Realizing Business Value from AI: Learn from an SAP Innovation Award Winning Customer

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Group Innovation Director
Nov 10, 2026

SOA PEOPLE
Inspire Performance

SOA People Sweden



Anders Frost
Stockholm

Martin Karlsson
Göteborg

Anne Bendrik
Stockholm

Henrik Ström
Stockholm

Thea Laurén
Malmö

60+
Family of SAP **experts**



Pure SAP player

We are a trusted SAP advisor with more than 25+ years experience in the Swedish market

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SOA People - global

1 000+
loyal customers

1600+
Big family of SAP
experts

25+ years
of success

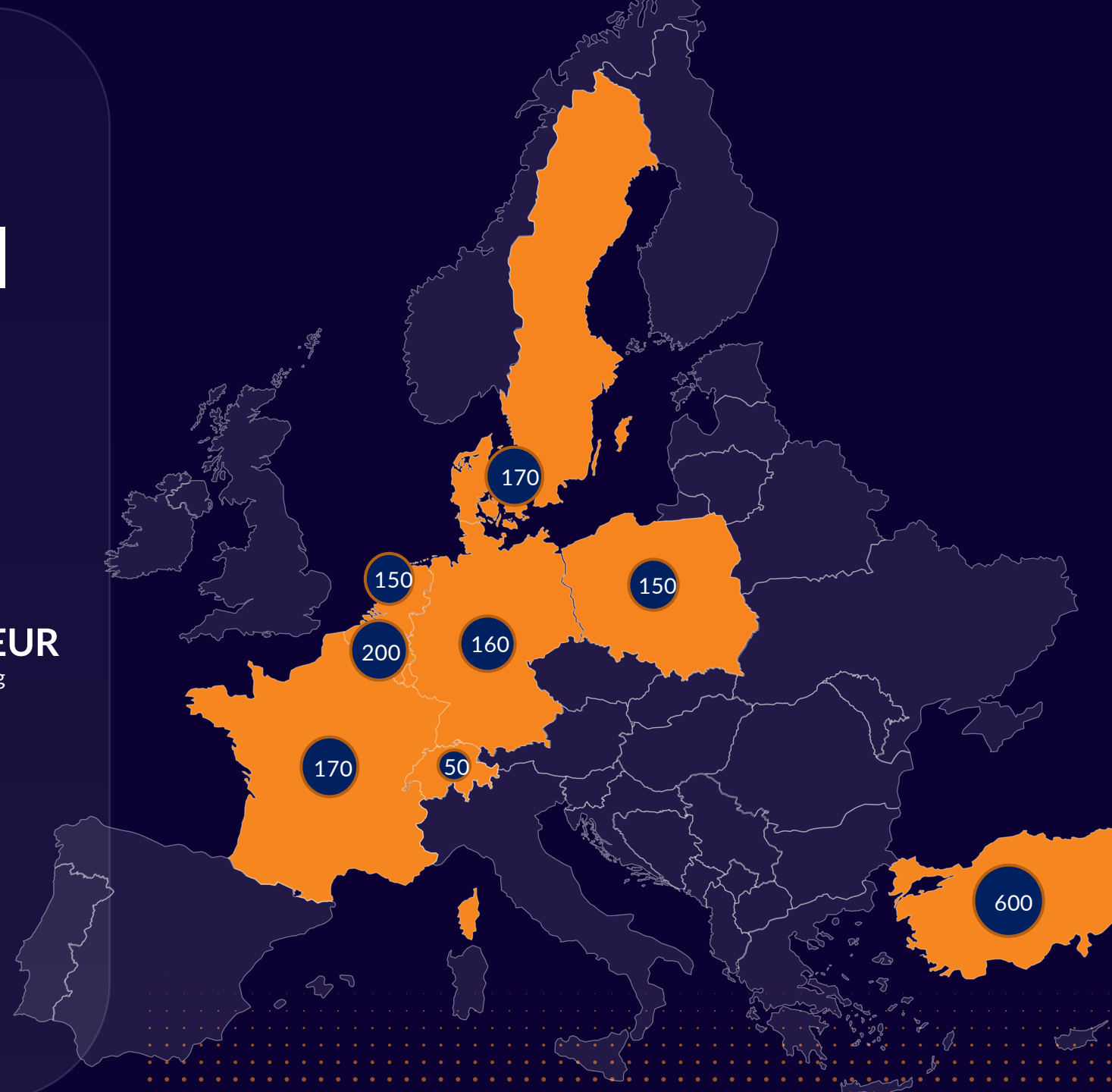
235,000,000 EUR
Group revenue exceeding

25+
regional offices

22+ **different**
nationalities

UNITED VARS
MEMBER

SAP Platinum Partner



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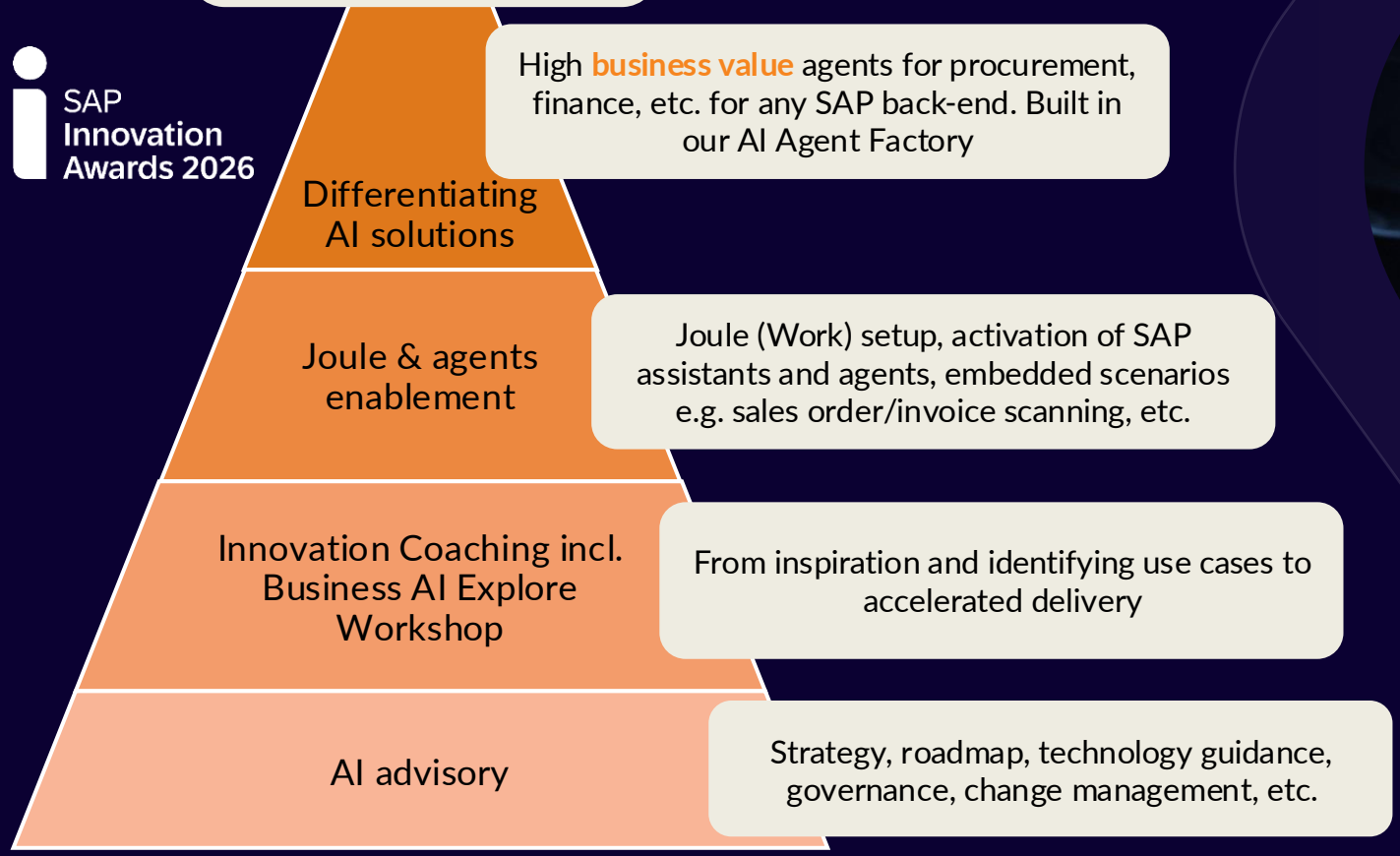
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Overview of SOA People's AI Proposition

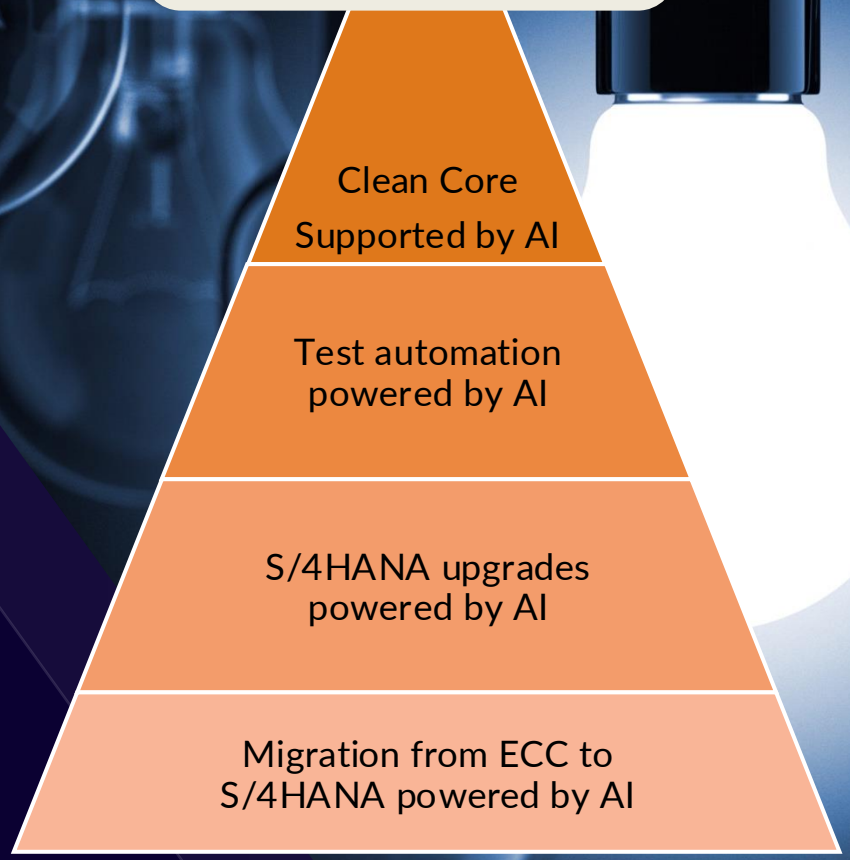
READY »2 DRIVE AI

SAP Certified
in SAP Business AI operations

SAP Innovation Awards 2026



READY »2 SMART MIGRATE



PROMOCEAN

A Li & Fung Company

Won SAP NL / VNSG hackathon





SOA PEOPLE
Inspire Performance

Won SAP Innovation Awards

SAP

Innovation Story

Operational excellence in procurement through intelligent automation powering speed, consistency and scalability

Promocean

Wholesale distribution

Technology Pathfinder

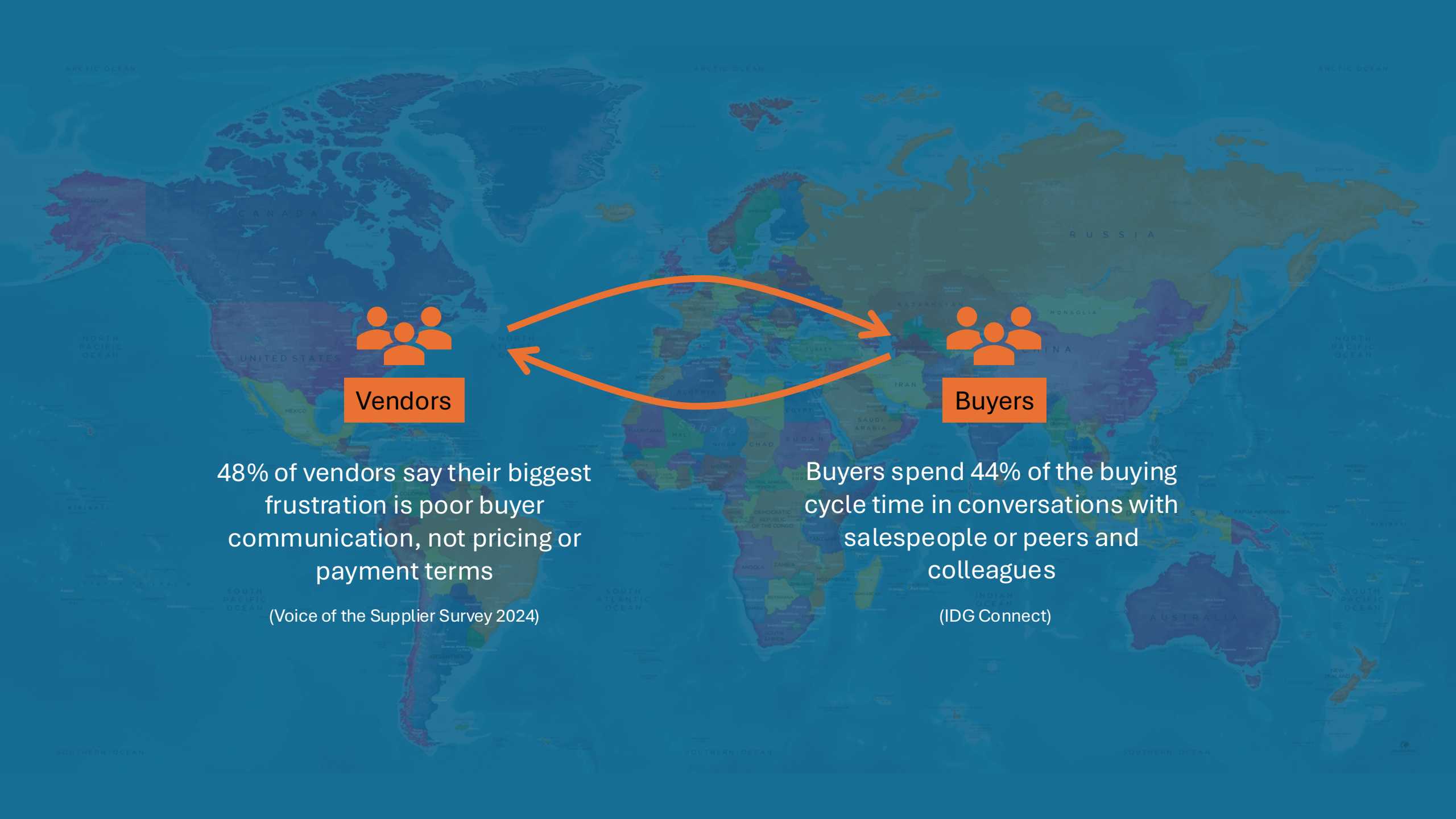
PROMOCEAN
A Li & Fung Company

SOA-PEOPLE



The World's Best Brands
Trust Us With Their Brands





48% of vendors say their biggest frustration is poor buyer communication, not pricing or payment terms

(Voice of the Supplier Survey 2024)

Buyers spend 44% of the buying cycle time in conversations with salespeople or peers and colleagues

(IDG Connect)

Structural inefficiencies put procurement at risk

The existing way of working did not scale with growing volumes and customer expectations

>50M Procurement volume

15.000 transactions

Operational reality

- Fragmented work across SAP, Outlook, Excel spreadsheets
- Inconsistent vendor responses (formats, languages, PDFs)
- **~19 hours/day** spent on PO follow-ups

Process limitations

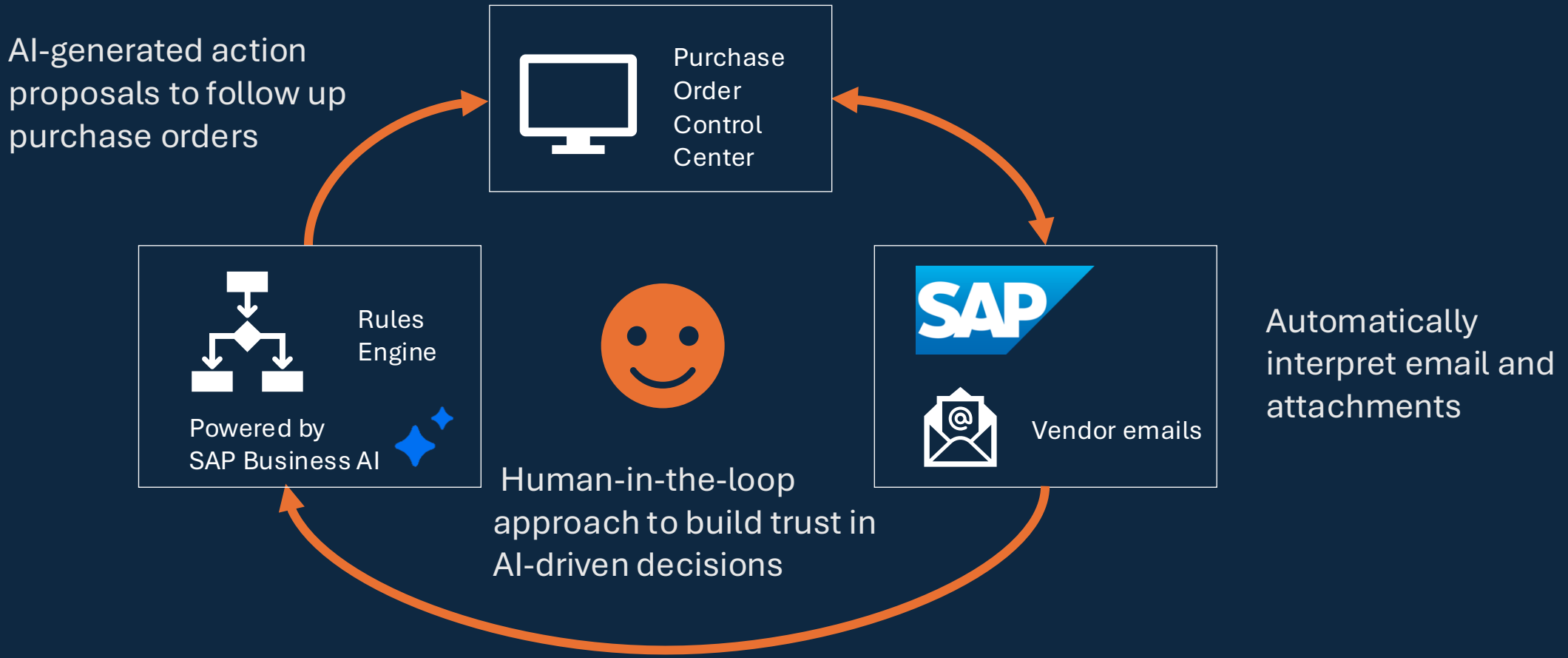
- No standardized vendor follow-up
- Decisions depend on individual experience

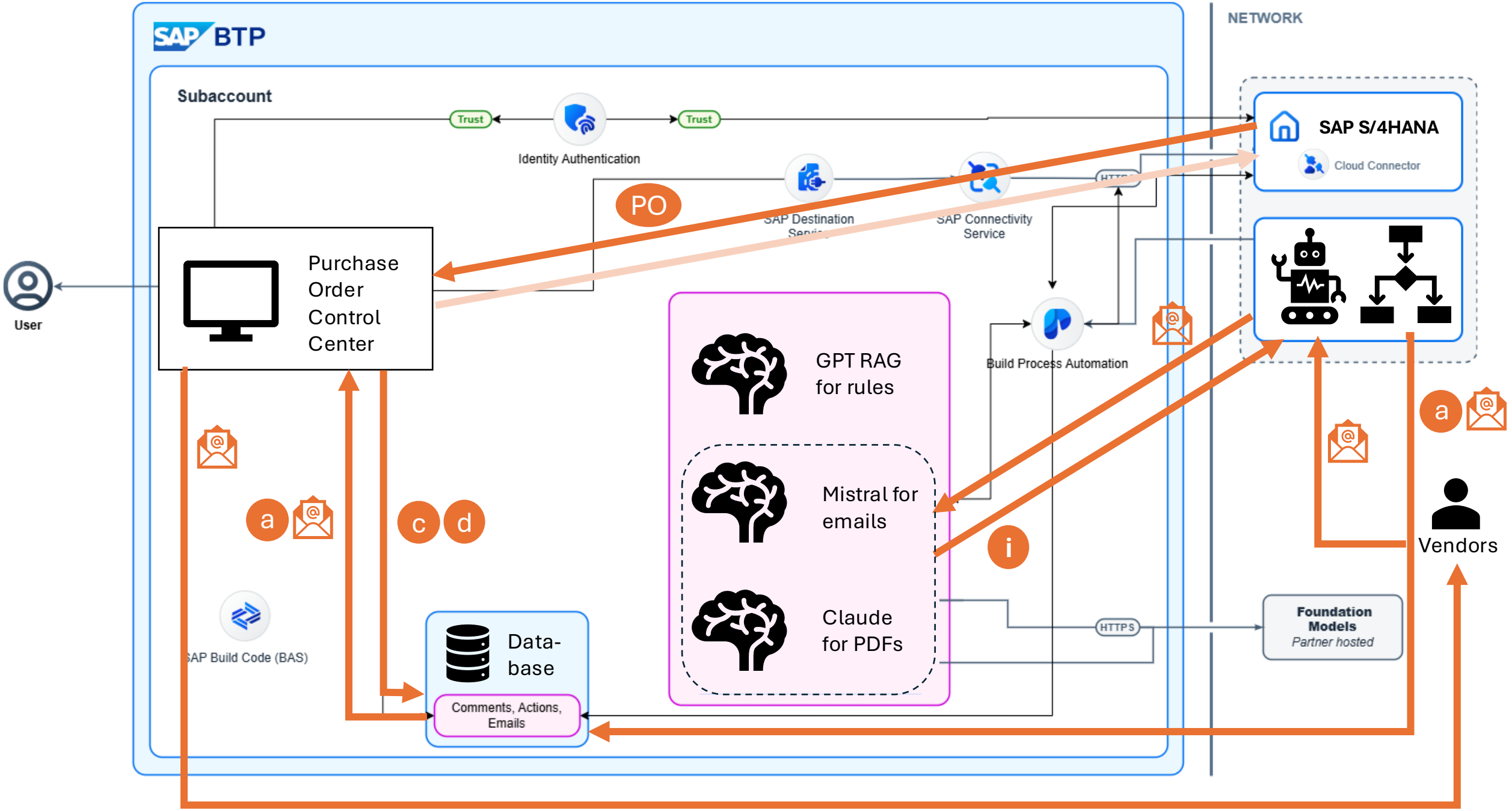
Business impact

- Higher risk of delays & customer dissatisfaction
- Teams stuck in repetitive work instead of value-adding activities

The solution

Promocean implemented an AI-driven procurement solution which guides operational buyers in making a timely and consistent follow-up of purchase orders and increasing purchasing performance.




SAP BTP
Subaccount
NETWORK
Trust
Trust
Identity Authentication
PO
SAP Destination
SAP Connectivity Service
SAP S/4HANA
Cloud Connector
User
Purchase Order Control Center
GPT RAG for rules
Mistral for emails
Claude for PDFs
Build Process Automation
a
c
d
i
a
Vendors
SAP Build Code (BAS)
Data-base
Comments, Actions, Emails
HTTPS
Foundation Models
Partner hosted

Re: New PO 4110014624

Taplite <sales@harteveltbv.nl>
To LFE Promocean Operational Buying

This sender sales@harteveltbv.nl is from outside your organization.
If there are problems with how this message is displayed, click here to view it in a web browser.

CAUTION: This email is from an "EXTERNAL" source and may contain harmful content. Do NOT open any links or attachments unless you are certain they are safe. Immediately report any suspicious emails by clicking the "Report Phishing" button in the Outlook "Message" ribbon or b

Hello Yannis,

Thank you for the new order.

I have few changes for the delivery dates.
The taphandles need 5 weeks of production time, but we have a few in stock that we can ship earlier.

POS	Article	Delivery	Stock available	remark
10	88026892	24-mrt	0	
20	97410867	14-apr	25	weeks production time
30	88022521	24-mrt	0	
40	97410845	14-apr	65	weeks production time
50	88026127	19-mei	--	Can be delivered now, stock available

Met vriendelijke groet, With best regards,
Jasper de Bock

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2011JD Haarlem
The Netherlands

Taplite est. 1994
A BRAND BY HARTEVELT BV

Van: LFE Promocean Operational Buying <operationalbuying@lffulfilment.com>
Datum: vrijdag, 6 maart 2026 om 04:20
Aan: Taplite <sales@harteveltbv.nl>

Purchase Order Control Center

ai-project-non-prod-11kdxlp5.launchpad.cfapps.eu20.hana.ondemand.com/site?siteId=e8918c9d-bbea-4325-835d-fdd060dbd6c3#PurchaseOrder-monitor?sap-ui-app-id-hint=saas_approuter_com.promocean.pomonitorfiori&/?sap-iapp-state=TASPOQ...

Incognito

Purchase Order Control Center

Search

TS

My purchasing org

Search

Purchasing Organization:*

=2800

Supplier:

Supplier Name:

Purchase Order:

Incoterms 1:

Go

Adapt Filters (1)

Purchase Order	Company Code	Document Type	Supplier	Purchasing Organization	Purchasing Group	Incoterms 1	Incoterms 2	Document Date	Created By	Creation Date



Let's run the AI engine

Start by providing your search or filter criteria.

First impressions

Luc van Elk
Managing Director Promocean /
Executive Vice President Li & Fung



“We were curious to understand the benefit AI can bring to us and this solution proved that the opportunity is very big. We have multiple ideas for further use of AI. It’s exciting!”

Bram van Duijsen
Sr Manager Sales



“We are truly surprised how easy is to use the application while we know how complex AI technology is behind the scenes. It’s logical and intuitive.”

Business Value



- Follow-up in 7 hours instead of 19 hours
- Move team activities from repetitive/operational to tactical
- Faster and more consistent vendor follow-up
- More efficient collaboration between internal departments
- Scalable, future-proof architecture
- Ready for S/4HANA

Scale with Trust

AI Explore workshop

Live

Phase 1

Following the approach of AppHaus

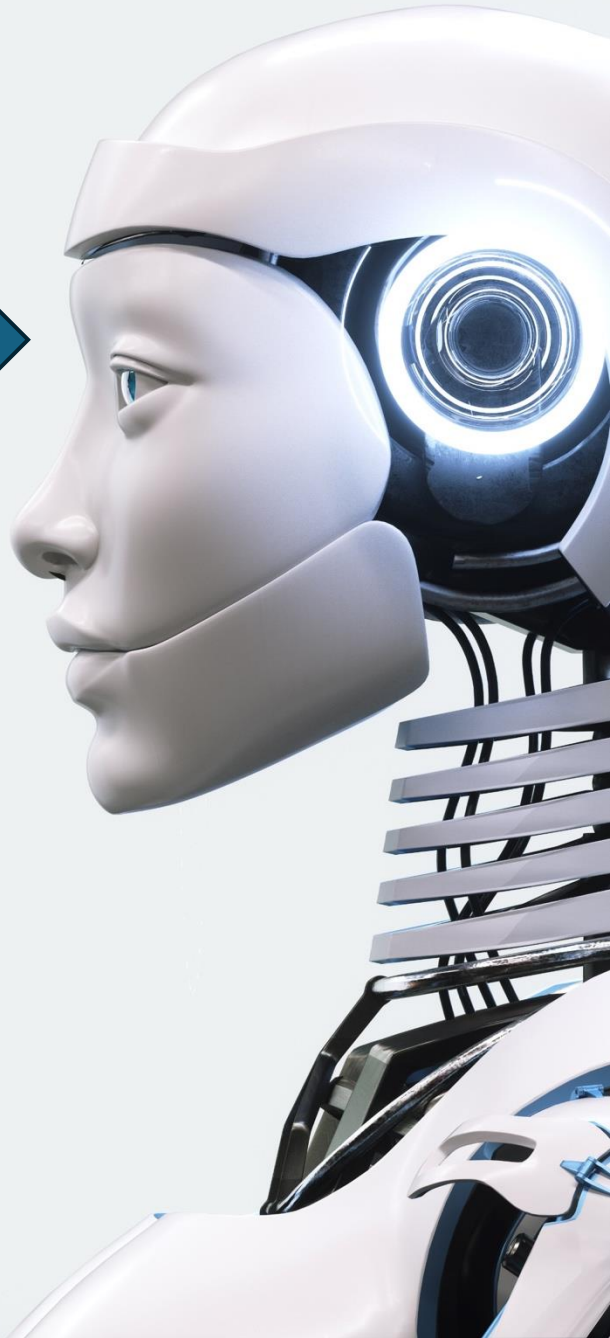
Live

Phase 2

- Analysis of collected data
- Introducing automation
- Vendor performance evaluation

Phase 3

- Introduce the AI platform to other departments



Key Take Aways

1. We tackle a real business pain using AI.
2. Think big. Start small. Scale with trust.
3. Automate the routine. Amplify the human.