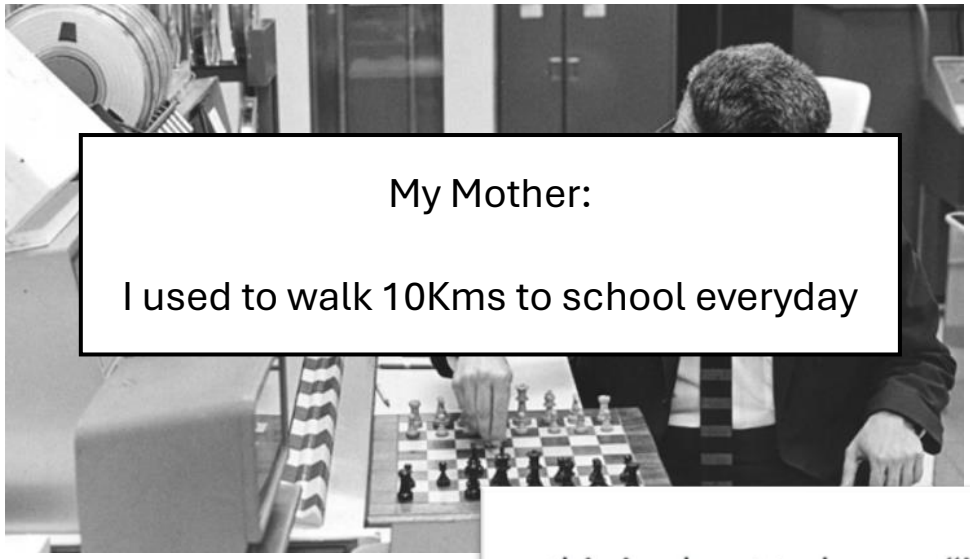
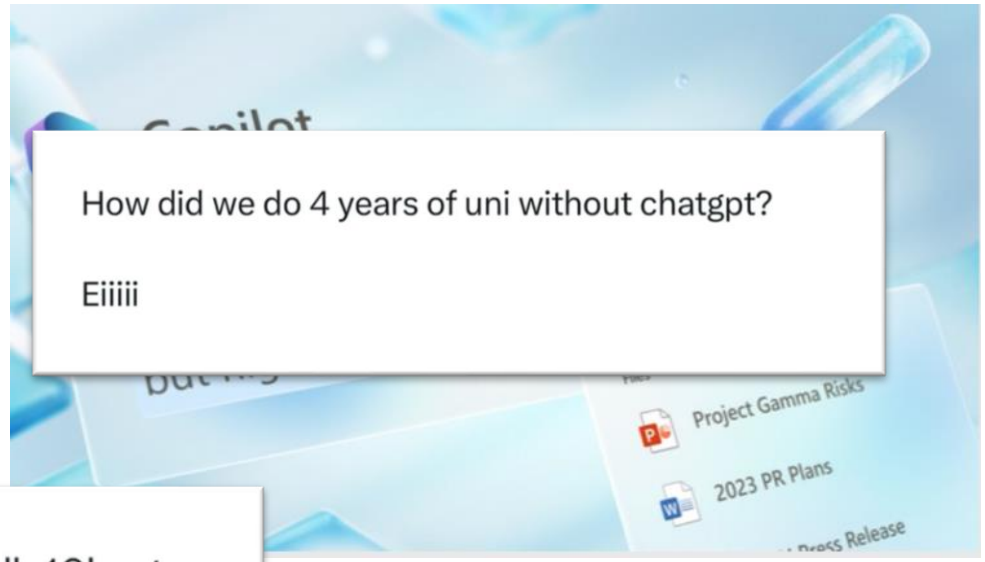
In about 50 years, AI has evolved from transactional predictions to collaborative interactions.

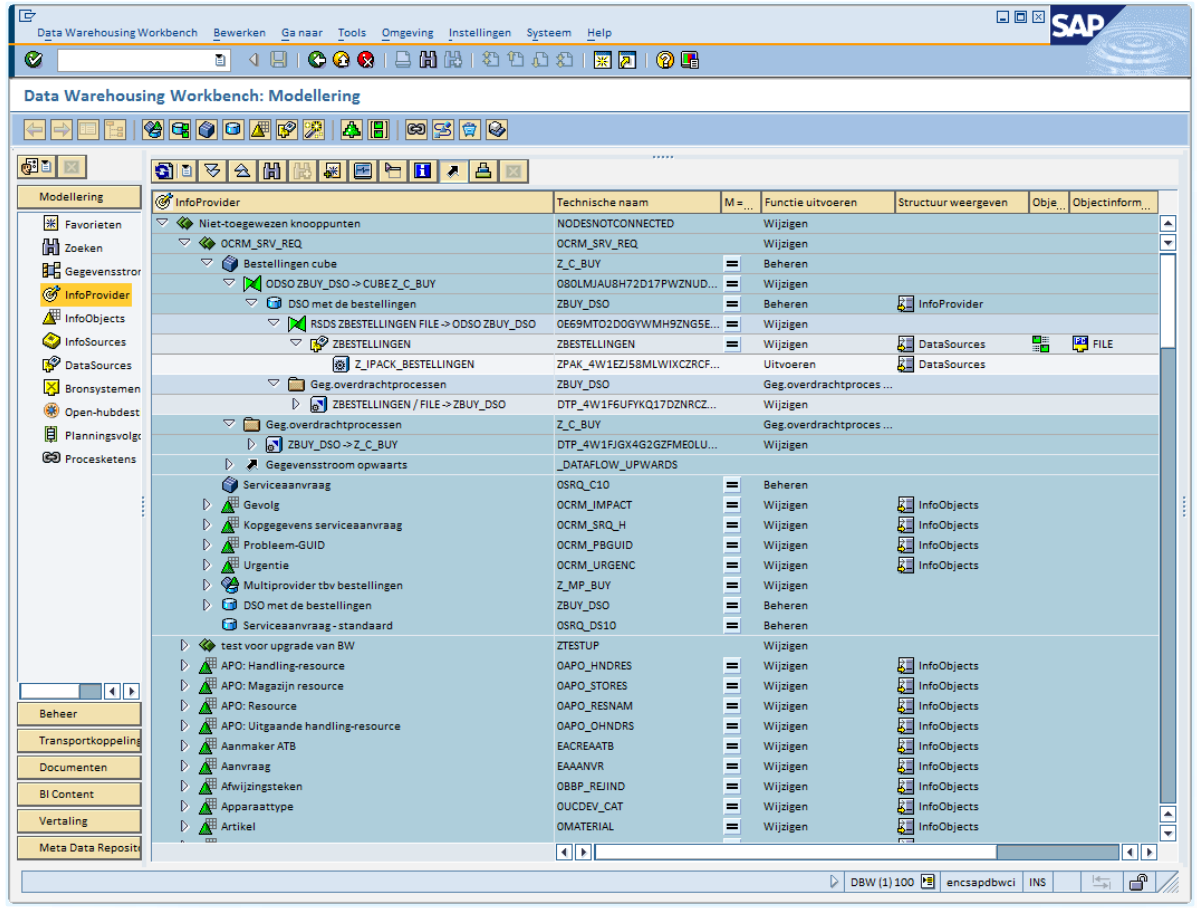
1957: Repeating simple human actions



this is about to be our “i used to walk 10km to school”?😂

2025: Generating novel, human-like content




Data Warehousing Workbench
Bewerken
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Data Warehousing Workbench: Modellering
Modellering
Favorieten
Zoeken
Gegevensstror
InfoProvider
InfoObjects
InfoSources
DataSources
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Planningsvolg
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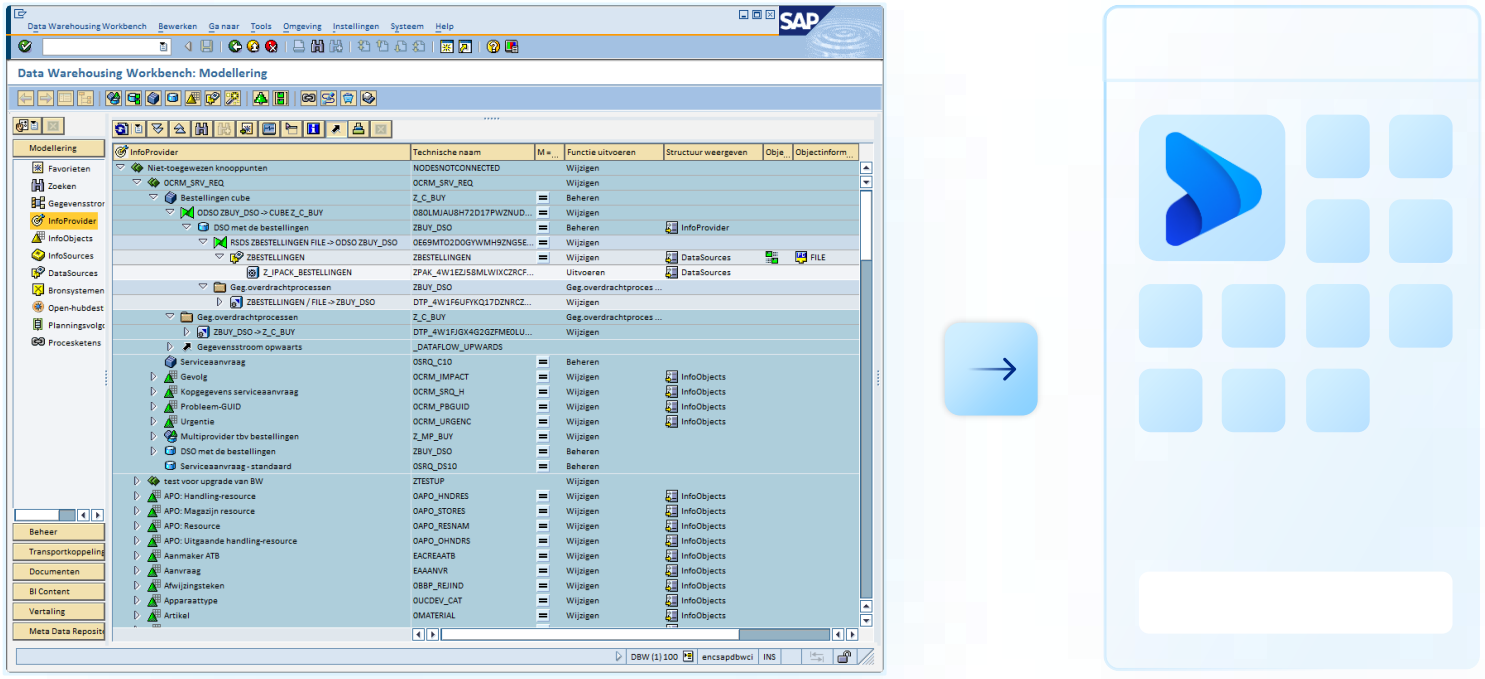
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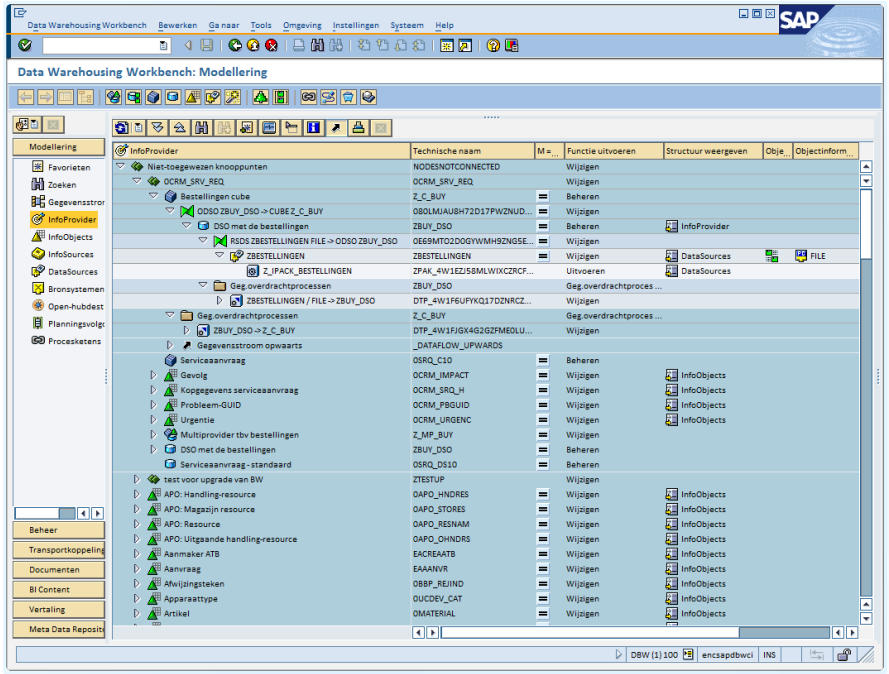
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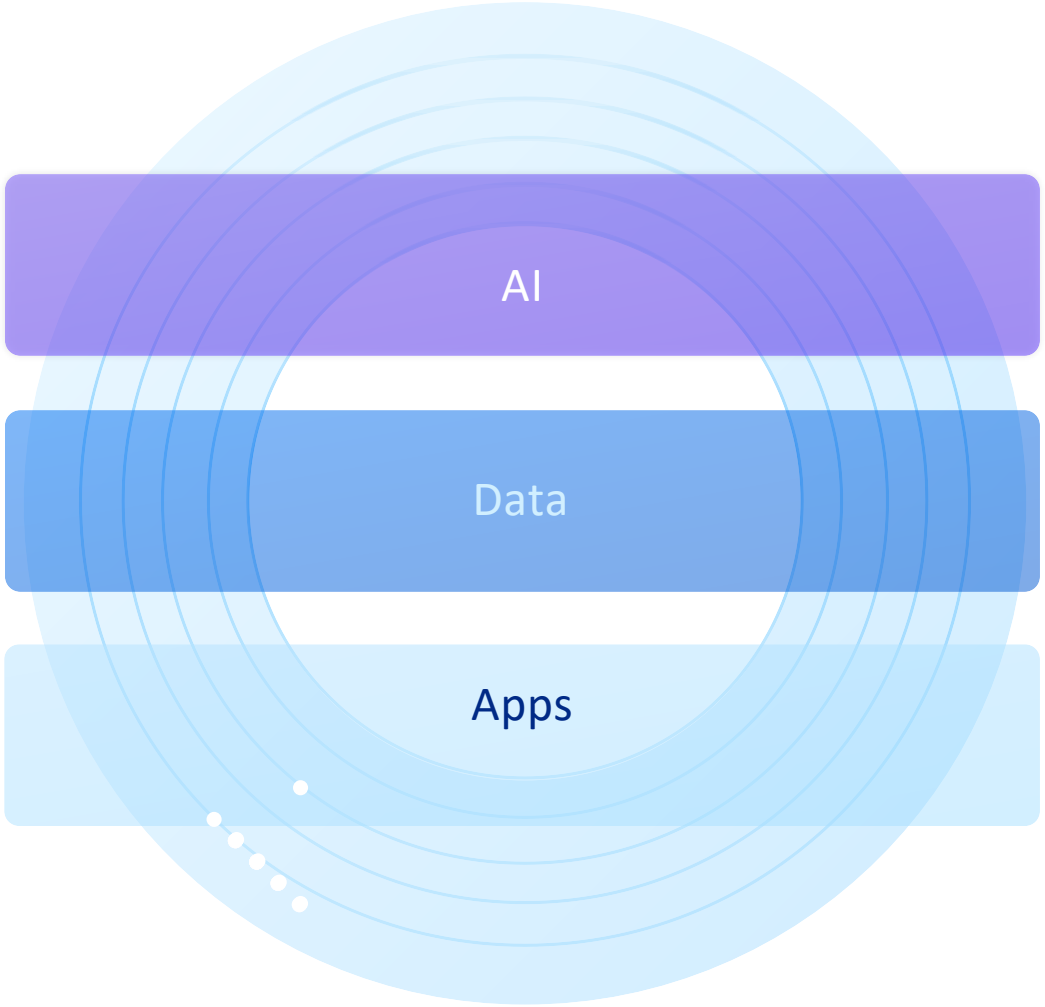
Ask Joule···


AI
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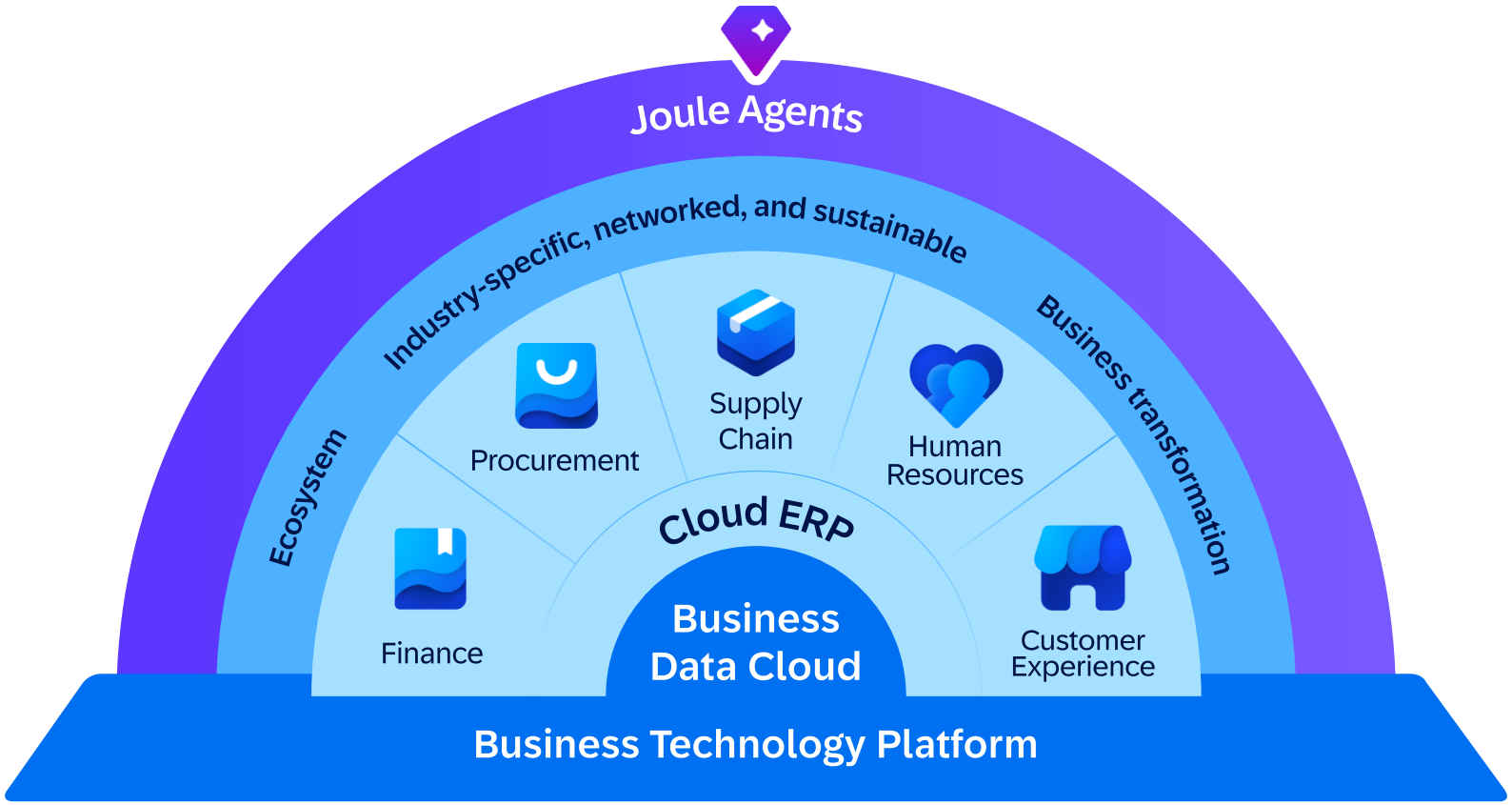

Joule Agents
Industry-specific, networked, and sustainable
Ecosystem
Business transformation
Procurement
Supply Chain
Human Resources
Finance
Cloud ERP
Business Data Cloud
Customer Experience
Business Technology Platform

400

embedded AI use cases

In 2025

explore available use cases

AI Feature Catalog

Users at the center of AI

Each challenge is unique, yet you all demand more intelligent and connected technology solutions to succeed

Dispute management **agent**

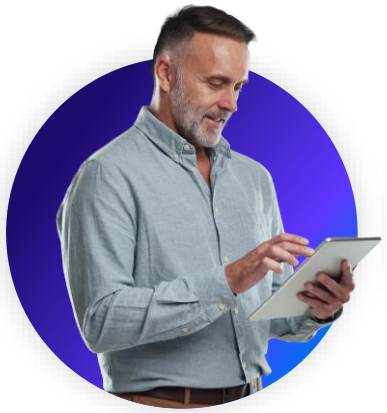
Sourcing **agent**

HR advisor & self-service **agent**

CFO

CPO

CHRO



COO

CIO

CRO

Accounts receivables **agent**

Service rep **agent**

Spare parts **agent**

Category manager **agent**

Recruiting **agent**

ABAP code **agent**

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Chief Financial Officer

Natalie

Finance

Explore how we embed AI across the process

Plan to Optimize Financials

- Planning, Budgeting and Forecasting
  - Natural language query
- Management Accounting
- Financial Analysis

Record to Report

- Gather financial data
  - Request assistant
- Record data
  - Automated emission factor mapping
- Reconciliate data for accuracy
- Consolidate data
  - Financial business insights
  - Error resolution
- Prepare financial statements
  - Explanation of fixed asset depreciation keys

Treasury & Working Capital Management

- Provide real-time audit and compliance reports
- Combine financial data
  - Financial business insights
  - Error resolution
- Manage accounts and timely payments
  - Hotel receipt itemization
- Reduce financial and reputational risks
  - Behavioral insights for contract accounting
  - Business Integrity Screening for SAP S/4HANA Cloud Private Edition
- Enhance efficiency in using working capital
  - Intelligent invoice error classification
- Manage cash flow to optimize liquidity

Manage Risk & Compliance

- Risk and Opportunity Management
- Control and Compliance
- Data Security and Threat Prevention

Manage Global Tax and International Trade

- Manage customs duties, VAT, & other transactional taxes
- Ensure accurate tax data & compliant invoices
- Fulfil various reporting requirements
  - AI-assisted ESG report generation
- Handle direct taxes

Analyze & Improve

- Obtain process insights and action recommendations
  - Process analyzer
  - Performance indicators recommender

Explore our AI solutions – simply click on each of the solutions to learn more

Tuesday, May 20th

Hi Philipp!

Add Content | Recap | My Home Settings

To Dos

Tasks (4) | Situations (2)

Unprocessed Accrual Posting

1 hour ago

Utilities (Water) - G/L Account: 652000 - Company Code: 1010 - Period: 05 /2025

Unprocessed Accrual Posting

2 hours ago

Warranty - G/L Account: 65008600 - Company Code: 1010 - Period: 05 /2025

News

Intelligent Street Lights Power the Future of Modern Cities

SAP News

May 20, 2025

Read

Pages

- Periodic Activities
- Journal Entries
- Tax Declaration
- My Inbox
- Reporting & Chart of Accounts

Apps

Favorites | Recently Used | Requently Used | More

- Post General Journal Entries
- Display Line Items in General Ledger
- Manage Journal Entries
- Clear G/L Accounts — Manual Clearing
- Manage G/L Account Master Data
- Balance Sheet/Income Statement
- Display Line Item Entry
- Manage My Timesheet
- My Inbox — All Items
- My Inbox — Expert Mode (All Items)

Case

Urgent: Billing Issue for Order #44...
1017

Chris Dolan	02/06/2025
Employeee	Changed On

Open — Status
Urgent — Priority

Category

Inquiry > Dispute Proposal

Case Details

Account	Contact
LogiBuild Inc.	John Peterson

Individual Customer
-

AI Analysis

Thoughts

Verify the complaint by cross-referencing the customer's concerns with the contractual terms and the invoice. Determine whether additional data needs to be retrieved from other systems and include it in the evaluation. If inconsistencies are found, propose resolution options that align with established business processes and company policies.

Actions

1. Read the customer's e-mail to identify the nature of the complaint.
2. Retrieved key information and created a dispute proposal.
3. Identified any additional supporting information and evidence required.
4. Obtained shipment tracking information from the logistics provider.
5. Compared the contractual and invoiced delivery dates with the actual delivery date.
6. Validated the complaint by checking for discrepancies.
7. If discrepancies were found, proposed corrective actions and necessary accounting adjustments to resolve them.
8. Recommended additional measures to mitigate the risk of customer churn.

Summary

I have identified a discrepancy between the actual delivery date provided by our shipping provider and the billing start date on the invoice. The billing period commences 5 days prior to the actual delivery date as recorded by our shipping provider. The contract with our customer clearly stipulates that the billing period starts from the day the goods or services arrive at the customer's site. Therefore, the invoice needs to be reissued with an adjusted billing period.

Engaged Expert AI Agents (4)

- Cash Collection AI Agent
- Cash Collection AI Agent
- Shipping and Receiving AI Agent
- Financial Accounting AI Agent

Data Sources

Internal Sources (3)

- Incorrect Invoice 01/2025 (#INV44202).msg
- Invoice (INV44202)
- Contract (44202)

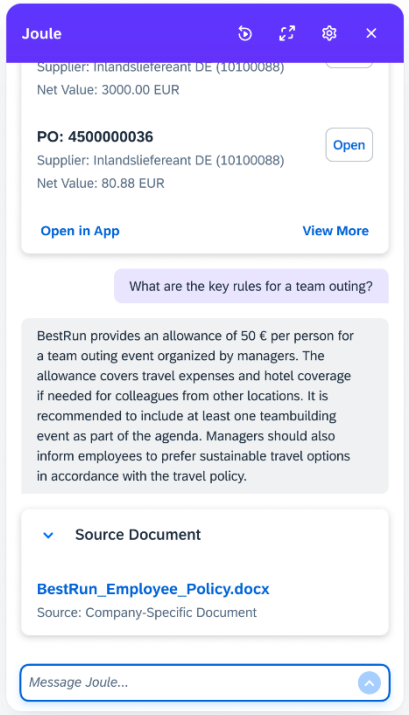
External Sources (1)

- Shipping API (LogistoNow Express)

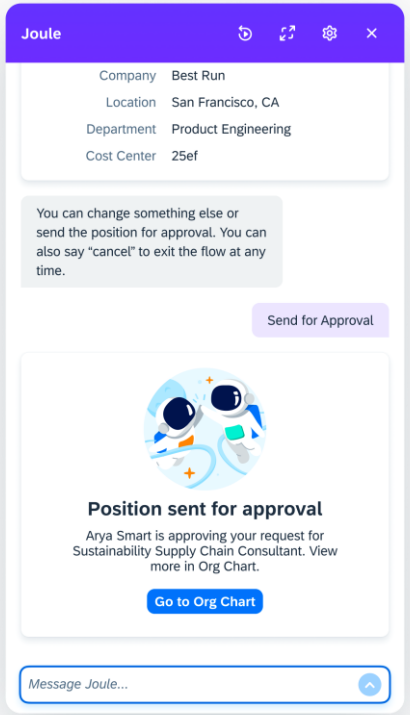
Learn how you can interact with Joule

Four interaction patterns

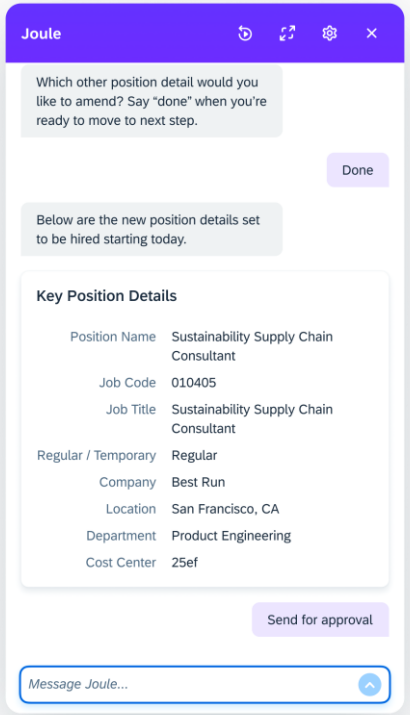
Informational



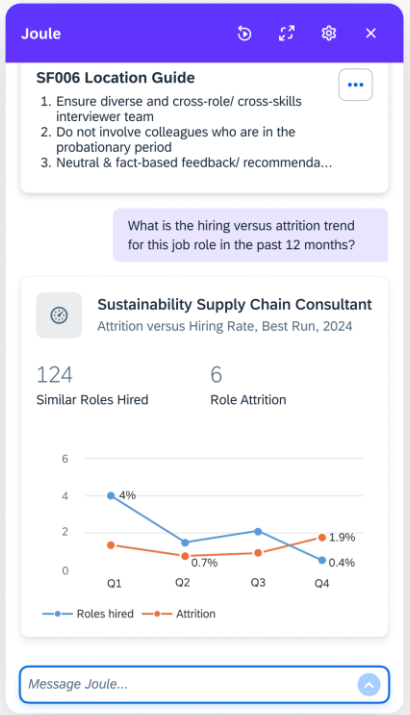
Navigational



Transactional



Analytical



Most AI agent solutions fall short

No role-based Intelligence	No Business process context	No Ability to transact

incapable of addressing complex cross-functional workflows

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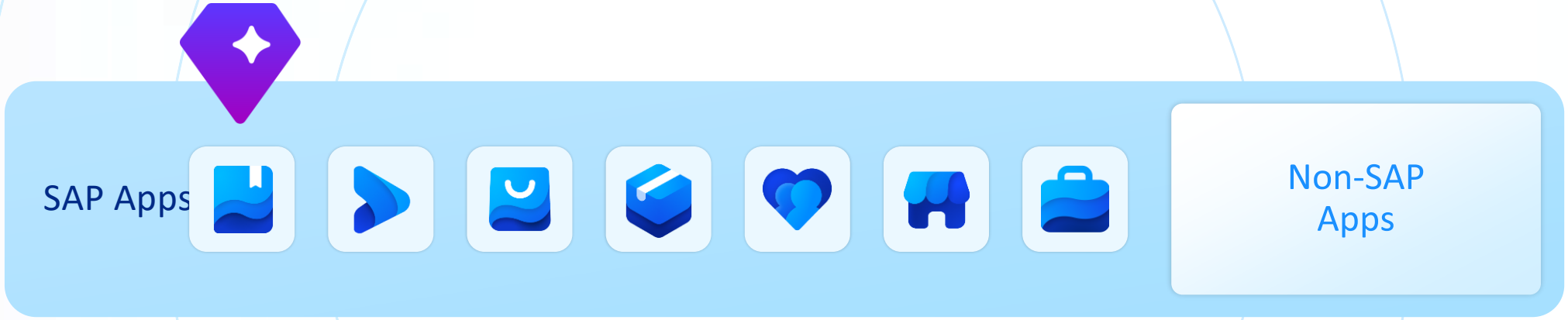
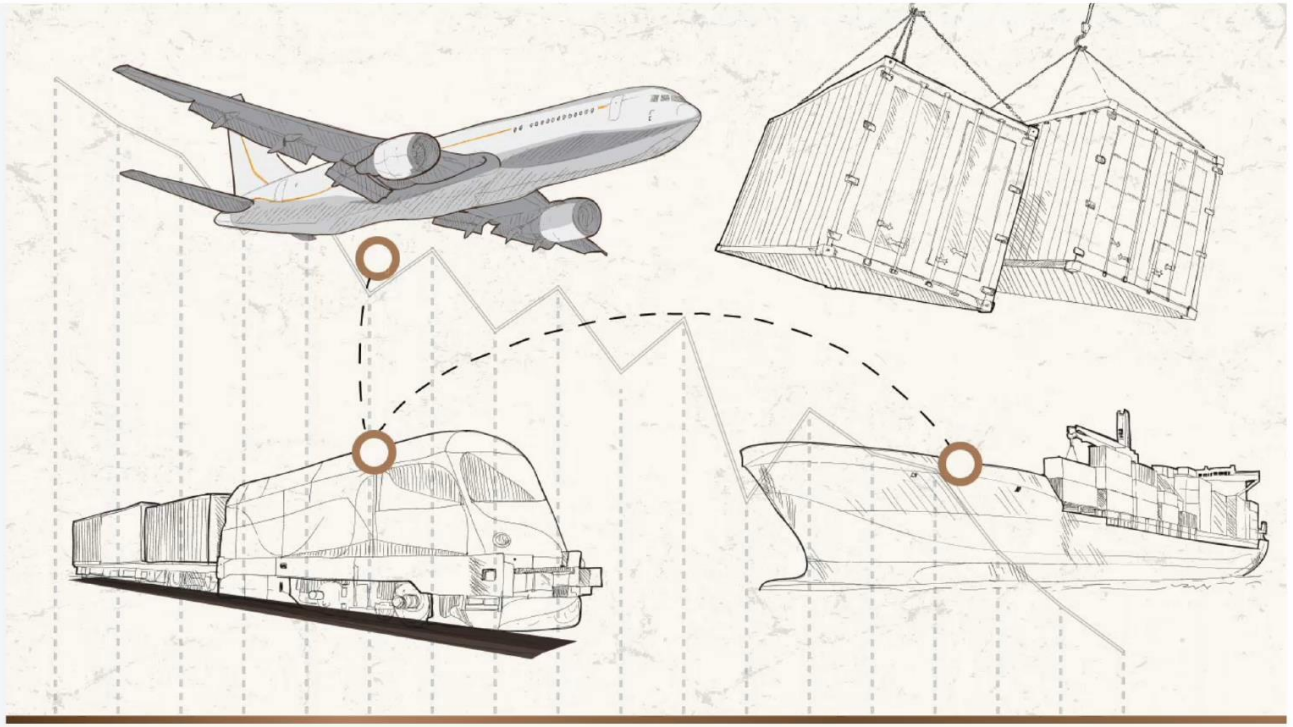

SAP Apps
Non-SAP
Apps



GLOBAL RESEARCH >

US tariffs: What's the impact on global trade and the economy?

May 19, 2025

J.P. Morgan Research will bring you the latest updates and analysis of President Trump's tariff proposals and their economic impact.

May 13: The US and China announce a 90-day reprieve

May 8: The US and the UK agree to a trade framework

April 25: Mixed messages around tariffs are likely to constrain S&P 500 levels to the lower end of J.P. Morgan Research's range

April 24: Tariffs could reduce global GDP by 1%

April 21: Business sentiment dips as tariffs weigh on confidence

Since taking office, President Trump has announced a growing list of tariffs on specific countries and commodities – a move aimed at protecting American interests. While the rollout was initially marred by delays and reversals, the latest announcements have ignited an international response, sending markets tumbling and increasing the risk of a global recession.

Read the latest on U.S. tariffs and their impact on consumers, markets, and the global economy. **Bookmark this page for regular updates and analysis from J.P. Morgan Research.**

servicenow

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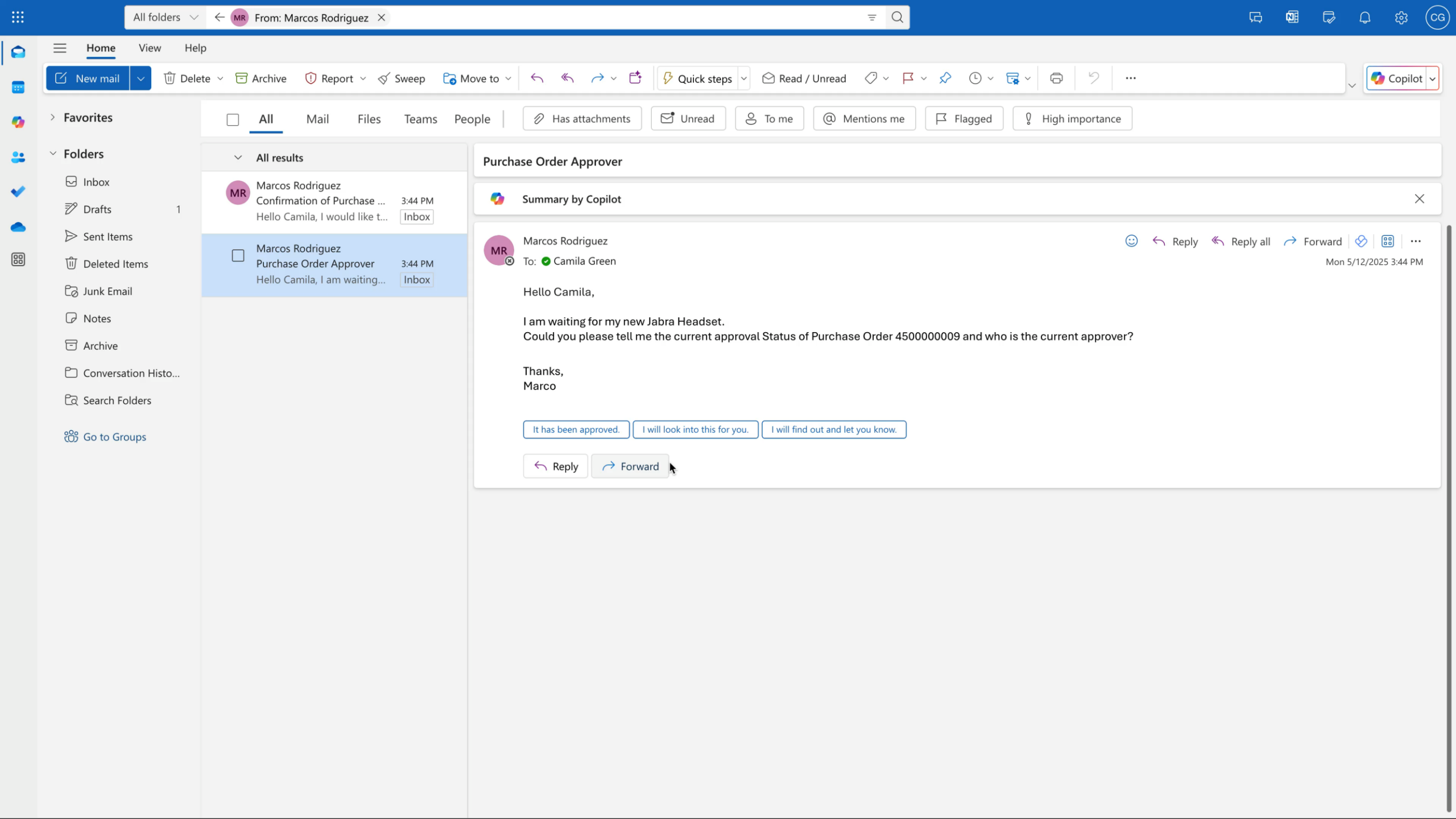
My Tasks 2 | My Requests | My Favorites | More | Tours

Number | Search | Number | Update | Update | New

All

Number	Opened	Short description	Caller	Status	Category
INC0001037	Today	Supplier delay reported for PO #120010. Shipment postponed due to customs hold.	Bessie Cooper	In Progress	Logistics
INC0001038	Today	Packaging integrity issue for material batch #2000001052. Inspection initiated.	Theresa Webb	New	Packaging
INC0001039	Today	URGENT: Quality issue detected with material batch #200001050 from PowerCell Solutions. Immediate replacement required to avoid production delays.	Alex Johnson	New	Quality Issue
INC0001040	Yesterday	Barcode misread incidents at Receiving Station 2. Investigation initiated.	Devon Lane	Resolved	Procurement
INC0001041	Yesterday	Defective shrink-wrap rolls identified. Replacement requested from vendor.	Kristin Watson	Resolved	Software
INC0001042	Yesterday	Barcode scanner at Station 3 intermittently failing to read tags. Technician scheduled for review.	Brooklyn Simmons	In Progress	Materials
INC0001043	Yesterday	Order #987650 delivered with shortfall of 15 units. Supplier contacted.	Annette Black	Closed	Fulfillment
INC0001044	2 days ago	Forklift #33 maintenance overdue. Scheduling service appointment.	Ralph Edwards	Closed	Maintenance
INC0001045	2 days ago	Fire safety compliance audit due in Packaging Area. Notified Safety Officer.	Leslie Alexander	New	Compliance
INC0001046	2 days ago	Replacement labels received from vendor for incorrect print batch #LP340.	Courtney Henry	Resolved	Labeling
INC0001047	2 days ago	Inbound freight from EastPort delayed due to weather. ETA updated in system.	Guy Hawkins	In Progress	Logistics
INC0001048	2 days ago	Backup generator maintenance completed. Re-certified for use.	Jacob Jones	New	Maintenance
INC0001049	3 days ago	Temperature deviation reported in Cold Storage 3. Monitoring reinstated.	Ronald Richards	Closed	Temperature Control
INC0001050	3 days ago	Updated terms for RFP #2082415 received from CoreSupply. Evaluation scheduled.	Jane Cooper	In Progress	Procurement
INC0001050	3 days ago	Cartons in staging area not matching manifest. Discrepancy logged for audit.	Albert Flores	Resolved	Inventory


All folders
From: Marcos Rodriguez
Home
View
Help
New mail
Delete
Archive
Report
Sweep
Move to
Quick steps
Read / Unread
Copilot
Favorites
Folders
Inbox
Drafts 1
Sent Items
Deleted Items
Junk Email
Notes
Archive
Conversation Histo...
Search Folders
Go to Groups
All
Mail
Files
Teams
People
Has attachments
Unread
To me
Mentions me
Flagged
High importance
All results
Marcos Rodriguez
Confirmation of Purchase ...
3:44 PM
Hello Camila, I would like t...
Inbox
Marcos Rodriguez
Purchase Order Approver
3:44 PM
Hello Camila, I am waiting...
Inbox
Purchase Order Approver
Summary by Copilot
Marcos Rodriguez
To: Camila Green
Reply
Reply all
Forward
Mon 5/12/2025 3:44 PM
Hello Camila,
I am waiting for my new Jabra Headset.
Could you please tell me the current approval Status of Purchase Order 4500000009 and who is the current approver?
Thanks,
Marco
It has been approved.
I will look into this for you.
I will find out and let you know.
Reply
Forward

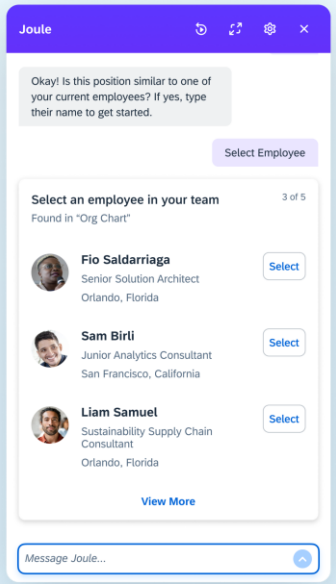
Joule for every business function

…with more to come

Human Resources

Recruitment

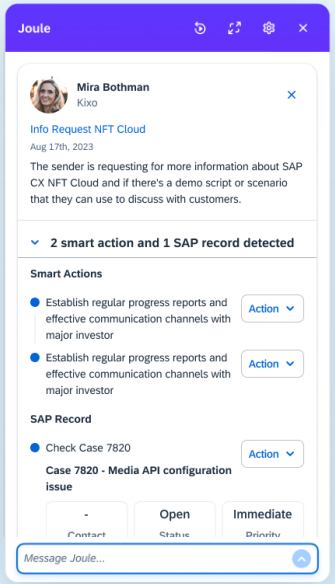
Available



Sales

Sales management

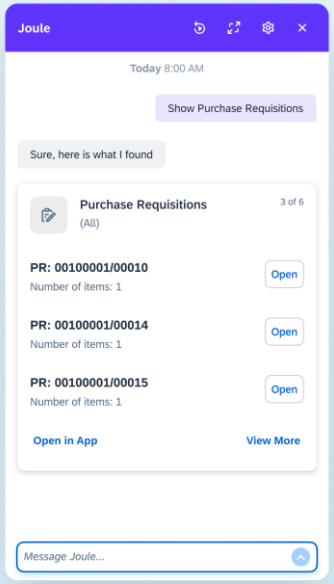
Available



Procurement

Operational purchasing

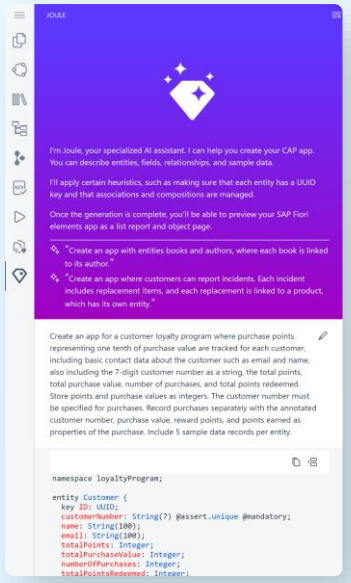
Available



IT

Code generation

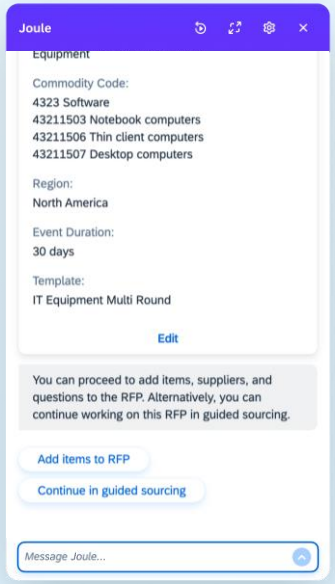
Available



Sourcing

RFP creation

Available



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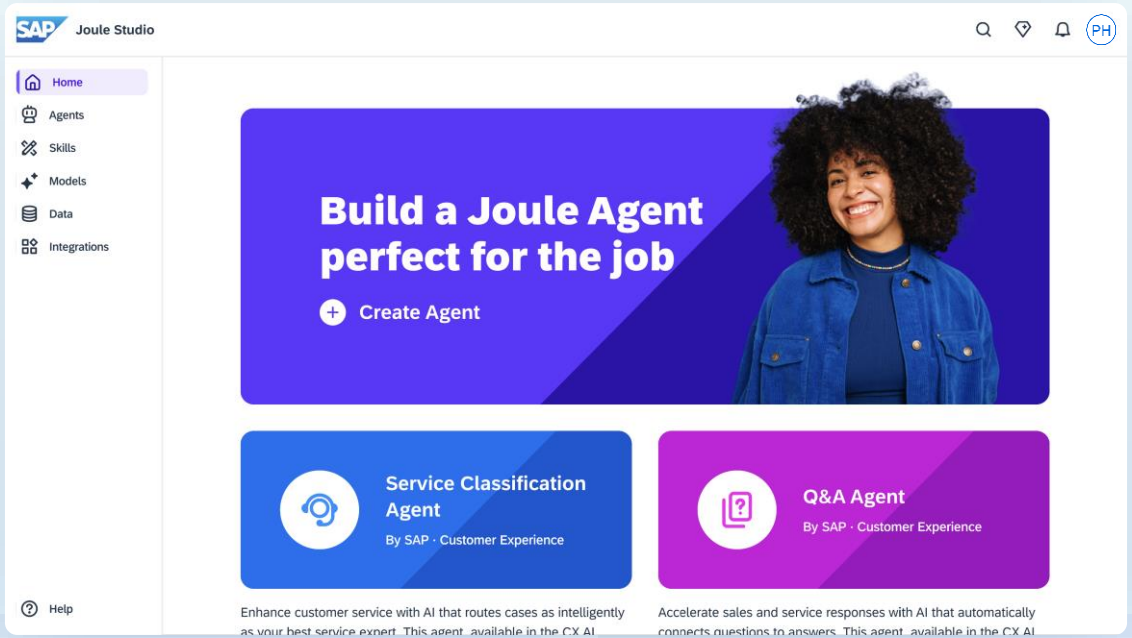
Let’s build with Joule Studio

Facilitate seamless, low-code customizations and build Joule Skills and powerful AI Agents



Joule Skills

Extend Joule

AI Agents

Build your own

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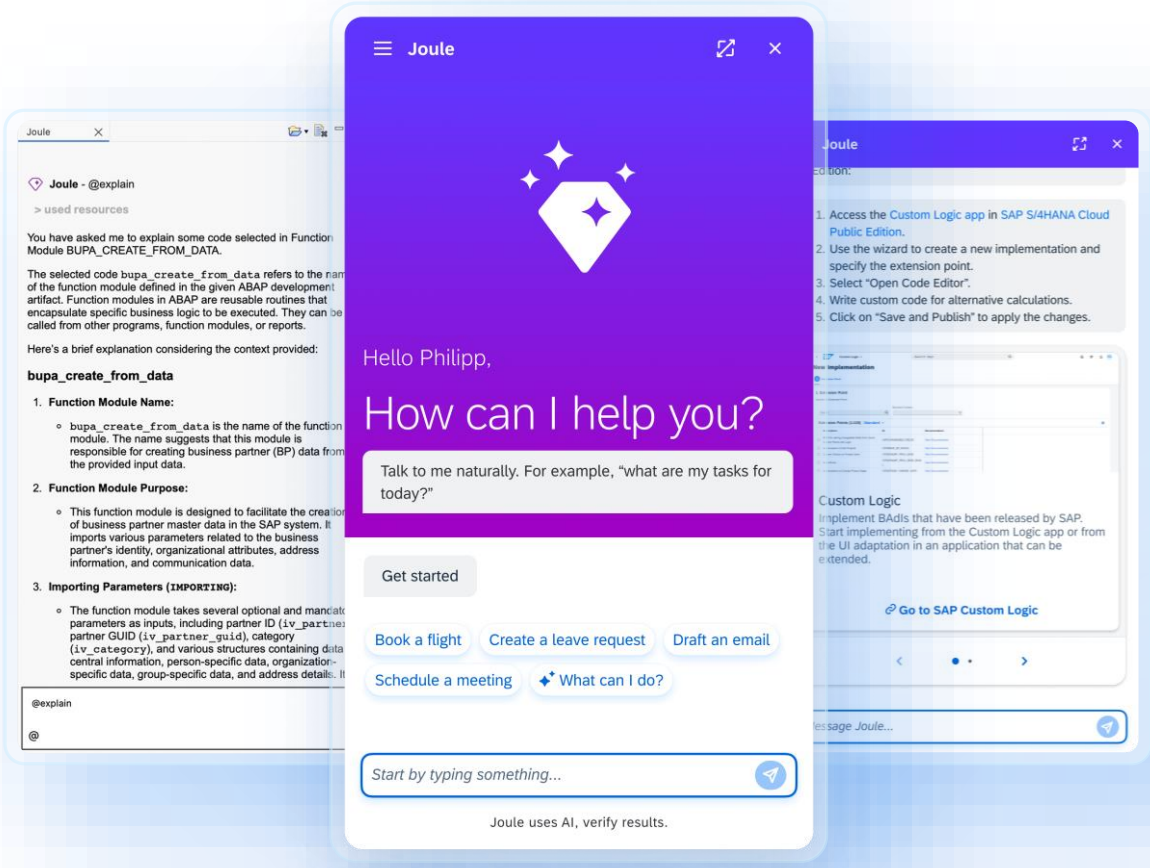
Available now

SAP Joule for Developers



SAP Joule for Consultants

SAP Joule for Business

Home
Agents
Skills
Models
Data
Integrations
Help

Build a Joule Agent perfect for the job

Create Agent

Service Classification Agent

By SAP · Customer Experience

Enhance customer service with AI that routes cases as intelligently as your best service expert. This agent, available in the CX AI

Accelerate sales and serv…
connects questions to answers. This agent, available in the CX AI

Create Joule Agent

With this example in mind, **please briefly describe your agent's purpose.**

The purpose for this agent is to help procurement managers develop their strategy to negotiate better pricing, warranty terms, delivery timelines, support services, and payment terms with our suppliers.

Now, let's give your Joule Agent a name to make it easier for you and your colleagues to work with them. Try to keep the name short and I'll check its availability. Select one of these ideas or feel free to write your own!

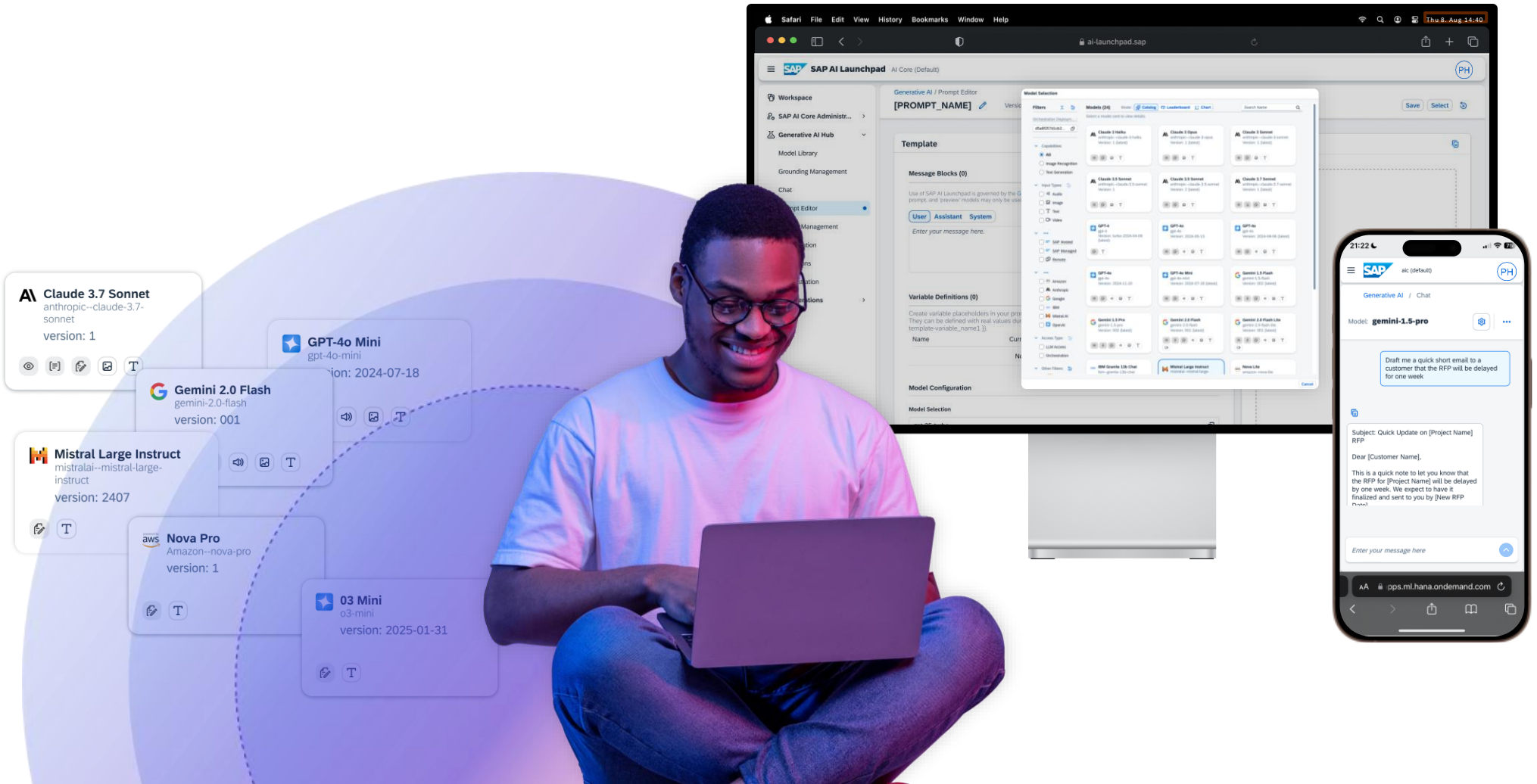
Pricing Negotiator

Excellent! I have what I need to help you build your **Pricing Negotiator** Joule Agent. Let me take you to the Build page...

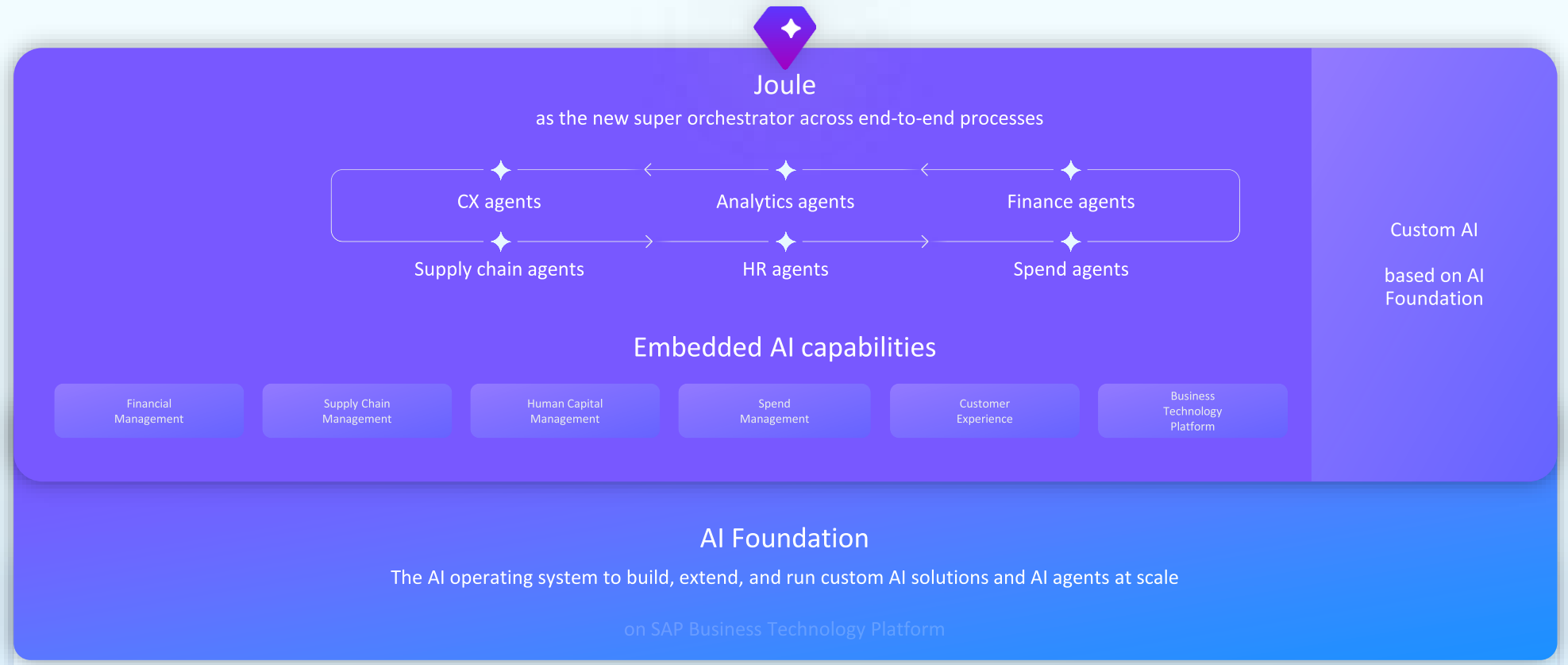
Message...

Generative AI Hub

Make the most out of every AI-powered extension
and adapt to evolving trends.



SAP Business AI



AI ecosystem partnerships and investments

ALEPH ALPHA · ANTHROP\C · aws · cohere · databricks · Google Cloud · IBM · Meta · Microsoft · MISTRAL AI_ · NVIDIA

AI-assisted **Cloud Transformation**

The Data strategy to empower AI

Enterprise Data & AI products

Global Governance & Architecture

Harmonised & Democratised systems

Consumers platform agnostic
Enabling interoperability

Products & analytical models
FAIR Data & AI Products

Platform
Catalogue, Access Control, Pipeline, Inference Engine

Data & AI as a Platform

v s

Local Governance

ERP systems

Local Platform

LOB Applications

Local Applications

Discrete systems

non-SAP systems

Niche vendors for Hyper-scalers

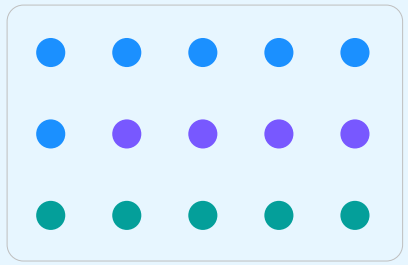
Niche Data Lake Technologies

Multiple Technology Stacks — Data Tool Chains — Scattered Data lakes — Lack of Business Semantic layer

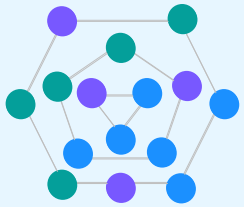
Public

Need of the hour…

Consider this is your
SAP Business suite and/or SAP LOB data

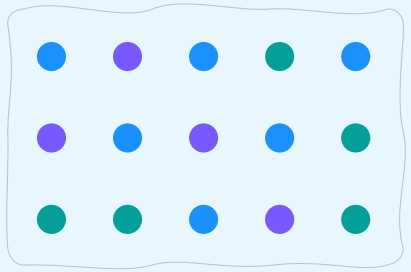


This is how its
stored in SAP

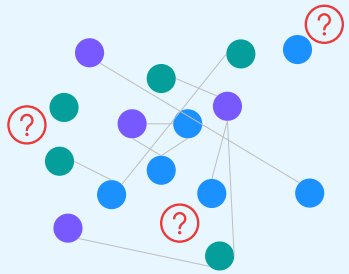


When data is moved out of SAP

The data then becomes
Something like this

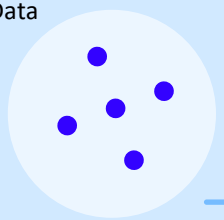


This is how it looks like
to re-build the business logic



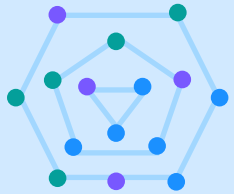
SAP Business Data Cloud

Non-SAP Data



Public or 3rd party data

Enriched with



Foundation Services
SAP & non-SAP Data Product

Business semantics remain intact

ONE Data Platform & AI Foundation

Harmonised & Governed Data Products

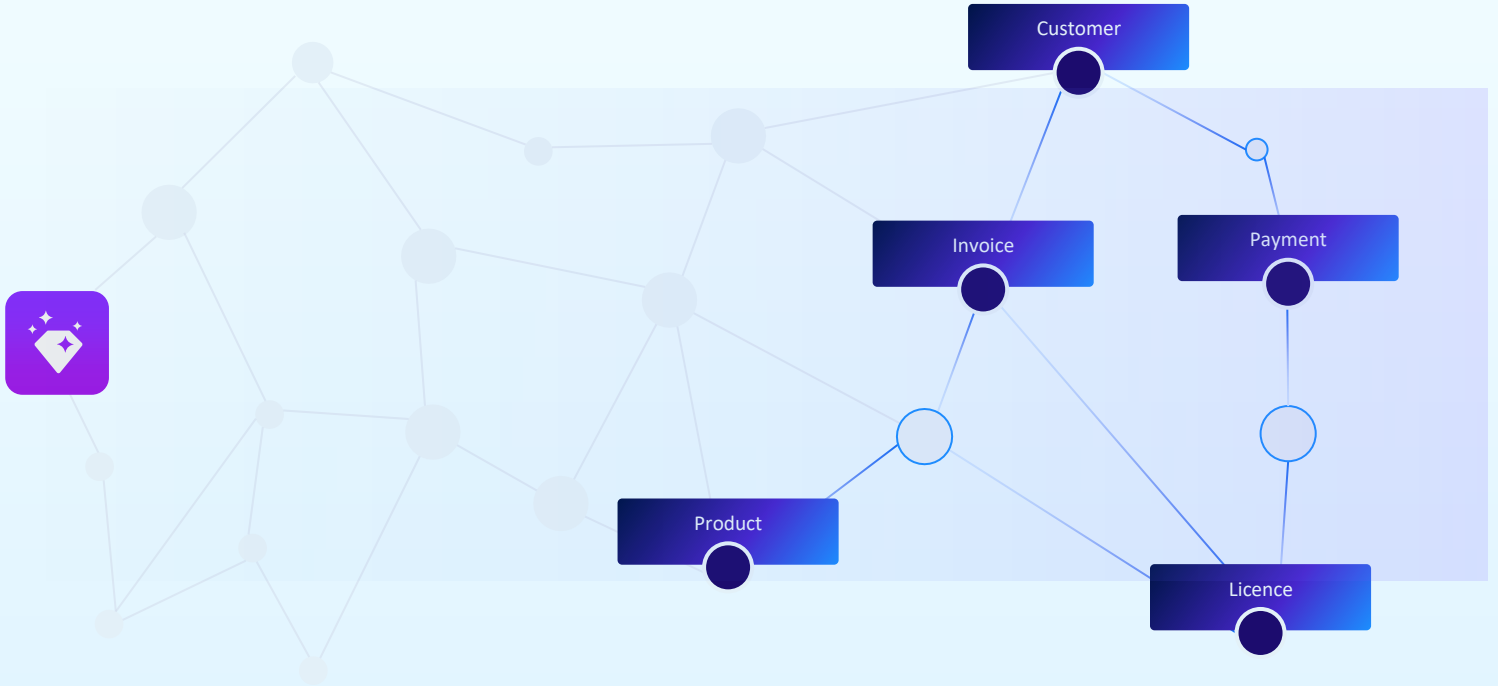
Seamless Insights

Open platform

Knowledge Graph, a map of information across multiple sources of data SAP & Non SAP

SAP S/4HANA business user

Do I have open Purchase Orders?



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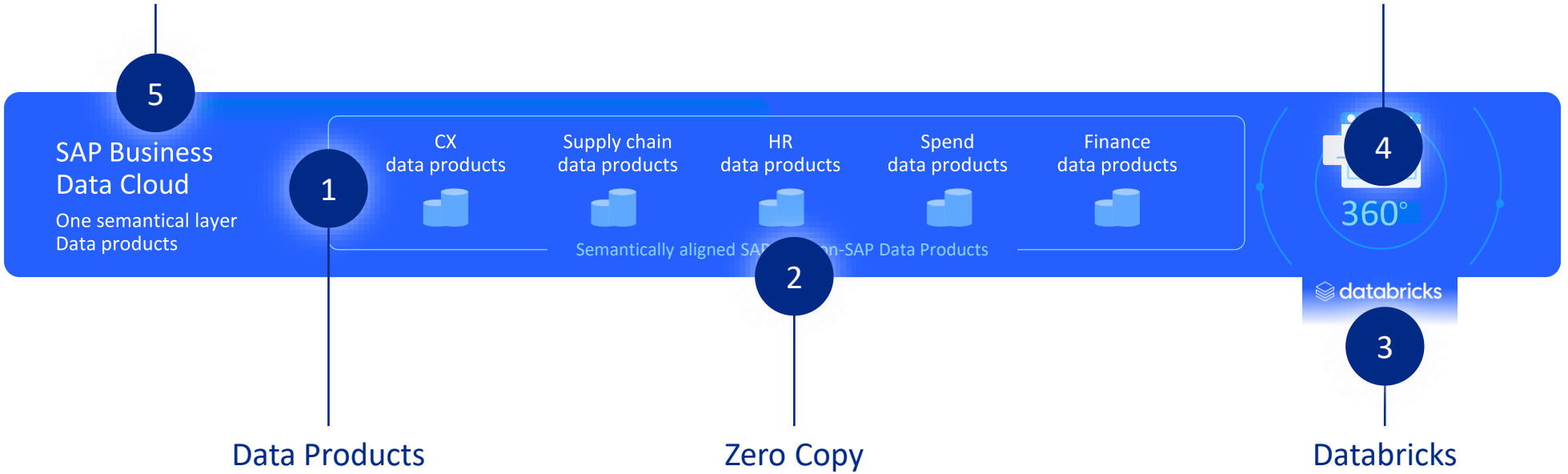
SAP Business Data Cloud Changes the Game

Licensing Model

Insight Apps



180+ Use-cases by Industry jointly delivered by SAP & Databricks

Manufacturing

	Boost Revenue Growth		Improve Industrial Productivity		
Business Objective	Connected Products	Customer Experience	Industrial AI	Gain Supply Chain Visibility	Engineering & R&D Transformation
Functions & Use cases	• Predictive Maintenance • Product Feature Usage Analytics • Warranty Cost Optimization • Predictive Field Service • Quality Event Forensics	• Customer 360 • Marketing Analytics: CLV, Churn/Retention • Service Campaign Measurement • Next Best Commercial Offer	• Predictive Maintenance • Defect Detection • Production Monitoring • Production Scheduling • Safety Risk Identification • Energy Efficiency	• Integrated Business Planning • Order Processing Automation • Inventory Optimization • Logistics Control Tower • Demand Forecasting • Decarbonization • Pricing Analytics	• Design Space Exploration • Production Performance Optimization • Proprietary Coding Assistants • Pre-Competitive IP Research • Field Issue Triaging • Regulatory Risk ID
Industry KPIs	Services Growth, Customer Support TAT, Technician Productivity & Warranty Admin Costs	Customer Churn, Cross-sell and Upsell,	Downtime and OEE Cost of Poor Quality Manufacturing Yield	On-Time In-Full (OTIF) Inventory Turns Energy Use	Product Dev Cycle Time Engineering Productivity Regulatory Compliance

grounded in the right business context

the right agents

Solving complex business challenges that span your business

working together and with your people

VARUN THAMBA

Regional Head of AI

SAP APAC

Thank you