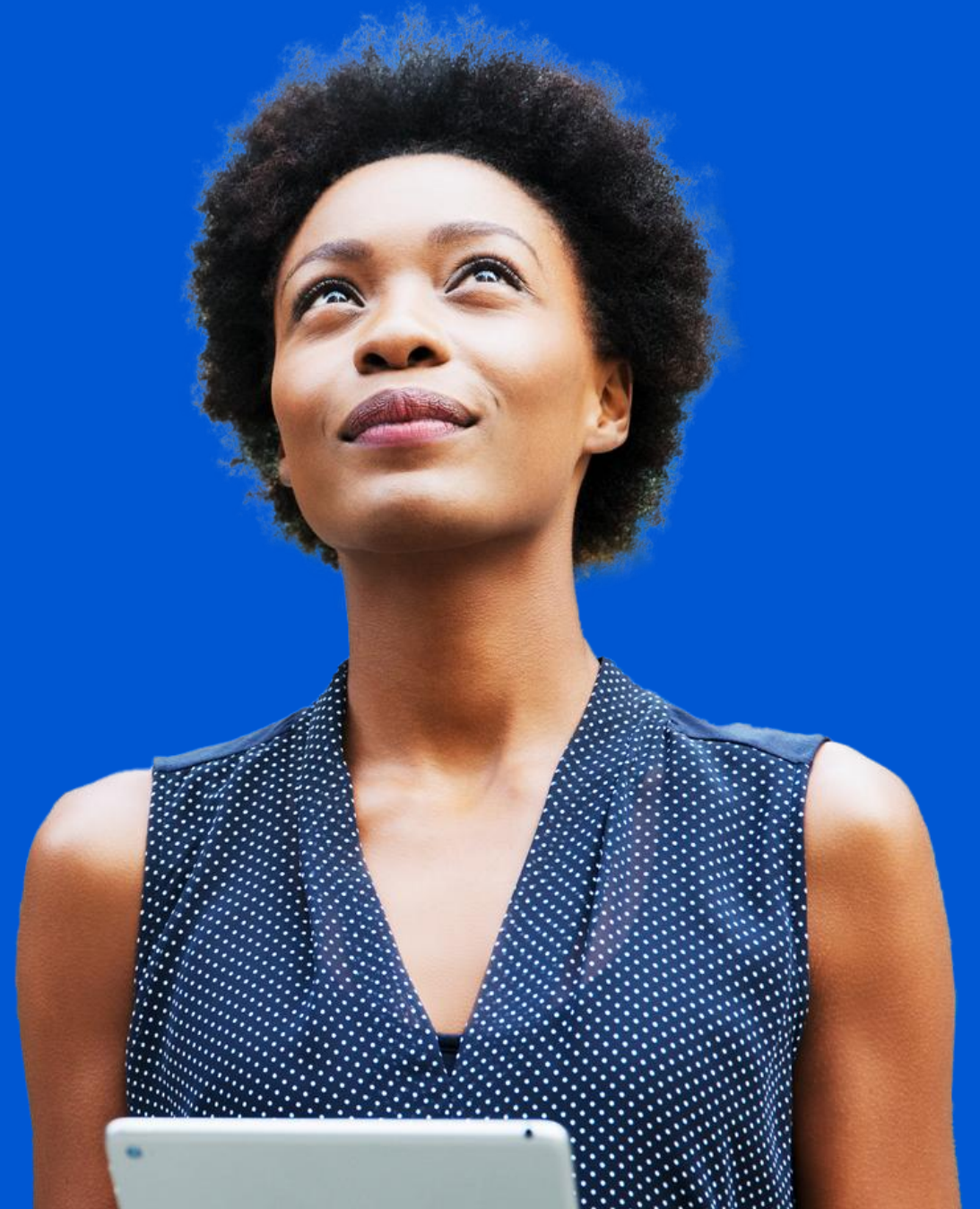# Business AI for a Suite-First World

June 03, 2025

SAP Business AI

Relevant   Reliable   Responsible

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Breaking the Myth

Why extraction isn't enough for business data

Requires extensive time and effort to **recreate business logic** and context

Inhibits the ability to deliver **business data** for business users

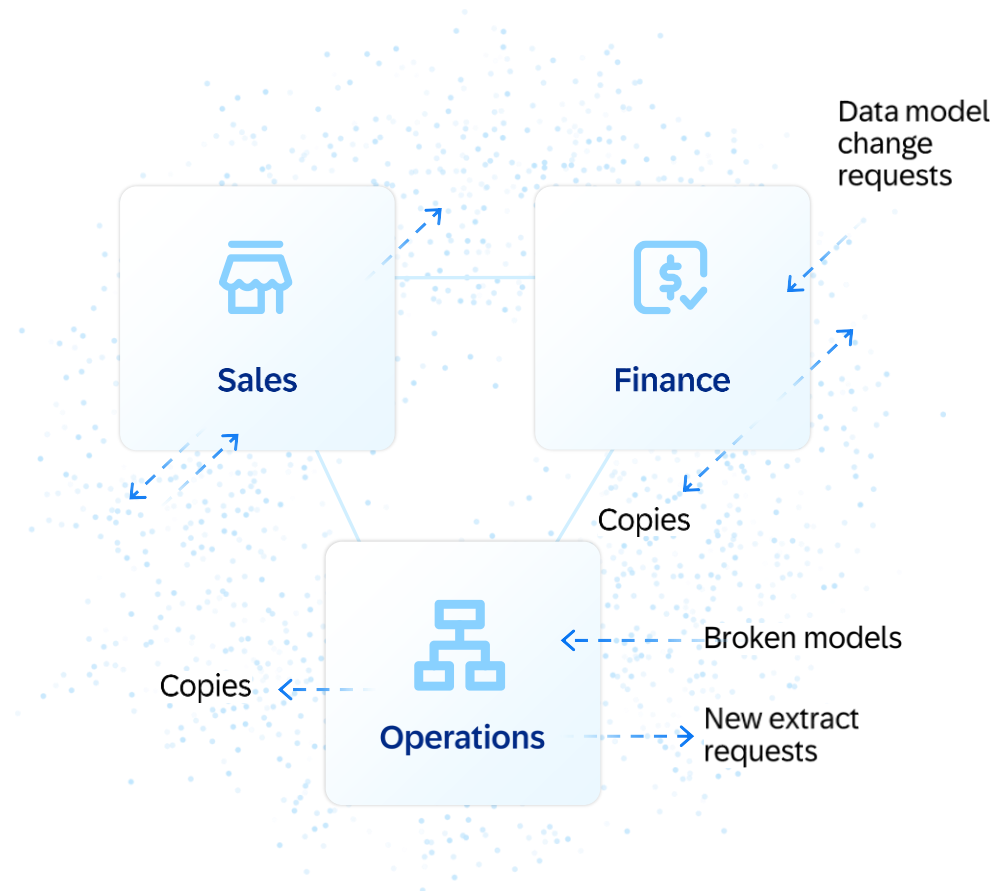Misses the **knowledge and metadata** from business processes

Data

Partner ecosystem applications

Flat files

SAP business application data
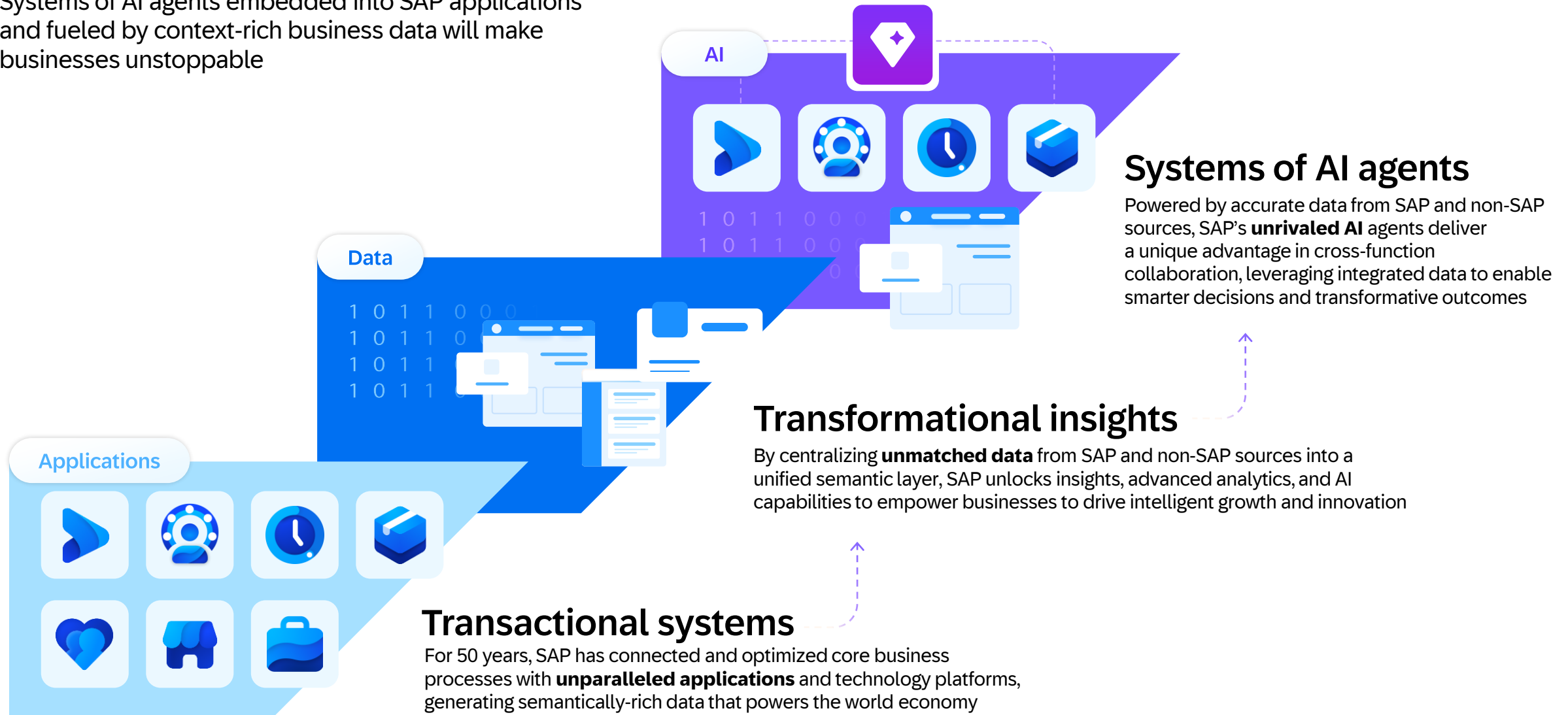
Sensor data

Word/Excel

Sales

Finance

Operations

Data model change requests

Copies

Broken models

Copies

New extract requests

Users

Application users

Analysts

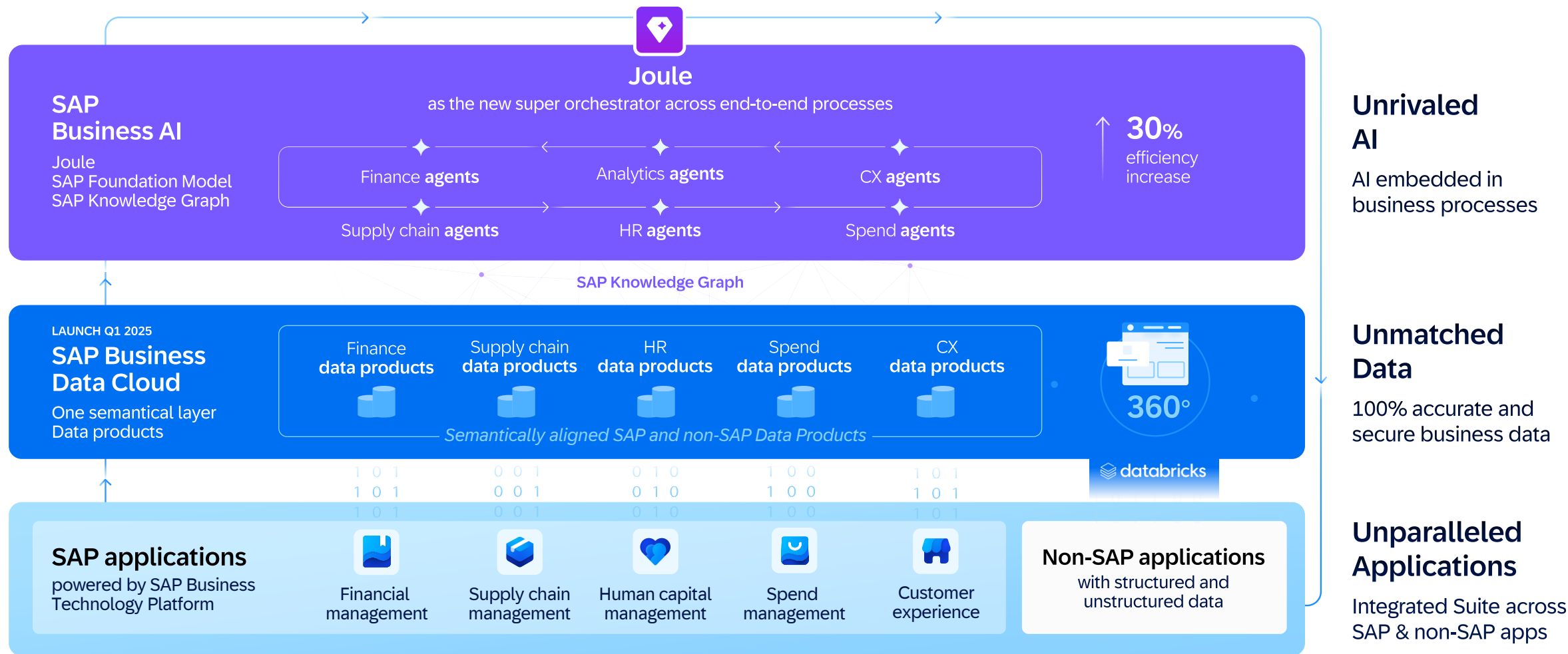Data modelers/ engineers

Developers and DBAs

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Re-imagining CX for the AI-first world

Systems of AI agents embedded into SAP applications and fueled by context-rich business data will make businesses unstoppable

AI

Data

Applications

Systems of AI agents

Powered by accurate data from SAP and non-SAP sources, SAP's **unrivaled AI** agents deliver a unique advantage in cross-function collaboration, leveraging integrated data to enable smarter decisions and transformative outcomes

Transformational insights

By centralizing **unmatched data** from SAP and non-SAP sources into a unified semantic layer, SAP unlocks insights, advanced analytics, and AI capabilities to empower businesses to drive intelligent growth and innovation

Transactional systems

For 50 years, SAP has connected and optimized core business processes with **unparalleled applications** and technology platforms, generating semantically-rich data that powers the world economy
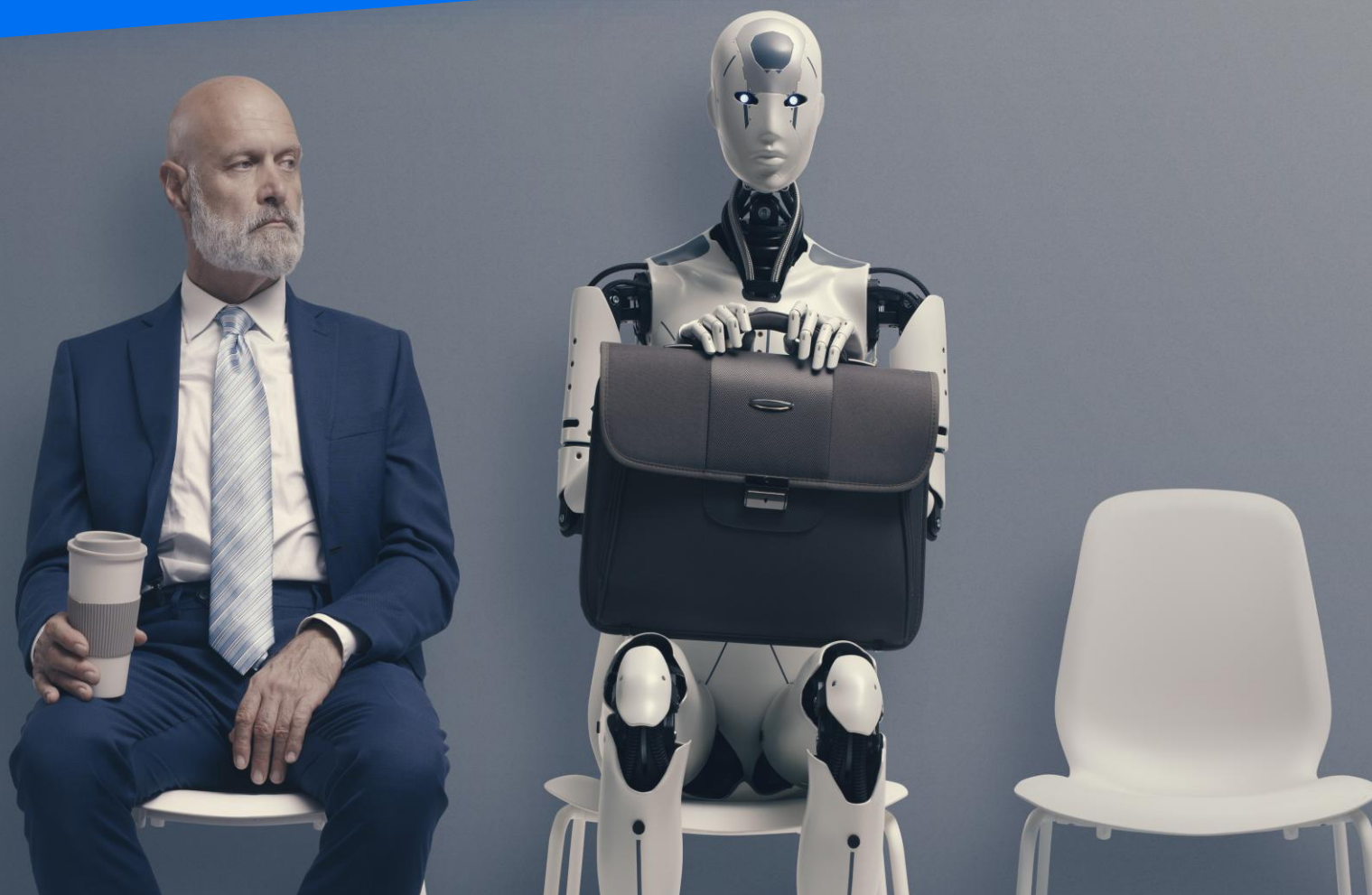
5

Realizing our vision by bringing together applications, data, and AI

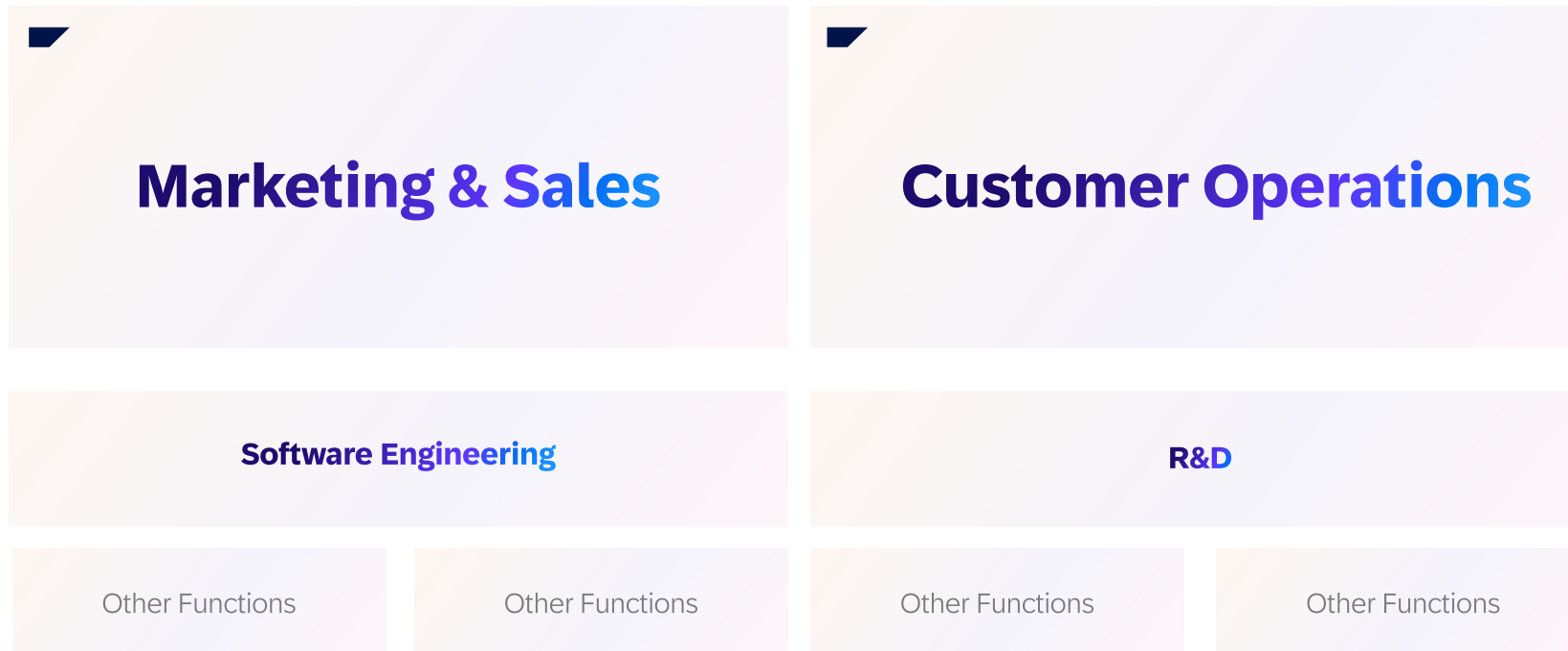SAP brings all components together to lead the way into the next era of enterprise management

Joule
as the new super orchestrator across end-to-end processes

SAP Business AI
Joule
SAP Foundation Model
SAP Knowledge Graph

Finance **agents**
Analytics **agents**
CX **agents**
Supply chain **agents**
HR **agents**
Spend **agents**

↑ **30%** efficiency increase

SAP Knowledge Graph

LAUNCH Q1 2025
SAP Business Data Cloud
One semantical layer
Data products

Finance **data products**
Supply chain **data products**
HR **data products**
Spend **data products**
CX **data products**

Semantically aligned SAP and non-SAP Data Products

360°

databricks

SAP applications
powered by SAP Business Technology Platform

Financial management
Supply chain management
Human capital management
Spend management
Customer experience

Non-SAP applications
with structured and unstructured data

Unrivaled AI
AI embedded in business processes

Unmatched Data
100% accurate and secure business data

Unparalleled Applications
Integrated Suite across SAP & non-SAP apps

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Why customer experience leads AI impact

75% of value concentrated in just 4 functions

Marketing & Sales

Customer Operations

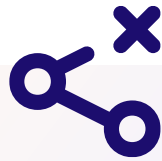### Software Engineering

R&D

| Other Functions | Other Functions | Other Functions | Other Functions |

The economic potential of generative AI:
The next productivity frontier, McKinsey & Company, 2023
(Source)

The customer experience challenge

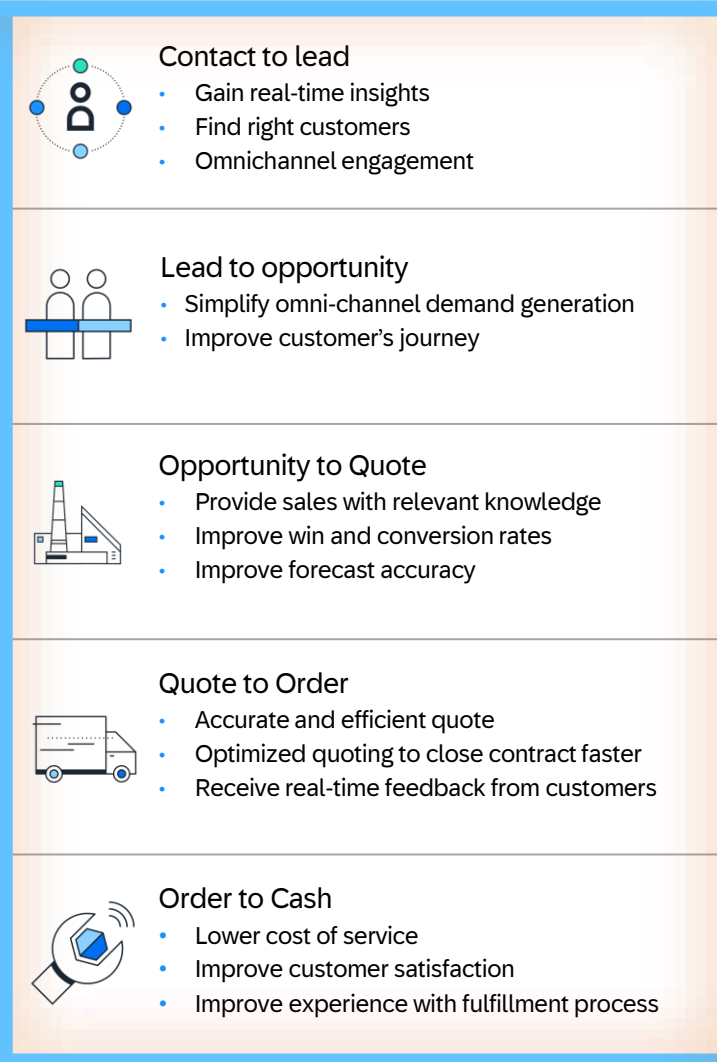Key barriers across customer touch points

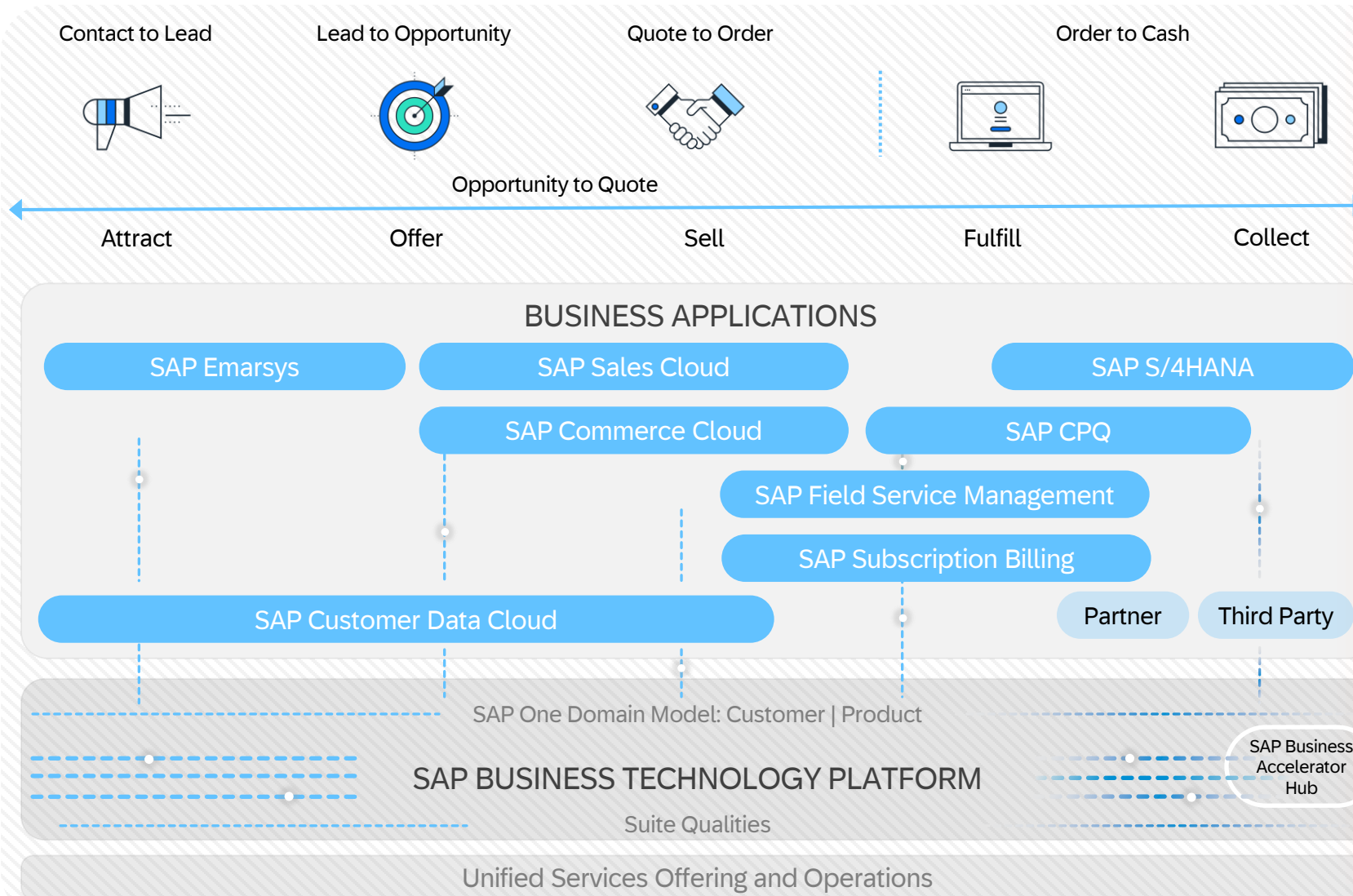**Disconnected data hold back decisions**

Teams buried in manual tasks

Personal touch doesn't scale

Integrated Lead-to-Cash B2B Process

Contact to Lead

Lead to Opportunity

Quote to Order

Order to Cash

Opportunity to Quote

Attract

Offer

Sell

Fulfill

Collect

BUSINESS APPLICATIONS

SAP Emarsys

SAP Sales Cloud

SAP S/4HANA

SAP Commerce Cloud

SAP CPQ

SAP Field Service Management

SAP Subscription Billing

SAP Customer Data Cloud

Partner

Third Party

SAP One Domain Model: Customer | Product

SAP BUSINESS TECHNOLOGY PLATFORM

SAP Business Accelerator Hub

Suite Qualities

Unified Services Offering and Operations

Contact to lead
- Gain real-time insights
- Find right customers
- Omnichannel engagement

Lead to opportunity
- Simplify omni-channel demand generation
- Improve customer's journey

Opportunity to Quote
- Provide sales with relevant knowledge
- Improve win and conversion rates
- Improve forecast accuracy

Quote to Order
- Accurate and efficient quote
- Optimized quoting to close contract faster
- Receive real-time feedback from customers

Order to Cash
- Lower cost of service
- Improve customer satisfaction
- Improve experience with fulfillment process

* CPQ = SAP Configure Price Quote

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Joule - The GenAI CoPilot that truly understands your business

Joule UX
- Natively **integrated, out-of-the-Box** CoPilot
- **Consistent** UX across applications

Joule Context
- **Semantic filtering** of available **scenarios** & **knowledge** based on user input
- **Context** is dynamically assembled upon **user, application & history**

Joule LLM Access
- Best-of-breed **partner LLMs**
- Access via **GenAI Hub** to ensure secure, private & safe interactions

Joule Functions
- Seamless & secure integration to SAP apps via **business connector**
- Nested dependencies of functions to **model complex dialog flows**
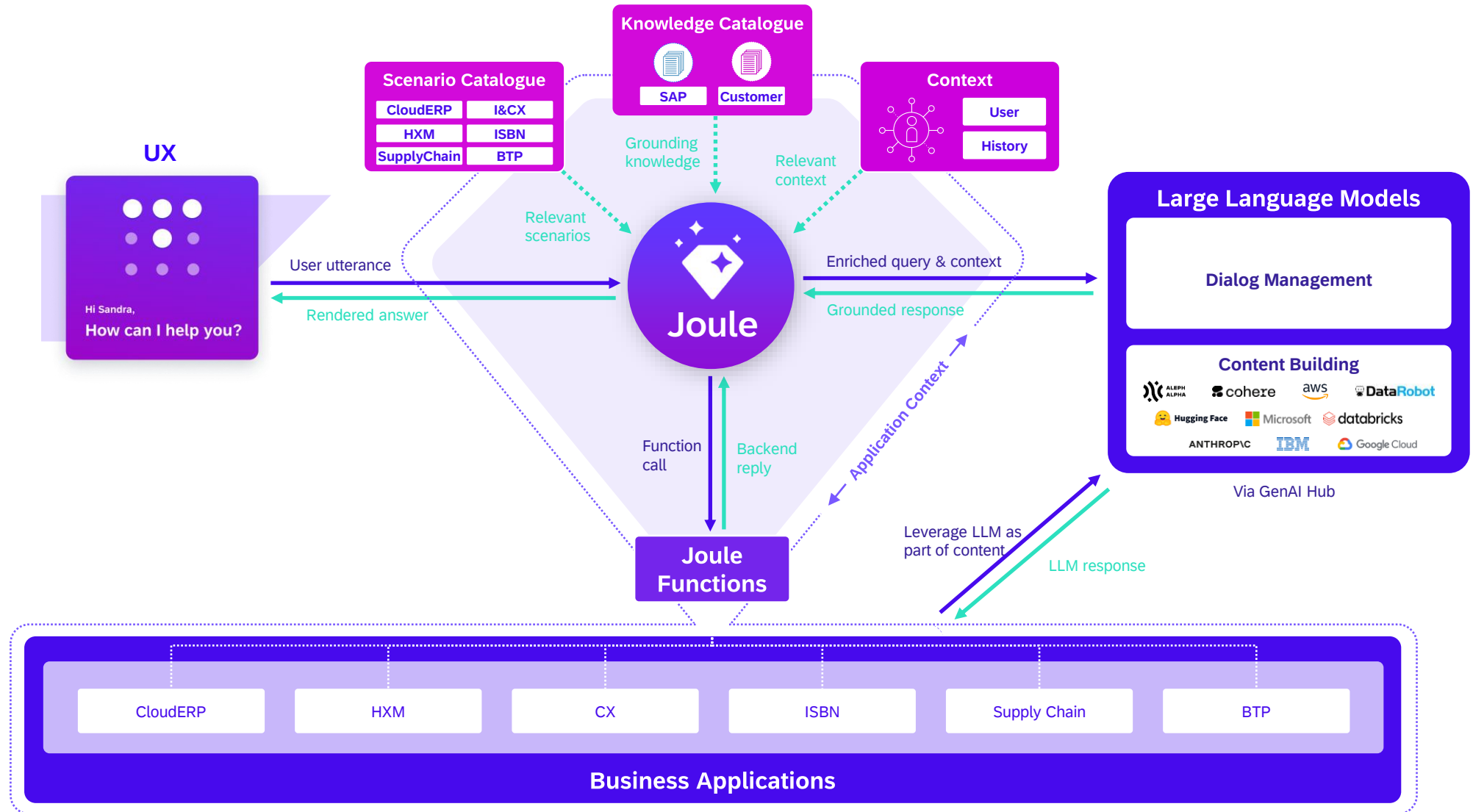
What do customers think?

"Connecting SAP CX solutions to SAP ERP solutions delivers faster time to value and reduces total cost of ownership. It helps drive improved customer experiences, streamlined processes, and AI-driven insights."

SAP customers reported up to

100%

improvement in sales conversion rates

Business operations teams reported up to

40%

improvement in productivity

Source | Enterprise Strategy Group Economic Value Validation "Analyzing the Economic Benefits of Using AI-Powered SAP CX Solutions Natively Connected to SAP ERP" August 2024

SAP CX customers

ALDO

DOUGLAS

Ferrara

Grupo Axo

IXOM

pitney bowes

Kao

LK BENNETT
LONDON

smart

SCOTT

"Integrating the AI-powered Case Classification Agent in our SAP Service Cloud has been a game-changer for fast customer ticket resolution.

Replacing hundreds of routing workflows with a single prompt has significantly improved accuracy, reduced manual effort, and accelerated resolution times - boosting efficiency while enhancing response quality. "

Florian Haustein
Business Digital Organization - Digital Customer Experience

BOSCH

"With intelligent Q&A, we'll turn our product management's knowledge into instant answers for our sales team.

When you have many products, your sales reps can't remember everything - but now they won't have to.

We expect this will automatically answer majority of their product queries. "

Ashish Rajput
Business System Development Manager - IT

Thank You.

Business AI for a Suite-First World