support –**
**wherever you currently are on your AI journey**

Use case identification, prioritization and road mapping

Use case design and architecture

Use case implementation, project- and program management

Continuous innovation management & AI strategy




Find more information information in our [services catalog](#) or contact marius.thiry@sap.com

# Thank you.

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Bring out your best.

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