SAP Artificial Intelligence
SUGEN
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PUBLIC
AI is already transforming our lives... and our businesses alike.
Potential realized

Transformative intelligence
Immediately optimize every aspect of your business.

Adaptable innovation
Easily scale and extend the capabilities of your business applications.

Trusted
Ensure reliability and trust across your entire organization.
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By embedding AI capabilities across lines of business, SAP has the power to bring end-to-end transformative intelligence to enterprises.

Bringing **transformative intelligence to every aspect of their business** through ready-to-use AI capabilities in SAP’s applications across all business processes. SAP has the most **comprehensive set of business AI capabilities** designed to transform these processes.
SAP Central Invoice Management

Automate accounts payable with AI-powered invoice data extraction

SAP Business Technology Platform

Personalized customer experiences

Improved product discovery and brand engagement

Increased customer satisfaction and maximized sales
Concur Expenselt

Simplify end user tasks with AI-powered auditing

Simplified auditing process and more accurate outcomes

100% 24x7 audit coverage

70% bypass rate of AI-answered audit questions vs. human auditor
SAP Commerce Cloud, Intelligent Selling Services

Engage your customers with AI-powered recommendations

Personalized customer experiences

Improved product discovery and brand engagement

Increased customer satisfaction and maximized sales
SAP Integrated Business Planning for Supply Chain

Never run out of stock with AI-powered planning

Greater forecast accuracy
Automated statistical forecasting
Reduced stock outs and rush orders
Public
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SAP’s AI portfolio infuses and extends applications with business-centric AI capabilities

**AI integrated into business processes and solutions**

- Intercompany Reconciliation
- Sales Order Automation
- SAP Cash Application
- Workflow Intelligence
- Personalized Learning Recommendations
- Returnable Packaging Management
- Product & Pricing Recommendations
- Intelligent Expense Scanning
- Automatic Invoice Processing
- Digital Assistant

**SAP AI Business Services**

- Service Ticket Intelligence
- Data Attribute Recommendation
- Document Information Extraction
- Business Entity Recognition
- Document Classification
- Personalized Recommendation

**SAP Process Automation**

- Workflow
- RPA
- Business Rules
- Process Visibility

**SAP AI Core**
**SAP AI Launchpad**

**SAP HANA Cloud**

**SAP Data Intelligence**

**Business Users**
**Data Scientists**
**Developers**
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Ensure reliability and trust across your entire organization.
Run AI built on leading ethics and data privacy standards while maintaining full governance and lifecycle management across your entire organization.

SAP AI Global Ethics policy

SAP’s guiding principles for AI

SAP AI Global Ethics committee

Governance and lifecycle management of AI models
AI Ethics at SAP

**Manifesto**

- SAP is looking at the ethical and societal implications of the latest advances in technology and contributing to the public debate about this subject.
- Our objective is to carry on creating software that augments the effect of these technologies and enables them to realize their full intellectual potential.

**AI Ethics Guiding Principles**

Dynamic foundation for continuous engagement with the ethical and socioeconomic challenges of AI

1. We are driven by our values.
2. We design for people.
3. We enable business beyond bias.
4. We strive for transparency and integrity in all that we do.
5. We uphold quality and safety standards.
6. We place data protection and privacy at our core.
7. We engage with the wider societal challenges of AI.

**Governance**

- **AI ethics steering committee**
- **Trustworthy AI Workstream**
- **AI ethics advisory panel**

**Policy Framework**

- **Human Agency and Oversight**
- **Transparency and Explainability**
- **Addressing Bias and Discrimination**
- **Civic Society**
Customers are realizing their potential with SAP AI

**Lead to cash**
- **Mercedes-Benz Mobility AG (Automotive)**
- 5–10 minutes saved on average for each invoice that is processed automatically

**Design to operate**
- **Arla Foods Inc. (Agribusiness)**
- 45 hours saved each week in planning for automation

**Recruit to hire**
- **Telefonica S.A. (Telecommunications)**
- 77% of talent profiles completed with AI automatic recommendation solution, enabling intelligent matching of candidates to positions

**Source to pay**
- **Aspen Pumps Limited (Industrial machinery)**
- 350 hours saved each month by reducing repetitive and manual administrative tasks

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Trusted
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THANK YOU.