



Welcome to break out session:

Driving transformation with
SAP AI & BDC



SAPSA IMPULS

25th - 26th November | Stockholm

Agenda

- 01** Welcome!
- 02** Presentation led by Christian
- 03** Panel led by Carina



Dr. Christian Tietz
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PwC



Carina Segersten
SAP Alliance Leader, PwC



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Solution Advisor S/4HANA
Finance Business AI Lead,
SAP

PwC's global scale and proven track record are unmatched as one of the top 3 global SAP strategic service partners with zero failed projects



24 000+
SAP Professionals

#1 Largest Professional Services implementation of S/4HANA Cloud Public

Global Strategic Services Partner for AI

Partner with Innovation Awards in 3 consecutive years (2023, 2024 & 2025)

2 000+
S/4HANA Projects ongoing across 74 countries

~1 000
Live S/4HANA Programmes

1# in S/4HANA-enabled transformation programme delivery

Why PwC

PwC delivers **industry-specific** SAP solutions, offering **end-to-end** strategy, implementation, and support for seamless digital transformation.

We leverage **SAP's latest technology and change management** to drive AI innovation and measurable results.

With **global expertise**, we help clients manage risks and achieve sustainable growth through SAP.

Solutions

- S/4 HANA and Cloud Transformation**
Drive S/4 HANA implementations, including migrations to Public and Private Cloud Editions
- AI and Analytics**
Integrate AI and advanced analytics to enhance decision-making and operational efficiency
- HR and Finance Transformation**
Optimize HR processes with SuccessFactors and modernize financial systems
- Supply Chain and Procurement**
Transform supply chain operations and enhance digital procurement capabilities
- Customer Experience (CX) and Front Office Solutions**
Improve customer engagement through commerce and CX solutions


PwC relevance in SAP AI & SAP BDC

We are the first with hands-on experience on SAP BDC
We are supporting the first SAP BDC customer to adopt the solution and leverage innovations like SAP managed data products, Databricks integration, and user training.

In partnership with SAP, we build innovations for SAP BDC
We continuously work together with SAP on bringing our knowledge and innovations to the SAP platform: Insight Apps like our CSRD ESG Manager or our jointly developed Text-2-SQL GenAI solution.

PwC is leading by example...

... with the largest global S/4HANA Cloud Public Edition customer study



Globally Recognised by SAP

- SAP Innovation Awards 2025
- GROW WITH SAP Partner
- SAP Validated Partner Use Case
- SAP Pinnacle Awards 2025 Winner
- RISE WITH SAP Validated Partner
- SAP® Qualified Partner-Packaged Solution

Want to ask a
question?



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#58 51 908



Driving transformation with SAP AI & BDC



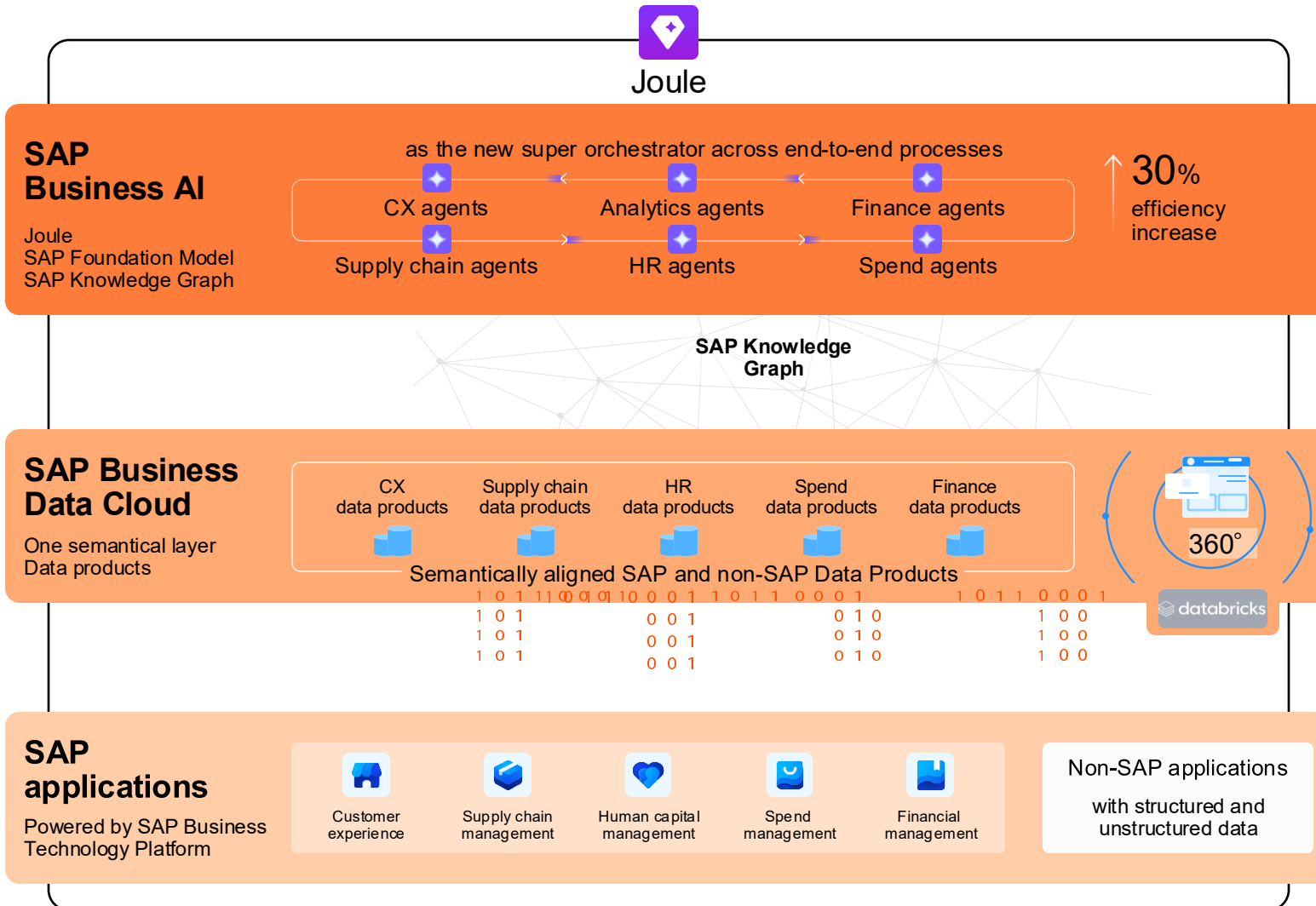
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Introduction

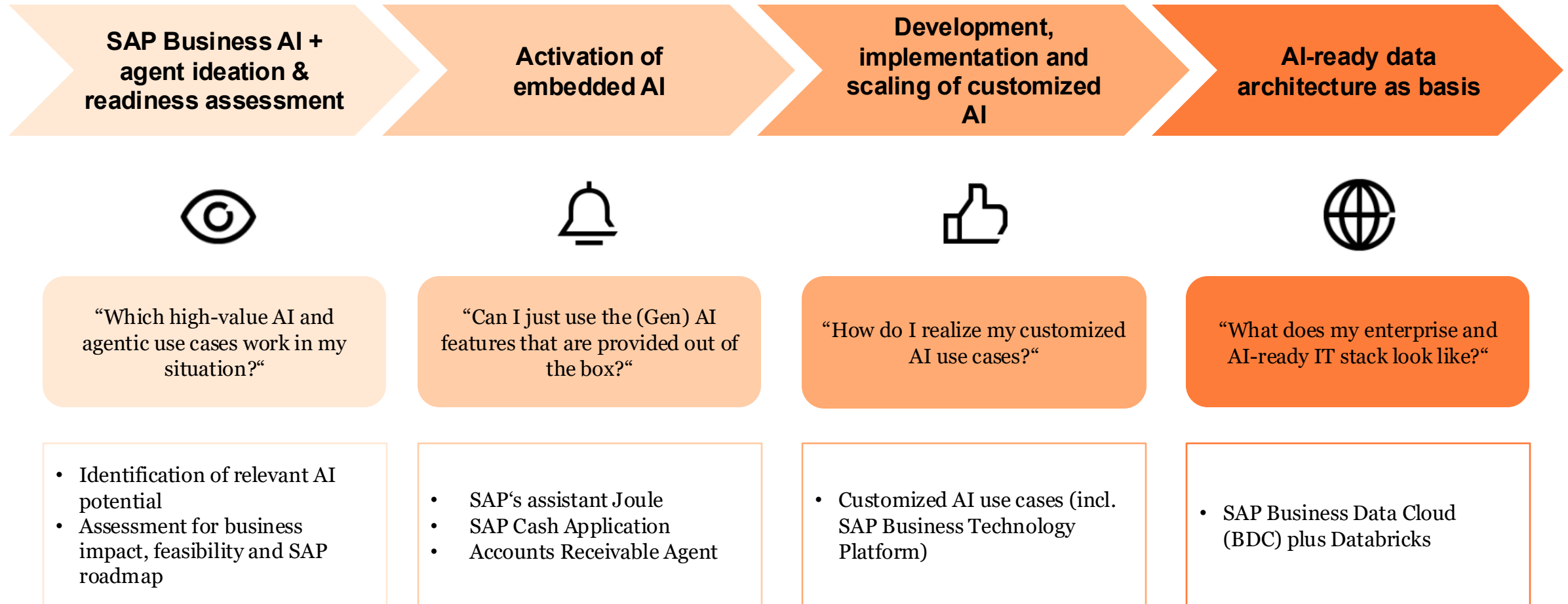


SAP's AI-first strategy transforms the SAP portfolio by combining deep business process knowledge with a strong data platform



- **SAP Business AI** delivers out of the box AI features provided as a service deeply integrated into SAP applications
- **Tailored SAP AI solutions** can be built and integrated by leveraging SAP's Business Technology Platform
- **SAP Business Data Cloud** provides foundation for enterprise-ready SAP Business AI

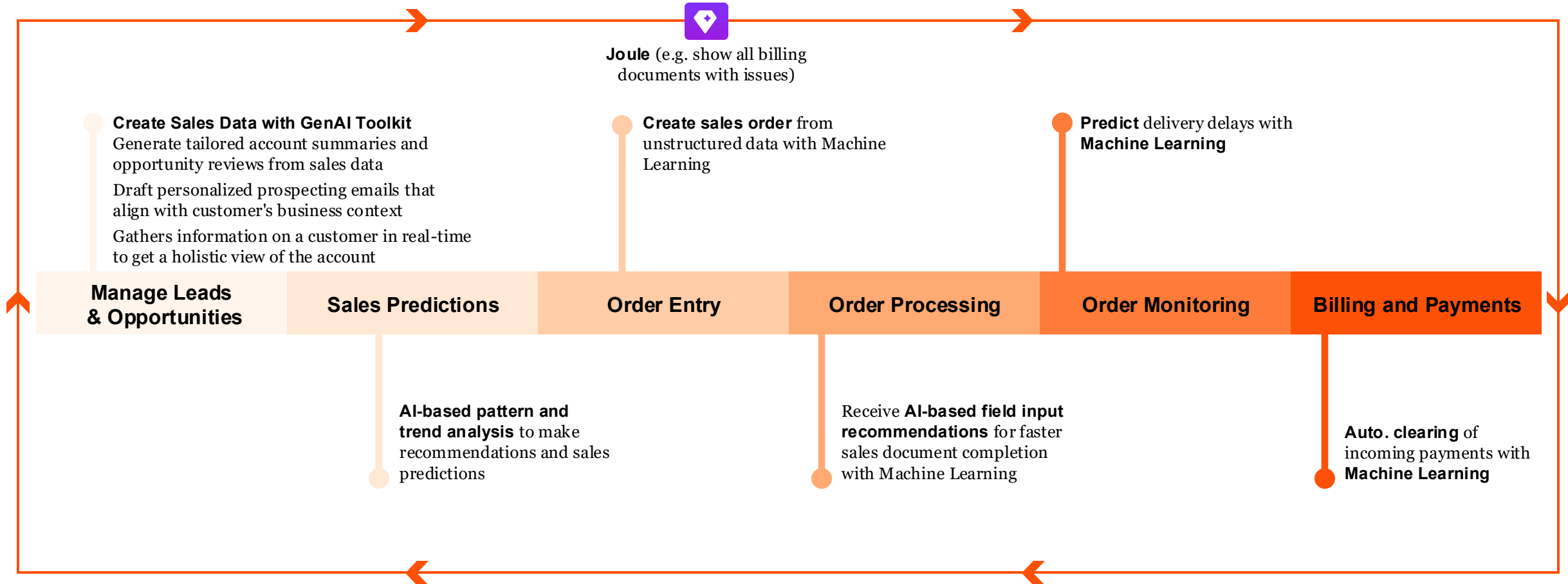
From Embedded AI as a Service to Customized AI leveraging both SAP Business Data Cloud and SAP Business Technology Platform



Embedded AI

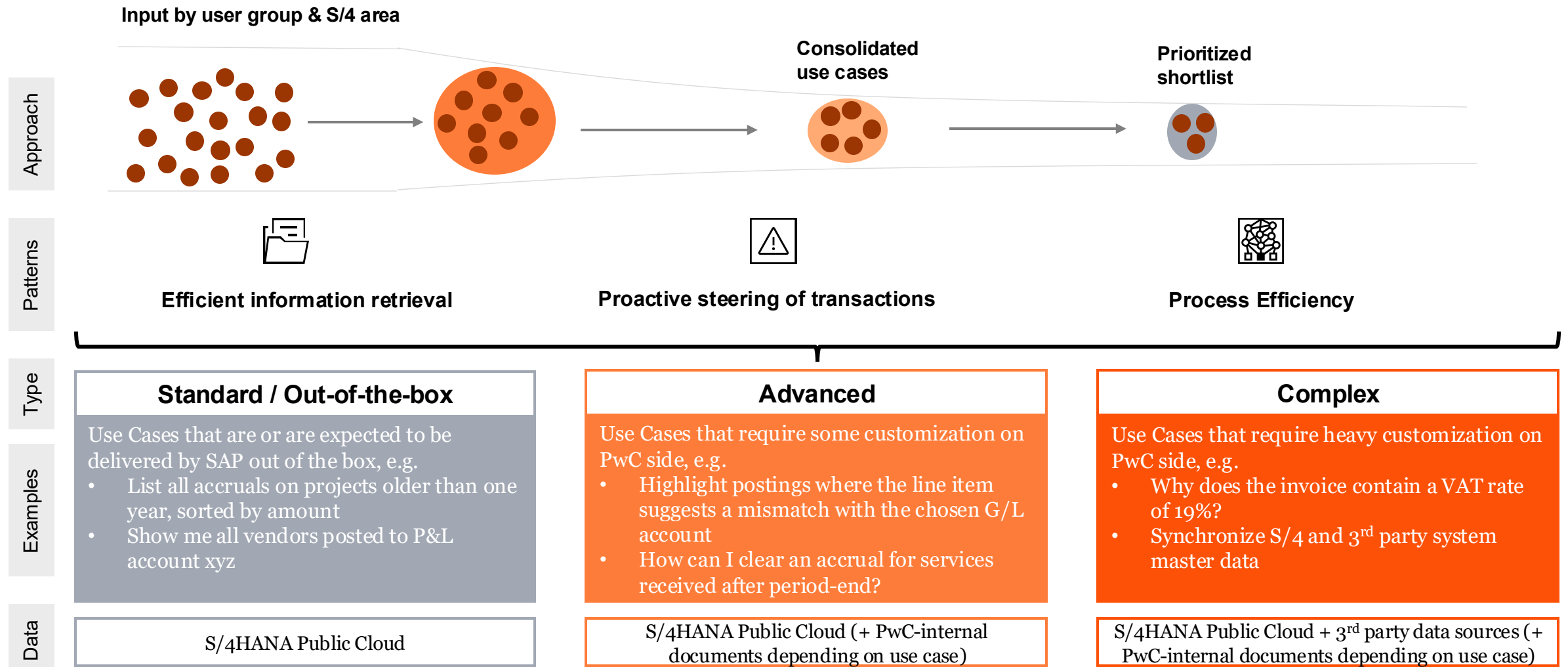
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Lead-to-Cash | Embedded AI standard features*



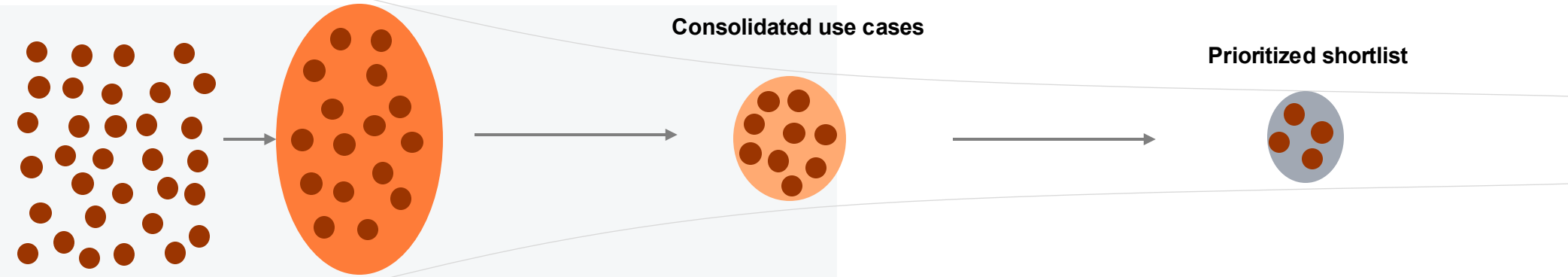
* Contingent on associated deployment model (e.g. S/4HANA Public Cloud)

Joule in S/4HANA Public Cloud @ PwC Germany – derived patterns








To adopt Joule in S/4, start with the daily work of end users

Input by user group & S/4 area







Involvement of SAP Product Management



Stakeholder Interviews

-  120 minutes, interactive Whiteboard format
-  Small group of key users in associated S/4 area
-  Tasks regularly performed in associated S/4 area
-  Cumbersome tasks / activities
-  Cases that could be supported by a digital assistant

Consolidation & Assessment

-  **Domain-specific Use Case Category,**
i.e. encapsulate individual use cases
-  **Area & User Group**
i.e. cluster input by user group and S/4 area
-  **Joule capability,**
i.e. classify use case category by Joule patterns
-  **Implementation assessment,**
i.e. assess if category is already supported

Prioritization & Roadmap

-  **Go for *quick wins* in Phase 2,**
i.e. for cases that become available upon pure activation
-  **Sketch roadmap for implementing complex cases,**
i.e. cases that require customization of Joule skills

Custom AI

3

Custom AI: Within the Purchase-to-Pay process, efforts to automate invoicing focus on process automation only and still cause a lot of manual workload

Purchase-to-Pay process



AI potential: Process automation vs. cognitive automation

Focus on process automation

Most efforts to automate invoicing processes focus on **pure process automation**.

High manual workload

Complex tasks like **VAT code determination** often require a lot of manual effort combined with deep, domain-specific expertise.

We leveraged AI to automate the VAT code determination process in SAP S/4HANA at a leading European Healthcare company

Implementation

Goal: Improve VAT code determination process efficiency and accuracy to scale and support compliance

OCR Result & VAT Determination Result | DummyInvoice 4.pdf | **COMPLETE**

OCR Result | VAT Determination Result | Rule Based Model | Descriptive Model | Item By Item

Rule Based Model

- 1 : Ford Mustang Mach-E AWD, leasing | V1 | 25%
- Supplier establishment location | **Denmark(DK)**
- Supplier VAT Tax id | **Denmark(DK)**
- NN establishment location | **NNDK**
- NN VAT number | **NN DK**
- Type of materials (per line item) | **Services**
- Ship from | **DK**
- Ship to | **DK**
- VAT rate (per line item) | **25%**

Descriptive Model

1 : Ford Mustang Mach-E AWD, leasing | V1 | 25%

AI Reasoning: The supplier is Danish, the VAT rate on the invoice is 25%, and the purchase involves goods or services. None of the other specific tax codes (V2, V3, V4, V5, TP, TV, TX) apply to this transaction. Additionally, the exceptions listed for V1 do not apply as the required fields (bill_to_tax_id, sender_tax_id) exist and are valid.

LOW | DummyInvoice 1.pdf | 0.01 MB | PDF | COMPLETE | May 14 2025

~1 million invoices

a year in Accounts Payable to be processed

High manual effort when determining VAT codes

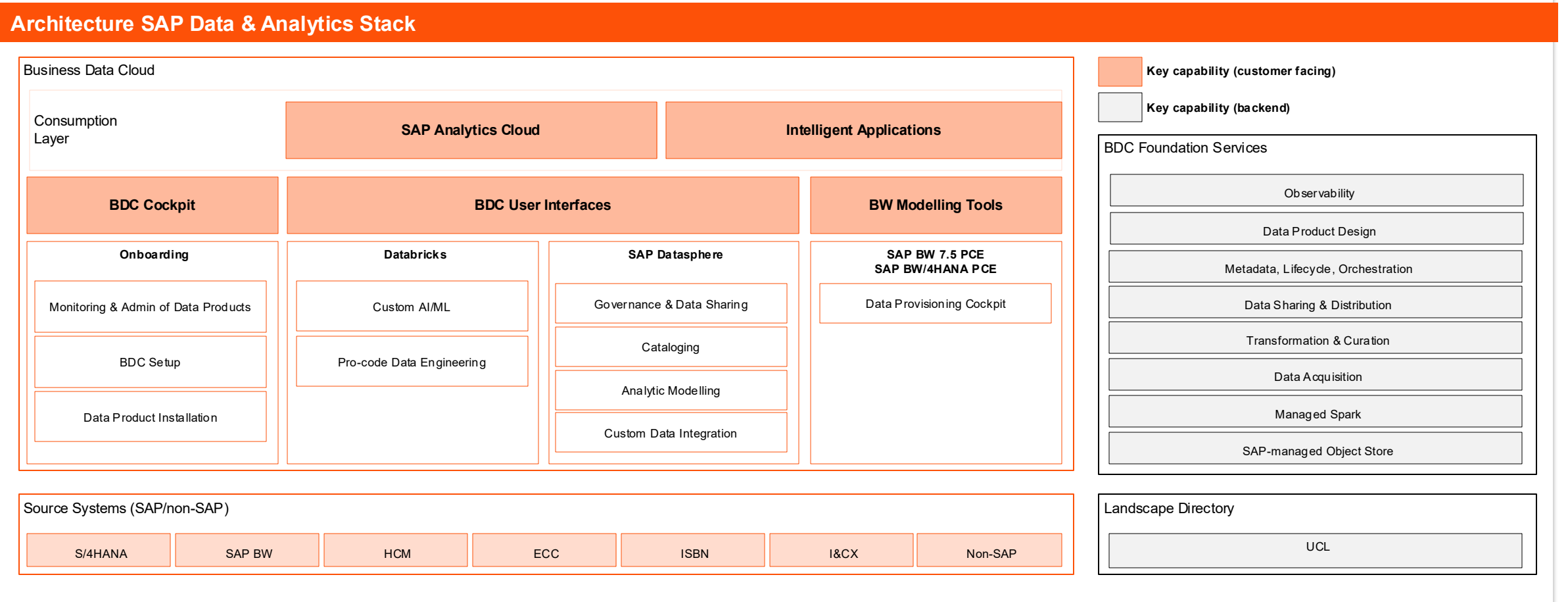
→ Time reduction from **~5 minutes** per invoice to **~2 minutes** per invoice on average

Data Platform for Enterprise AI

4

SAP Business Cloud components overview

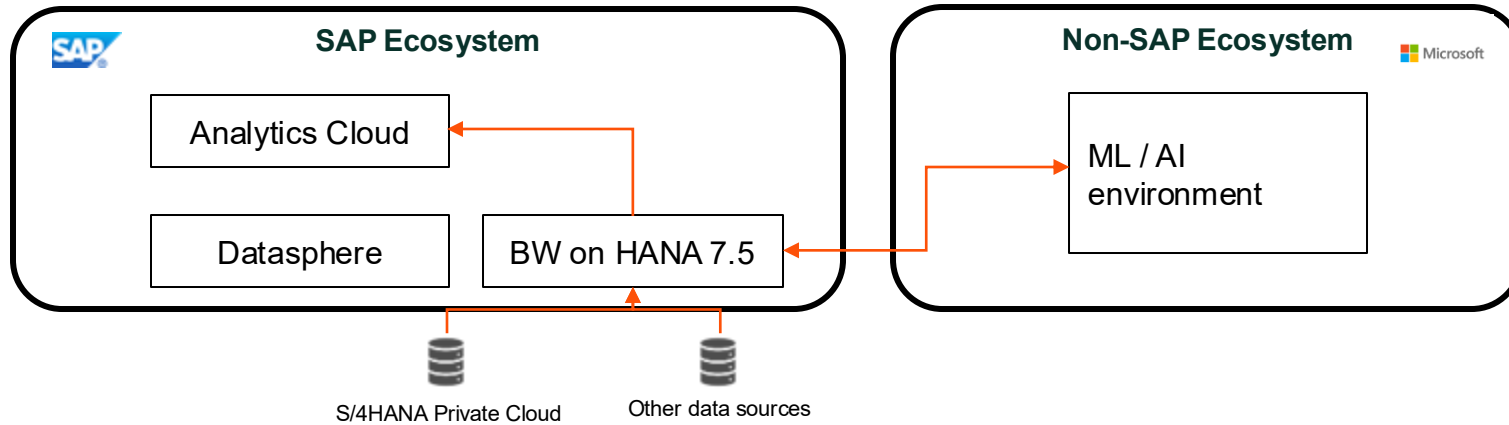
What falls under the BDC Umbrella?



How leveraging BDC will change the enterprise architecture for our clients – case study

Classifying the risk of late payment on journal entry level

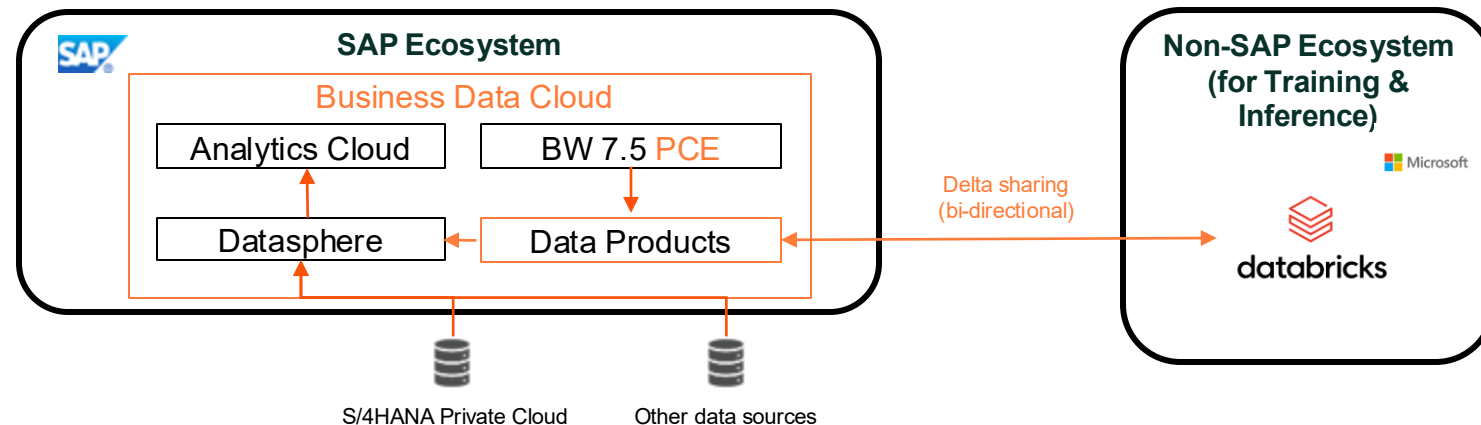
As - is



Challenges with current architecture

- **Operationalization of SAP AI** scenarios (e.g. BW data provisioning)
- **Data Governance** (e.g. creating data redundancies)
- **Modernization of existing BW** (BW/4 migration vs. Rebuilt in other ecosystem)

To-be



Why BDC is a “game changer”

- Building of **curated, re-usable and shareable BW data products**
- **Simplification** of enterprise architecture
- **Strong foundation** for upcoming BW modernization & operationalization of both existing and future SAP AI scenarios

How we help SAP to push Data Democratization

- **Started in October 2024**, before launch of SAP Business Data Cloud
- Joined **international teams** with experts for **technology, governance and change**
- The project is **not only about a technology** transformation, it is also about a **cultural change**

Workstreams

SAP BDC

SAP BW
Modernization

SAC

AI Agents

Enablement

Current status

- Migrated SAP DSPs to SAP BDC with live use cases and minimal downtime
- Designed and implemented processes for large-scale BDC
- Integrated Databricks with front-runner use cases demonstrating strategic impact
- Prepared BW for lean transition to BW Cloud, unlocking major savings potential
- Implementing Agentic AI use case in IT and Finance

Our top learnings

- Don't rebuild the past
- Uncovered greater-than-expected saving potentials in the BW move
- Gap between theory and practice remains wide
- Onboarding business users requires time and persistence
- Not every data engineer is a Datasphere pro from day one

Let's hear from the experts



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Thank you

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