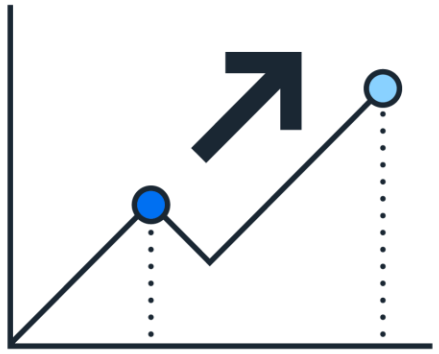
Bring out your best with SAP Industries

Sven Denecken
CMSO SAP Industries and CX
SAP SE

SAP brings out
the best in industries.

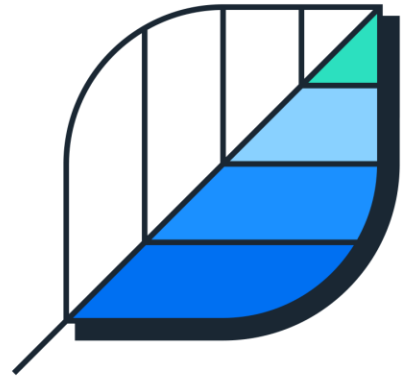
Transformative Business Trends are changing Industries

Business and technology trends are transforming the business of our customers – the mandate of ‘Industries’ is to bring them together in complete solutions.



Mega Trends

Industry Convergence



Sustainability

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Transformative Technology Trends are accelerating the change

AI, i.e. GenAI, will impact and transform all existing trends and accelerate the emergence of new trends.

Business AI

Networked Economy

Composability

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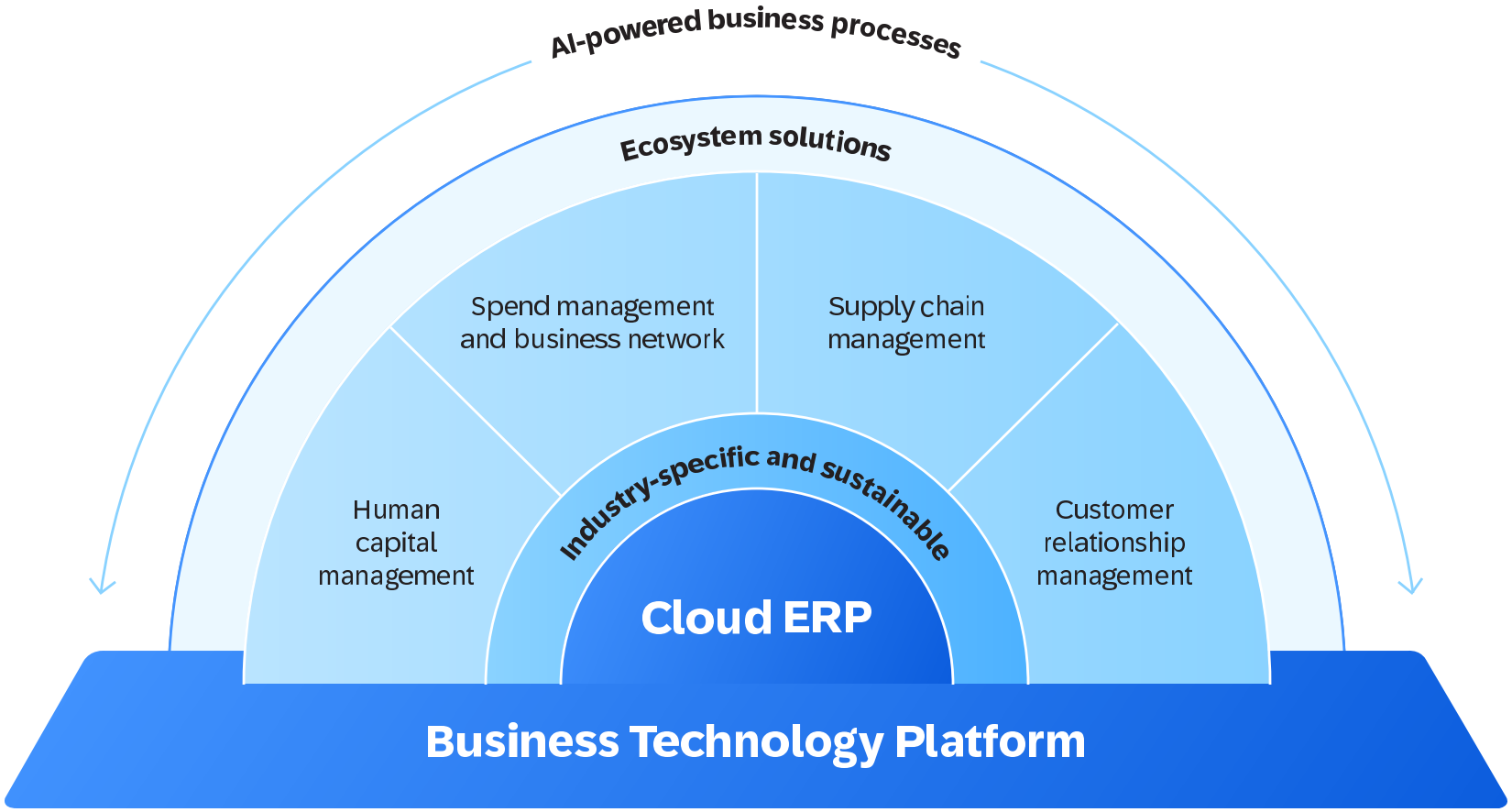
Portfolio turns our vision into reality – navigate through the transformation



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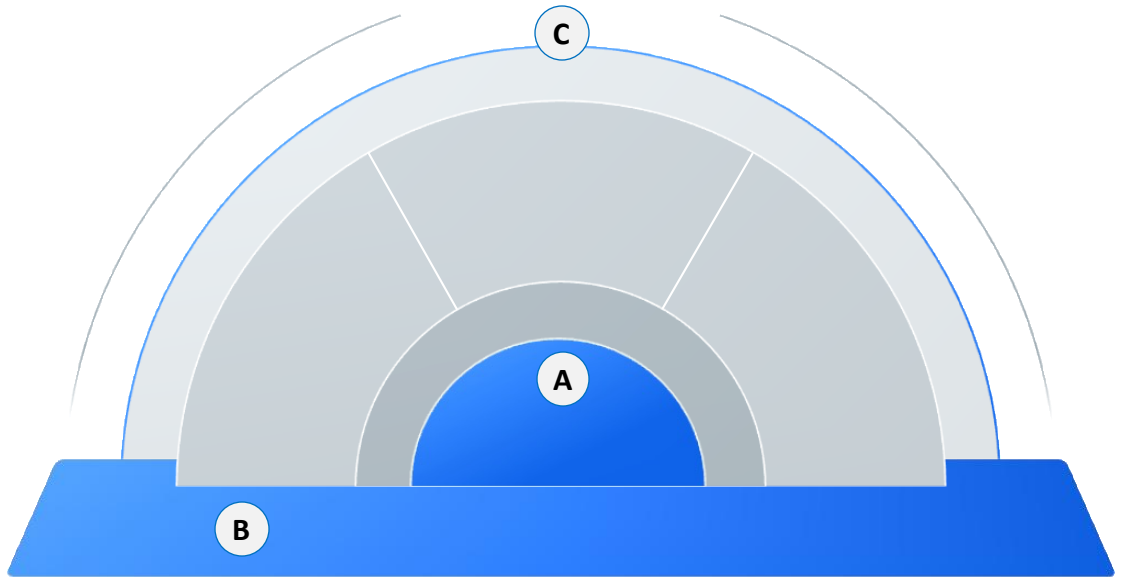
The complete SAP Cloud portfolio

SAP Enterprise Cloud



D Cloud Enabling Services

A Cloud ERP powered by AI and analytics

- **Proven** industry specific **processes**
- **Innovative business models at scale**
- **Sustainability** embedded in core processes

B State-of-the-art platform

- **Entry point for innovations** along the core
- **Actionable digital use cases** for business
- **Enables clean ERP core**

C Cloud solutions for multiple business needs

SuccessFactors · Ariba · Concur · taulia · Signavio · Fieldglass

Customer Data Platform | Business Networks | Commerce Cloud | Sales & Service Cloud | Office of CFO

D Services to maximize value realization

- **Foundation** content and services
- **Enhanced** success plan and services
- **Dedicated** attention

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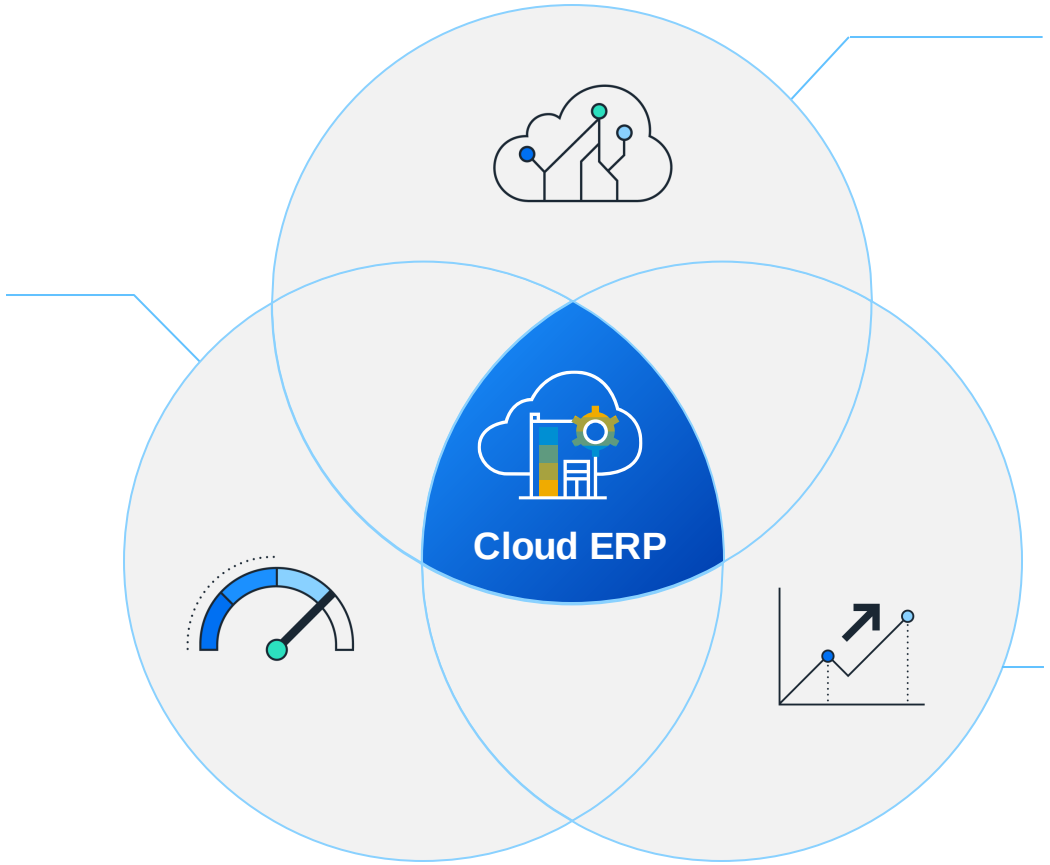
Your Case for RISE with SAP

Innovative capabilities designed for cloud customers

Increase speed of innovation consumption with a clean core

Implement **new capabilities** regularly– leverage a **clean core** strategy and benefit from enhanced cloud capabilities, a cloud-based ABAP environment, and SAP BTP.



Deliver differentiated capabilities (only as part of RISE with SAP)

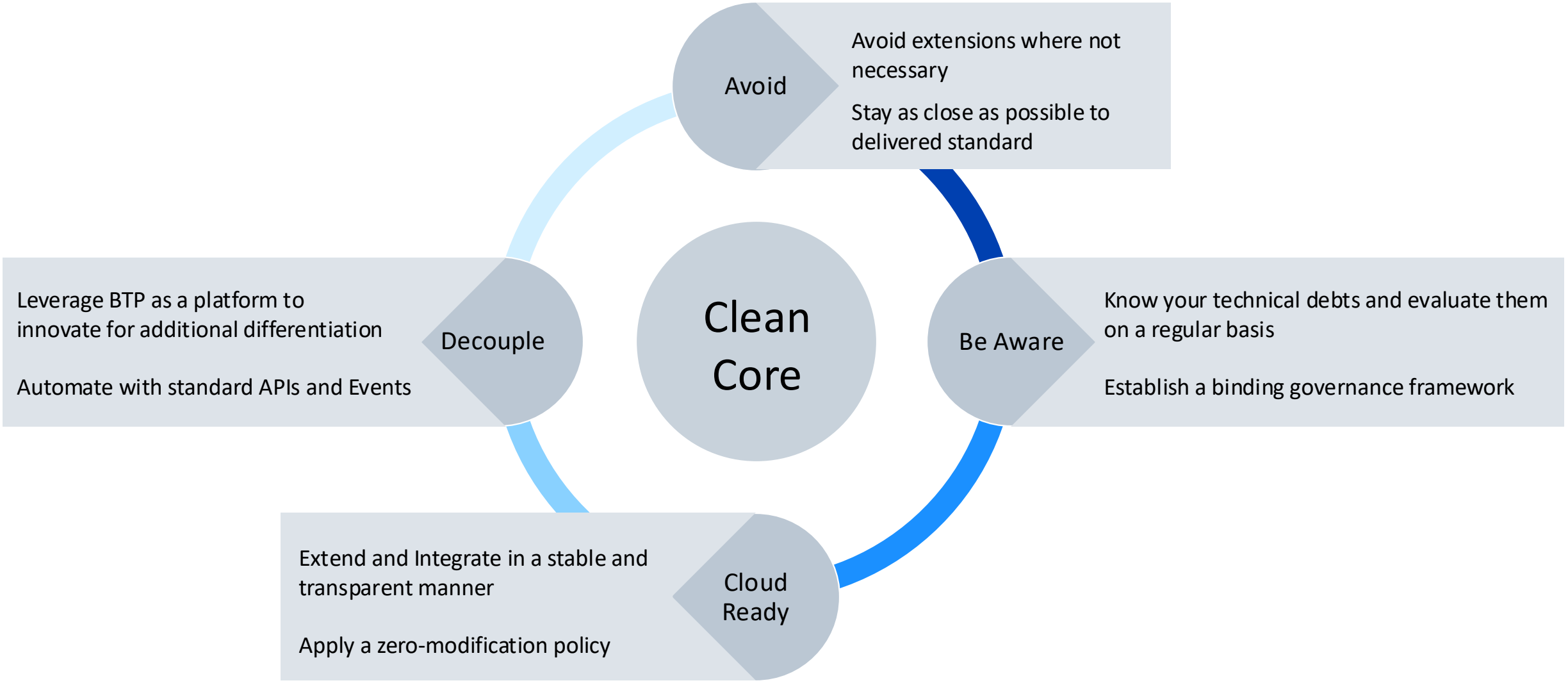
Capitalize on SAP's latest R&D results that focus on the cloud, starting with:

- New transactional **carbon accounting** capabilities, the first step towards a **green ledger**
- New AI capabilities, including **Generative AI**
- A new **financial planning** offering that combines the power of SAP S/4HANA central finance and SAP Analytics Cloud
- Clean Core Dashboard

Minimize total cost of ownership

Achieve significant cost benefits over your on-premise ERP system – from architecture to delivery.

Clean Core Guiding Principles



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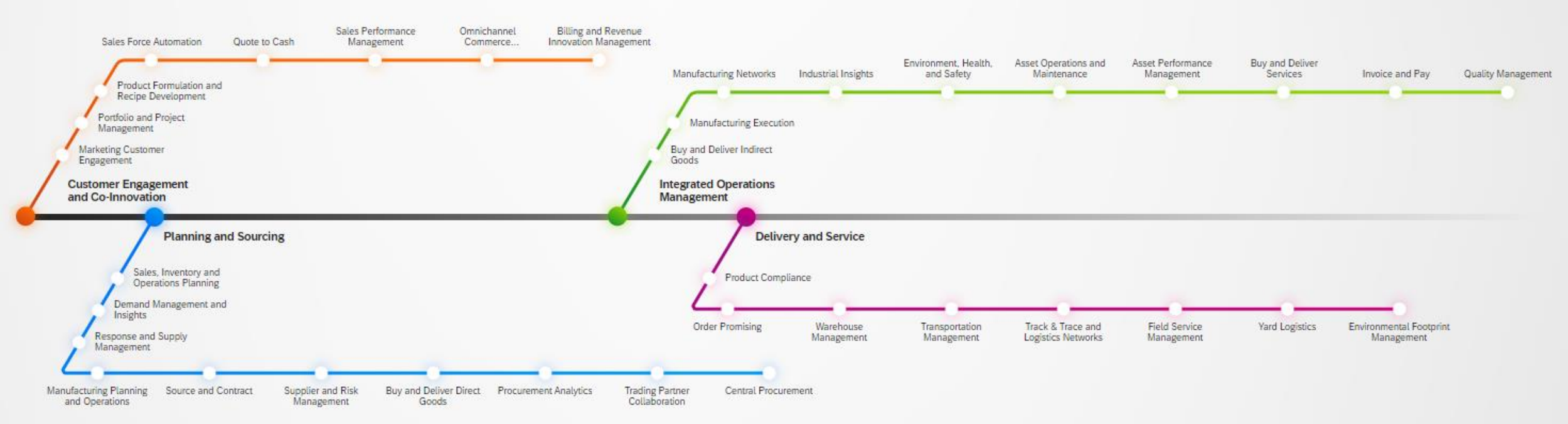
SAP Core Value Chain for Chemicals

SAP Solution Scout



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SAP Core Value Chain for Mining

SAP Solution Scout

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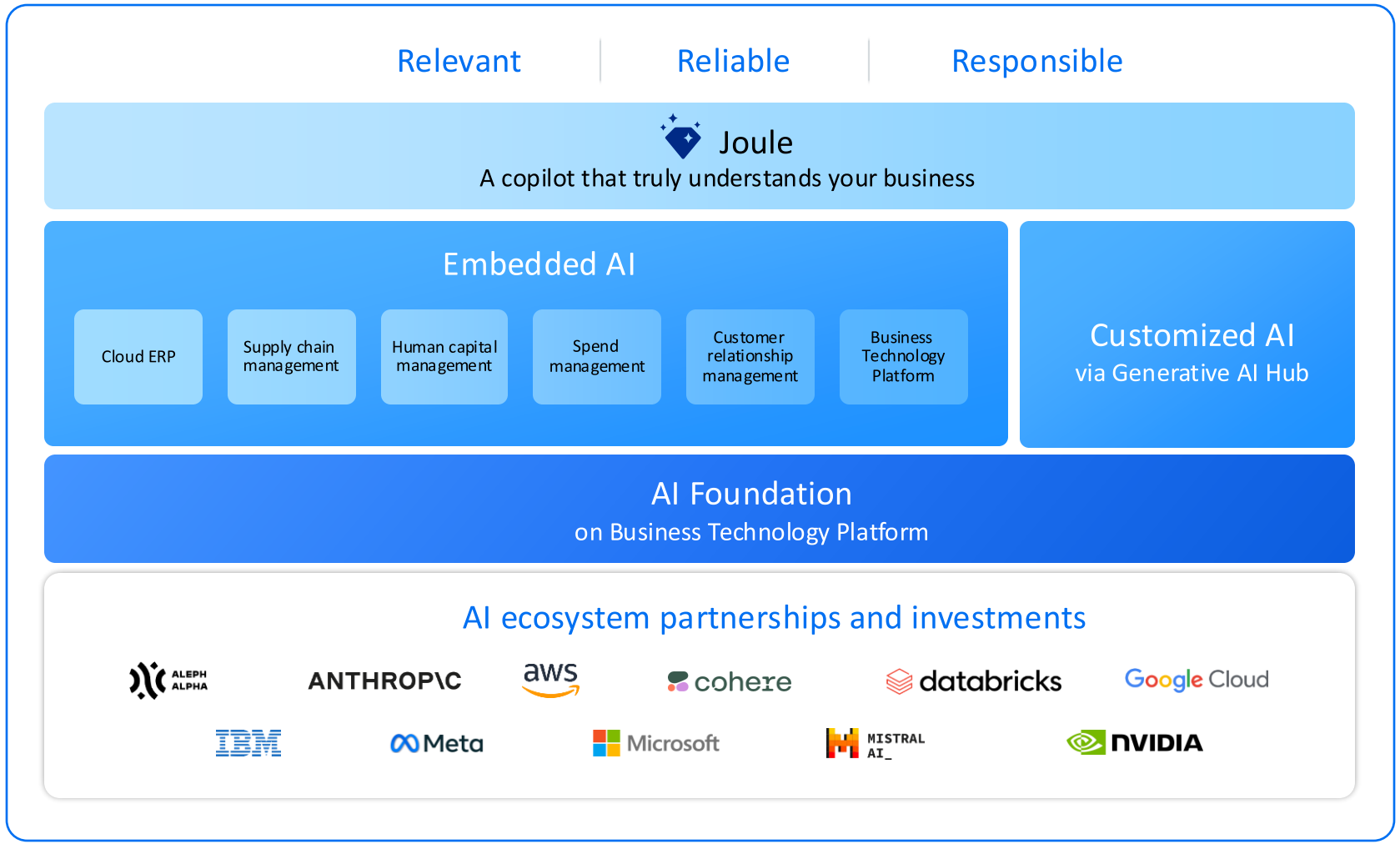
Business AI

Our business AI is embedded across the portfolio



1 **Joule**
Unified copilot experience across our portfolio

2 **AI Capabilities**
Embedded or customized AI by partner, customer, or SAP

3 **AI Foundation**
Integrated enterprise data, security, and compliance

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27,000

customers are already leveraging SAP Business AI

SAP Business AI portfolio

76 million savings

new

Models

Google

aws

Microsoft

new

Partnerships

MISTRAL AI_

Meta

NVIDIA

22 models available

in generative AI hub

All new

SAP Business AI

capabilities

100+

generative AI cases delivered across the portfolio

end of 2024

AI Foundation

40+ innovations

Analytical

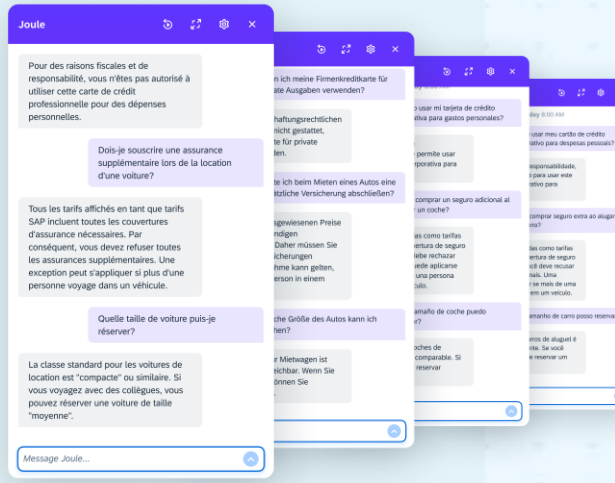
Joule

SAP's generative AI Copilot

Document Grounding

New Data Centers

Multilanguage capabilities



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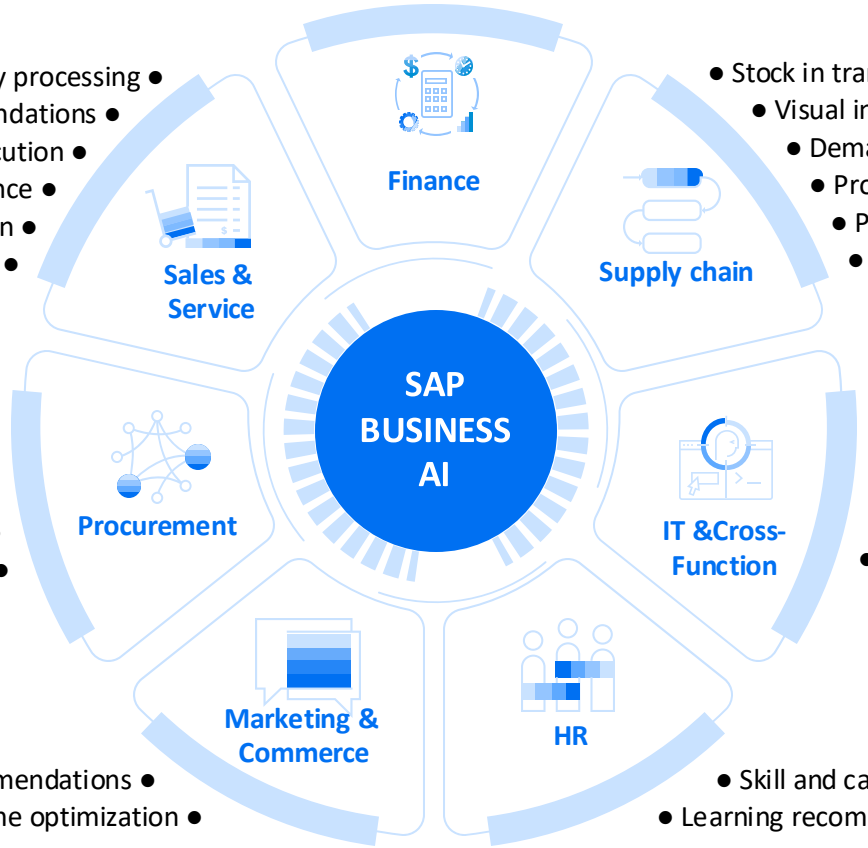
Most comprehensive AI capabilities for every function



Business integrity screening ● Goods and invoice receipt matching ● Intercompany matching & reconciliation ●

Tax compliance ● Travel expense auditing ● Cash application ● Travel expense verification ● Intelligent accrual ● Invoice processing ●

● Mobile expense entry ● ...and more

Opportunity scoring ● Sales performance ● Customer insights ● Guided selling ● Lead scoring ● ...and more ●

Predicted delivery processing ● Discount recommendations ● Intelligent sales execution ● Relationship intelligence ● Sales route optimization ● Sales order automation ●

● Stock in transit ● Visual inspection ● Demand forecasting & sensing ● Project-cost prediction ● Predicted delivery processing ● Demand-driven replenishment

● Forward scheduling ● Field service scheduling ● Asset prediction & optimization ● Slow-moving materials prediction ● Intrusion detection ● ...and more

Sourcing item & supplier prediction ● Material group recommendations ● Invoice object recommendations ● ...and more ●

Job matching ● O'Net labelling ● Resume ranking ● Guided buying ●

● Digital assistant ● Process Automation ● Business rule mining

● Intrusion detection ● ...and more

AI scores ● ...and more ●

Product recommendations ● Send-time optimization ●

● Skill and career path recommendations ● Learning recommendations

● Job analyzer ● ...and more

What's already possible

Recent release highlights

ERP and finance

SAP S/4HANA Cloud Public Edition
- Joule availability (EAC)

SAP S/4HANA Cloud for Projects
- Intelligent Matching of Employees to Projects (Beta)

SAP Sustainability Footprint Management
- Intelligent emission factor mapping

SAP Enterprise Service Management
- Next Generation Shared Services Automation

Procurement

SAP Ariba
- Category Management market segmentation
- Category Management cost structure
- Category Management market dynamics

SAP Concur
- Faster Itemization of Hotel Receipts
- Request Assistant: Cost estimates

SAP Fieldglass
- AI-enhanced SOW description generation
- AI-enhanced job description generation
- AI-enhanced translation of job description

Supply chain

SAP S/4HANA Cloud Private Edition
- Transportation Management – Intelligent Goods Receipt Analysis (Pilot)

SAP Digital Manufacturing
- Visual Inspection (Beta)

Human resources

SAP SuccessFactors
- Joule availability
- Job Description Generation
- Assisted Interview Questions with MS Teams
- Learning in Viva with Co-Pilot
- AI person insights for compensation discussions
- Generative AI for performance goals
- Generative AI for development goals
- Assisted Writing

Industries

Discrete Industries:
- SAP Intelligent Product Recommendation for configurable products

Sales and marketing

SAP CX AI Toolkit
- Intelligent Customer Profile
- Intelligent Q&A
- Smart Scheduling
- Record Summarization
- AI Product Tagging
- AI Product Descriptions
- Visual Search
- AI Tools

SAP Service Cloud, Version 2
- Email Draft Recommender
- Account Synopsis for Sales
- Case Summary

SAP Sales Cloud, Version 2
- Email Draft Recommender
- Account Synopsis for Sales
- Lead Booster
- Survey Trend Summary

SAP Emarsys
- AI Subject Line Generator (Pilot)

SAP Field Service Management
- Intelligent Filtering
- Equipment Insights

IT and platform

SAP Analytics Cloud
- Just Ask Search

SAP AI Core & Launchpad
- Generative AI Hub

Document Information Extraction
- Premium Edition

SAP BTP Cockpit
- Joule availability (Beta)

SAP HANA Cloud
- Vector Engine

SAP Build Code
- Code Generation (Joule)

SAP Automation Pilot
- Content Generation Assistant (Beta)

SAP LeanIX
- Inventory AI prompt
- AI-assisted text
- AI-generated context
- AI-supported translations

More details: https://roadmaps.sap.com

All releases are not necessarily GA. SAP reserves the right to release for testing in environments like EAC, beta, RTC, POC etc.

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And there is more coming soon…

Roadmap highlights

Q2 2024

ERP and finance

SAP S/4HANA Cloud Private Edition
- Joule: Availability

Supply chain

SAP Digital Manufacturing
- Execute Multiple Visual Inspection Tasks

SAP Asset Performance Management
- Anomaly detection based on indicator values

SAP Integrated Business Planning
- Automated Outlier Correction Logic

SAP Product Lifecycle Management
- Joule for product innovation management

Procurement

SAP Business Network
- Enhanced Responses to Discovery Postings
- Enhance Product Information on the Network Catalog

Human resources

SAP SuccessFactors
- Assisted Q&A in Joule (HR Policy)

Sales and marketing

SAP CX AI Toolkit
- Support for C4C Customers
- AI Attribute Detection enhancements

SAP Service Cloud, Version 2
- Case summary in Customer Hub/Agent Desktop

SAP Enterprise Service Management
- Case Summary
- Email Draft Recommender

IT and platform

SAP Integration Suite
- Generation of Integrations
- AI-enabled anomaly detection for API calls

Q3 2024

ERP and finance

SAP S/4HANA Cloud Public Edition
- Communication Intelligence

SAP Signavio
- Performance Indicator Recommender
- Process Recommender

SAP Sustainability Control Tower
- ESG Report Generation with GenAI

Supply chain

SAP Asset Performance Management
- Visual Inspection

SAP Integrated Business Planning
- Joule: Availability

Procurement

SAP Ariba
- Ariba – Scope 3 Emissions data capture

SAP Concur
- Travel & Expense Policy Search from Request Assistant

SAP Business Network
- Invoice error summarization

Sales and marketing

SAP CX AI Toolkit (GA)
- Additional Language Support for AI Outputs
- Custom Data Source for Intelligent Q&A
- Case records as data source in Intelligent Q&A
- AI Tools Builder Support Nested Level Relationships for V2 and C4C
- Image Generation for Commerce Cloud
- Embedded Sales/Service V2

SAP Sales Cloud, Version 2
- Post Visit Brief

SAP Service Cloud, Version 2
- Case Entity Extraction
- Email Summary
- Next Best Actions-Suggest Collaborators

SAP Enterprise Service Management
- Entity Extraction – Invoice, Payment Advice, Case, Dispute Management Scenario
- Email summary

Industries

Discrete Industries:
- SAP Returnable Packaging Management: Generative AI-powered Receipt of Account Statements in PDF Format

Consumer Products:
- Revenue Growth Planning - Copy Promotion

Utilities:
- Explanation of EDIFACT-coded error message in MaCo

Life Sciences:
- AI-enabled Configuration Wizard for SAP Cell and Gene Therapy Orchestration

Public Sector:
- Navigational Assistance to Public Sector Management Applications through the Joule Co-Pilot

Sports & Entertainment:
- AI Scout in Sports One

IT and platform

SAP Build Code
- Release Joule in VSCode marketplace
- Joule for HANA applications
- Joule for Mobile applications
- Introducing an AI-powered search to guide users through development tasks

Document Information Extraction
- Expedite the Processing Time for Time-Critical Documents

SAP Integration Suite
- Content recommendation in Business Accelerator Hub

SAP Build Process Automation
- Generative AI for Process Automations
- Document Information Extraction (DOX) Premium Adoption

SAP Automation Pilot
- Content Generation Assistant

SAP Analytics Cloud
- Just Ask Search - Full SAP Datasphere support

SAP HANA Cloud
- Support for vector indexing
- New vector clustering and segmented automated machine learning modeling

SAP ABAP
- ABAP BO Generator

Q4 2024

ERP and finance

SAP S/4HANA Joule Public Cloud
- Automated BOP Setup

SAP S/4HANA Cloud Private Edition
- Next Generation Shared Services Automation with GenAI (Pending EAC from Public Cloud) (Cross-port)

Supply chain

SAP S/4HANA Cloud Private Edition
- Transportation Management – Intelligent Goods Receipt Analysis

SAP Integrated Business Planning:
- Explanation of planning results

Procurement

SAP Ariba
- Supplier ESG Scorecard Creation
- Catalog bundle recommendations
- Invoice capture with DOX Premium

SAP Concur
- Travel Personalization

SAP Fieldglass
- SOW Capture with DOX Premium

Human resources

SAP SuccessFactors
- Assisted Opportunity Marketplace Assignment Generation (User driven)
- Assisted 360 Reviews & Insights
- Assisted Writing with Recognition Messages, for People Profile, Onboarding, Dynamic Teams, Objectives, Key Results, and Talent Intelligence Hub and with Content Translation
- AI-assisted Person Insights – Compensation Discussion in new People Profile

Industries

Discrete Industries:
- Intelligent Inbound Cargo Registration

Commodity Management:
- Generative AI Enabled Deal Capture

Life Sciences:
- Generative AI Assisted Batch Release
- ICSM Digital Study Assistance

Public Sector:
- Intelligent Error Handling in Position Budget and Control

Sales and marketing

CX AI Toolkit
- Shopping Assistant: Ask the Product, Semantic Search and Intent based Search for consumers in Commerce Cloud
- Custom AI Tools for lists of records
- Role Specific insights
- Automated Agents and record updates in Sales/Service Cloud

SAP Sales Cloud, Version 2
- Joule Integration
- Sales Quote Generation from a Request Email
- Automatic suggestion of Questions in Surveys
- Contact Summary
- Order Insights

SAP Service Cloud, Version 2
- Customer Hub Summary
- Joule Integration
- Sentiment Trend Analysis
- Next Best Actions – Propose Next Interaction

SAP Emarsys
- AI Product Finder
- GenAI Report Generator
- GenAI Segments

SAP Field Service Management
- GenAI for the Admin Role
- GenAI for the Technician Role
- Joule Integration

SAP Enterprise Service Management
- Joule Integration

IT and platform

SAP Analytics Cloud
- Just Ask Search – Leverage SAP HANA cloud vector engine to enhance processing time

SAP BTP Cockpit
- Joule availability

SAP ABAP
- ABAP AI SDK

SAP LeanIX
- Inventory Builder

Please note: This is the current state of planning and may be changed by SAP at any time

More details: https://roadmaps.sap.com

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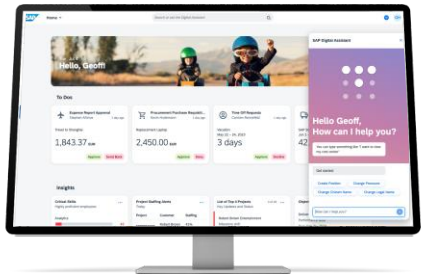
Summary

Business AI use cases

SAP Business AI

Link

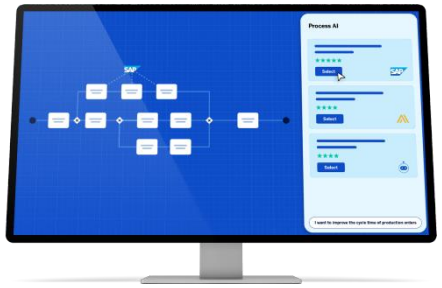
Intelligent business recommendations



Generate new business insights & outcomes

Complete tasks faster using natural language and receive proactive contextual insights

Self-optimizing business processes



Generate self-optimized processes

Rapidly generate process models, create process documentation, and identify best-suited KPIs

Automated code generation

Generate new apps & solution extensions

Develop faster with automated code generation specifically tailored for business apps

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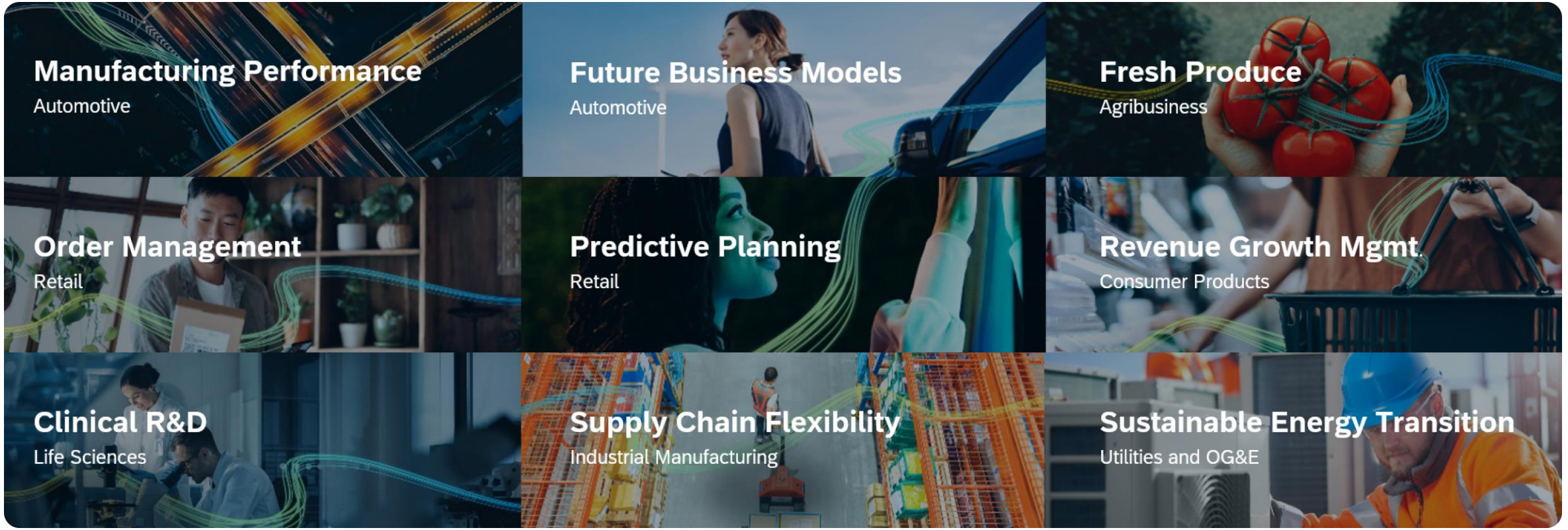
Shape your industry with next practices

Industry next practice themes

SAP delivers key innovative capabilities for all industries leveraging established Industry Best Practices to drive improved customer value.

These fundamental capabilities include intelligent (Business AI) and automated business processes to drive productivity, personalization and business model innovations.



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