

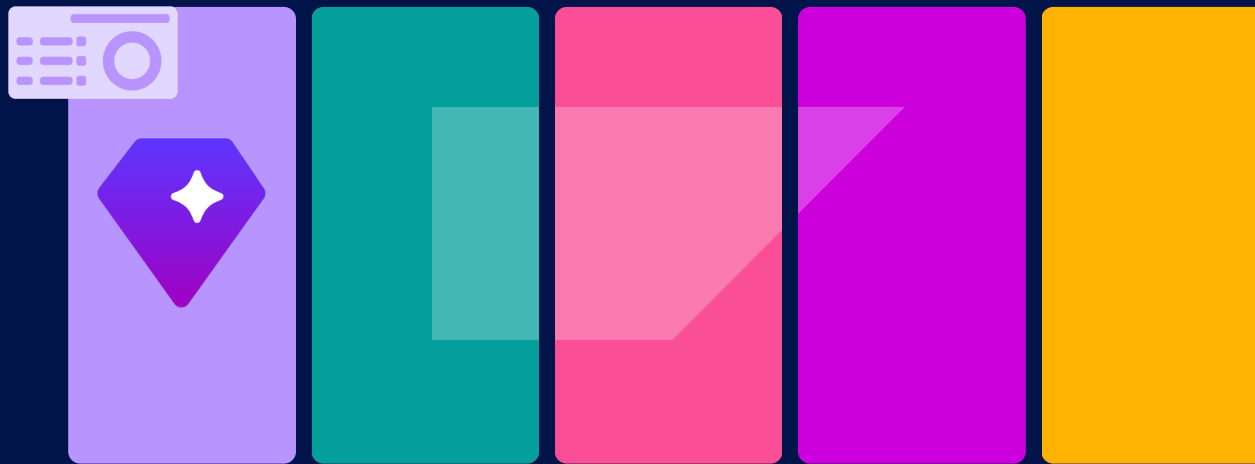
SAP Regional AI lead

Philip Johannesson

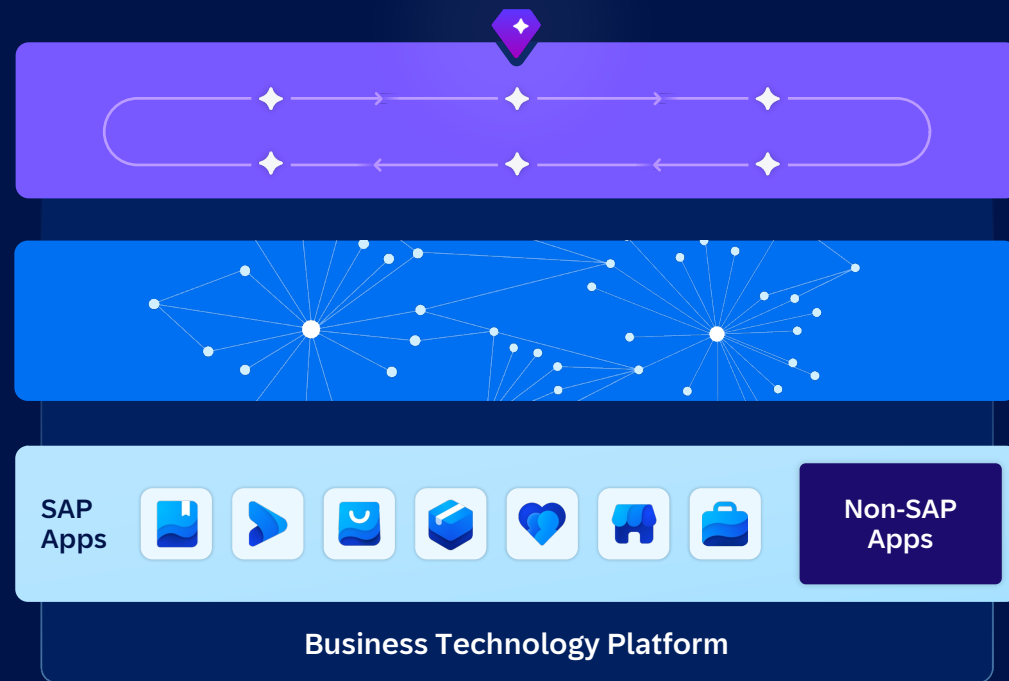


SAP Business AI

SBN 2025



Build, extend & run AI



SAP Business AI



Joule

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



Custom AI
based on AI Foundation

Embedded AI capabilities



AI Foundation

The AI operating system to build, extend, and run custom AI solutions and AI agents at scale

on SAP Business Technology Platform

AI ecosystem partnerships and investments



←----- AI-assisted **Cloud Transformation** -----→

AI Foundation

the **AI operating system**

to **Build** custom AI at scale

Extend

Run





AI Foundation

Build

Extend

Run

Develop effectively

Build AI Agents, extend Joule, experiment with models and orchestration workflows through intuitive interfaces.

Run AI at scale

Benefit from technology in the background to manage agents, runtimes workloads, models, and security, and lifecycle.

Connect

Bring AI to your data by connecting it to SAP specific knowledge, external data sources, and infrastructure.

AI Foundation

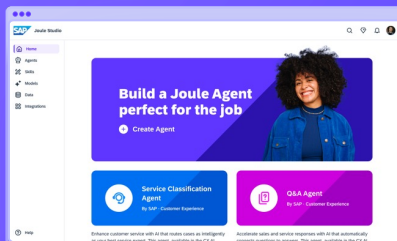
Leverage a powerful set products to build, connect and run custom AI solutions and agents

Build Agents



Building custom AI agents in an low-code environment

Joule Studio in SAP Build

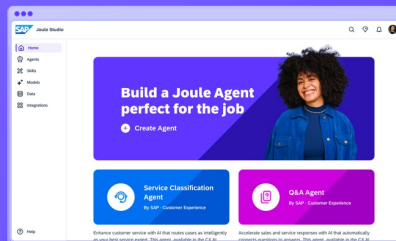


Extend Joule



Facilitates seamless, low-code customizations

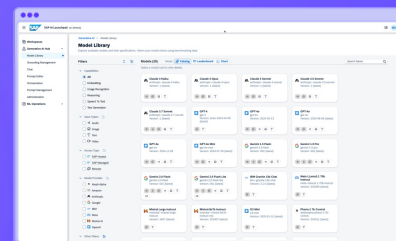
Joule Studio in SAP Build



Explore, orchestrate and productize AI

Experiment with models and productize gen AI at scale

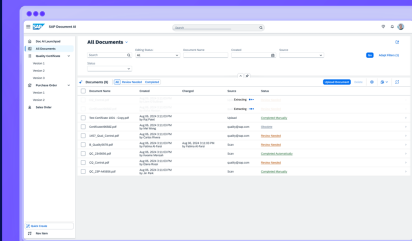
Generative AI hub



Automate document based processes

Process any structured and unstructured document

SAP Document AI



Core Technologies

SAP Knowledge Graph

SAP Foundation Model

and more ...

Model Library

Model Benchmarks

AI Ethics safety scores

Grounding service

AI Playground

Orchestration

Training & Serving Engine

Data Masking

Content Filter

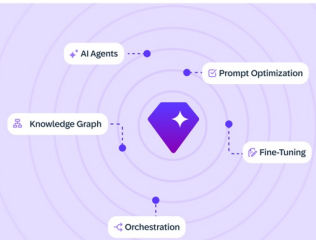
Data center choice

AI SDKs

Security standards

SAP AI Foundation

Build, extend, and run custom AI solutions at scale
With the AI Foundation, businesses can accelerate AI-driven innovation, boost productivity with comprehensive AI development tools, and simplify AI operations with a unified system to reduce overall TCO.
[Build now](#)



Agents
Handle complex business tasks with planning, reasoning, and action.
[Build an Agent](#)

Skills
Handle basic scenarios with deterministic actions.
[Build a Skill](#)

Models
Experiment with models and orchestration for your custom AI capabilities.
[Experiment](#)

SAP Document AI
Transform your business with AI-powered document processing.
[Get started](#)

Explore more AI capabilities

Tabular AI
Convert tabular data into insights

Prompt Optimizer
Auto-optimize your prompt for any model.

Knowledge Graph
Make domain knowledge AI ready

Orchestration
Design AI Workflows with pre-built modules

Security
Data privacy and Security

Joule Studio

Prompt Registry

Central AI Portal

Embedding Endpoint

Multi-model support

Prompt Optimizer

SAP Knowledge Graph

SAP Document AI

SAP Foundation Model

SAP ABAP LLMs

Translation module

Agent runtime

90+ already available

60+ new and updated

SAP AI Foundation

Build, extend, and run custom AI solutions at scale

With the AI Foundation, businesses can accelerate AI-driven innovation, boost productivity with comprehensive AI development tools, and simplify AI operations with a unified system to reduce overall TCO.

Build now

AI Agents

Prompt Optimization

Knowledge Graph

Fine-Tuning

Orchestration

Agents

Handle complex business tasks with planning, reasoning, and action

Build an Agent

Skills

Handle basic scenarios with deterministic actions

Build a Skill

Models

Experiment with models and orchestration for your custom AI capabilities

Experiment

SAP Document AI

Transform your business with AI-powered document processing

Get started

Explore more AI capabilities

Tabular AI

Convert tabular data into insights

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Auto-optimize your prompt for any model.

Knowledge Graph

Make domain knowledge AI ready

Orchestration

Design AI Workflows with pre-built modules

Security

Data privacy and Security

SAP Document AI

New

90+ already available

60+ new and updated

The cost of Unstructured Data

70-80%

of enterprise information
is unstructured

GARTNER, 2024

50-70%

Reduction in processing time
achievable through IDP

market.us, 2024

30\$

Cost of manually processing
a purchase order

Comparitio, 2024



SAP Document AI

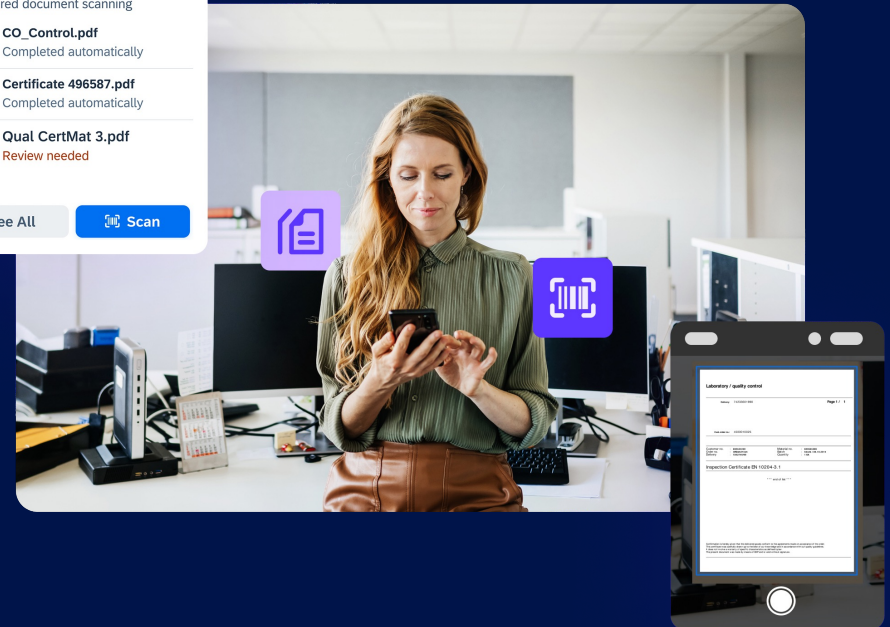
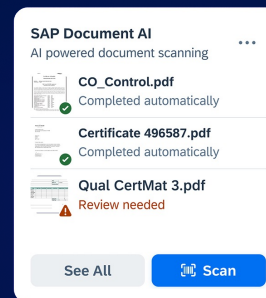
Transform your business with AI-powered document processing ✨

Process any structured and
unstructured business document

smarter

automated

more efficient



Save up to 70% of time to process business documents

SAP Document AI

Fast, concise, and automatic
information extraction from wide
variety of business documents

180k +

document pages annotated
to train the models

0.5B +

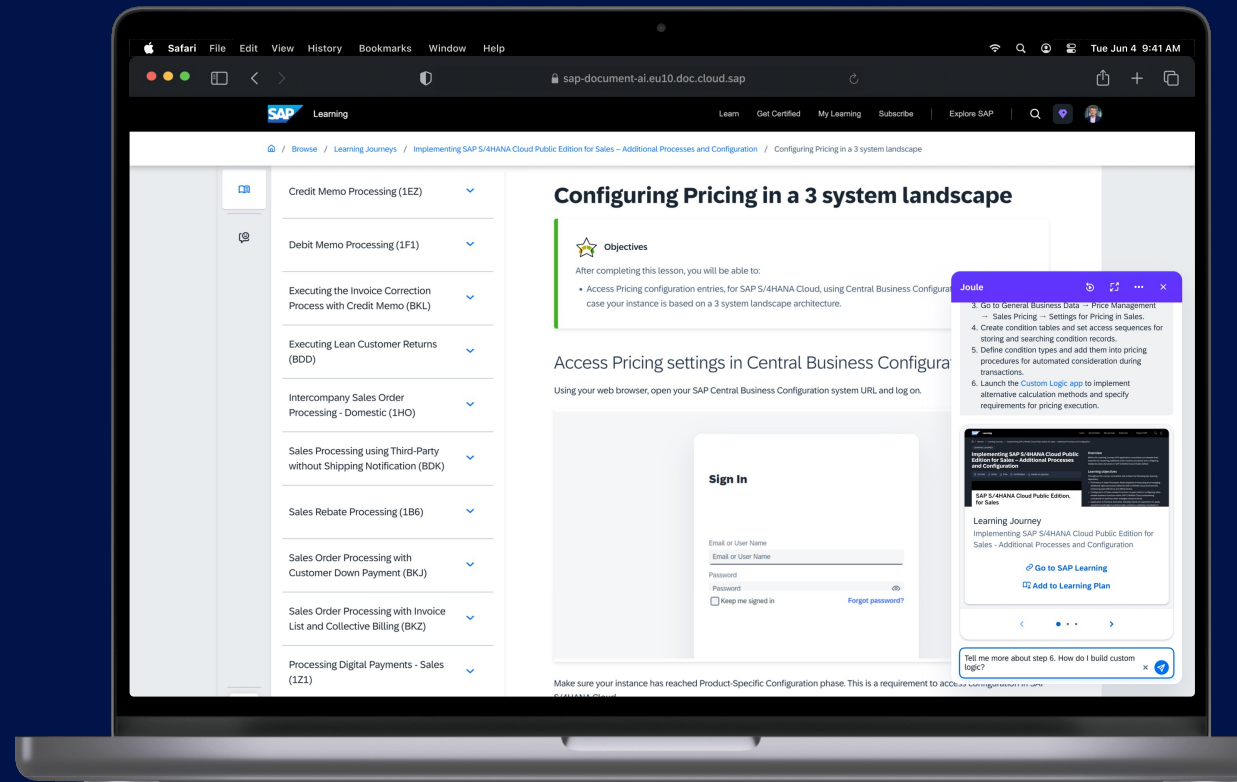
unstructured documents
processed each year with
SAP Document AI

105M +

characters annotated
to train the models

28

countries covered
in the data set



Document Information Extraction

delivery_notes_client (01)Change ClientPhilipp Herzig

Documents (1)

Search Documents by Name

+

Delete

☐	Document Name	Upload Date	Status
☐	DeliveryNote.jpg Custom	May 19, 2025	DONE

AI-assisted sales order creation

up to **25%**
reducing cost
and time

Create Sales Orders - Automatic Extraction >
All | Search

100000115
SEP_PurchaseOrder_3141592.PDF

Company Code: Company Code 1710 (1710)
Source File: SEP_PurchaseOrder_3141592.PDF
Sales Order: --

Last Changed By: Brenda Brown
Changed On/At: 09.09.2025, 11:12:46
Created By: Brenda Brown
Created On/At: 09.09.2025, 11:05:18
Last Simulated On: --

Processing Status **Order Simulation**

Data Complete 435,00 EUR

Header Data Item Data

Purchase order

Purchase Order No.
3141592

Revision
1

Invoice Address
Domestic US Customer Direct Dept
17 Caminito Pasadena, San Diego,
USA, 92128-1096
Date of Order
09-SEP-2025

Buyer
Domestic US Customer Direct Dept
USA
info@17100100.com

Delivery Address
Domestic US Customer Direct Dept
17 Caminito Pasadena, San Diego, USA, 92128-1096

Supplier No.
17620

Payment Terms
14 Days 2%, 30 Net

IncoTerms
Delivered duty paid

Supplier Contact/Telephone

Requestor/Dative To
Domestic US Customer Direct Dept

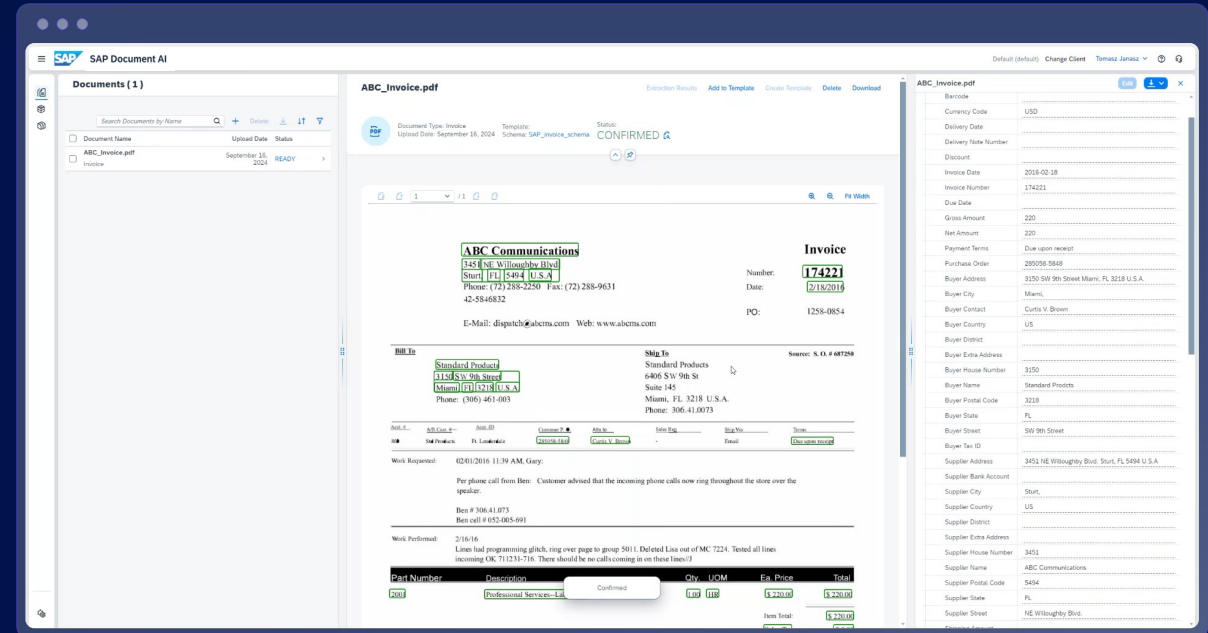
Line	Part Number /Description	Delivery Date	Quantity	Unit	Unit Price	Extended Price
1	TG-D010 Trading Good 0011/PD.Regular Prod This PO Line references Contract Number: 3233466	22-SEP-2025	150	PC	2.50	375.00

Improvement Framework

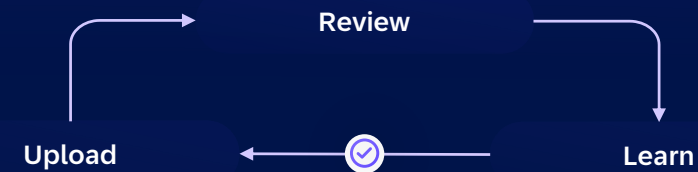
Instant Learning

Drive progressive refinement and reliability by enabling your system to continuously learn from your own data and user corrections.

Adapt to new formats, feedback loops and instant learning mechanisms to enhance data extraction accuracy and boost the overall value of your AI solution.



[Learn more](#)

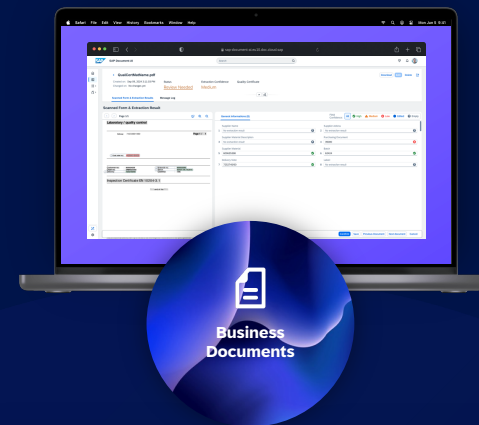


Pre-configured Content

Pre-configured content for Business Documents

Streamline business processes with high accuracy and ensure reliable handling of critical business content with preconfigured content for essential business documents such as invoices, purchase orders, and delivery notes.

[Learn more](#)



Available

Supplier Invoice

Purchase Order

Delivery Note

Payment Advice

Business Card

National ID

Quality Certificate

Bill of Exchange

Business Partner Certificate

2025

Quality Certificate

Logistics Documents

Inhouse Repair Order

Social Security Card

Birth Certificate

... and more

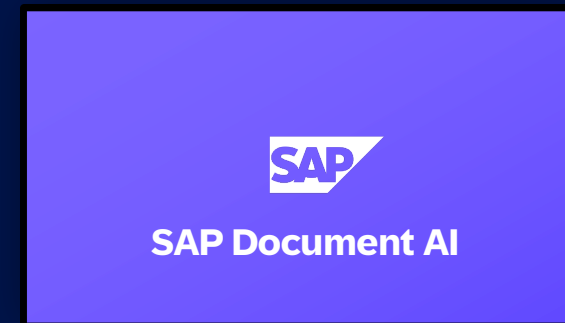
File handling & OCR

Advanced OCR with broad language support

Enhance document processing with advanced optical character recognition (OCR) capabilities such as robust handwriting and barcode detection and support for more than 34 file formats.

Extract text and information from documents in more than 100 languages to effortlessly scale your global operations.

[Learn more](#)



Handwriting
Recognition

Image
preprocessing

Barcode
detection

Arabic

Finnish

Spanish

Portuguese

Italian

French

German

English

Japanese

Chinese

Greek

Polish

Turkish

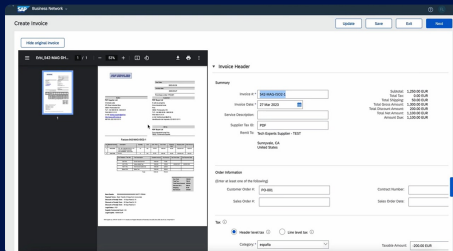
Norwegian

Swedish

Where it matters most

Natively embedded into your SAP applications

SAP Document AI base edition

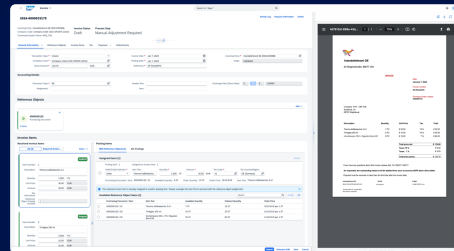


SAP Business Network Intelligent Invoice Conversion

Enhance efficiency with automated invoice upload and conversion

Improve accuracy by reducing manual entry errors

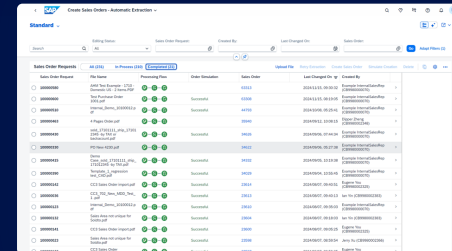
Speed up payments by minimizing rejected invoices by customers



SAP Ariba Central Invoice Management

Centralized invoice processing via Business Network

Available on BTP for SAP S/4HANA Cloud Public Edition

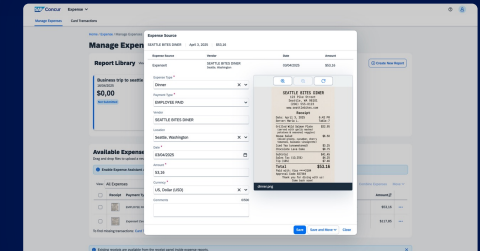


SAP S/4HANA Sales Order Automation with AI

Faster order completion to avoid sales order delivery delays

Free up time by reducing redundant tasks

Lower risk of human errors



SAP Concur Expense

Capture receipt images in the Expenselt app

Extract information and analyze images with on-device ML models

Boost employee productivity and audit efficiency

[Learn more](#)

[Learn more](#)

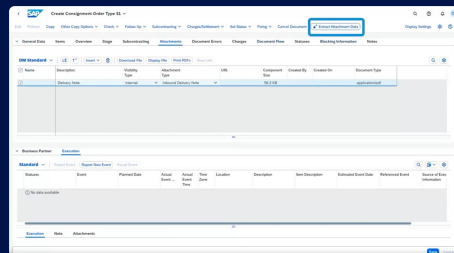
[Learn more](#)

[Learn more](#)

Where it matters most

Natively embedded into your SAP applications

SAP Document AI premium edition



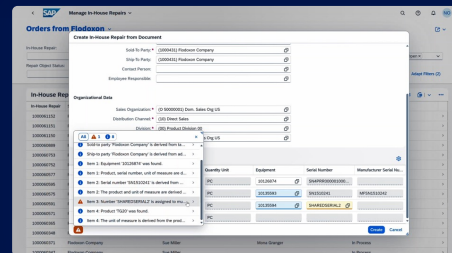
Intelligent Goods Receipt in Transportation Management

Significantly reduce manual checks at the gate

Expedite the process of unloading freight

Significant reduction in the hours spent on manual checks and waiting times for trucks

[Learn more](#)



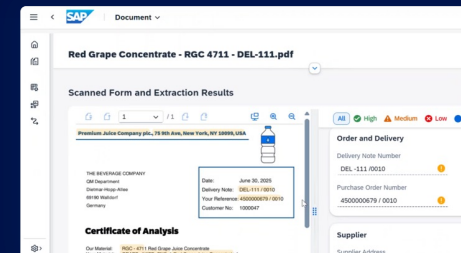
In-house service initiation for Service & Asset Management

Automate the process of extracting form data and creating repair objects

Reduce human errors, improve overall process efficiency

Identify existing equipment automatically and remove repetitive tasks

[Learn more](#)



Document processing for incoming supplier certificates

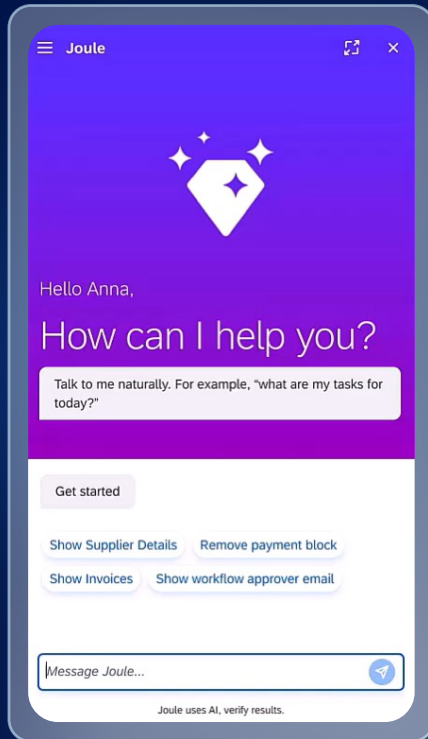
Capture receipt images in the Expenselt app

Extract information and analyze images with on-device ML models

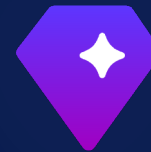
Boost employee productivity and audit efficiency

[Learn more](#)

Introducing
Joule Studio



18,000+



of the most frequently
used variations

SAP Joule for **Business**

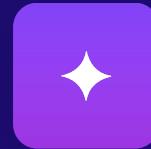
Joule Studio

in SAP Build



Joule Skills

Extend Joule with custom
Joule skills



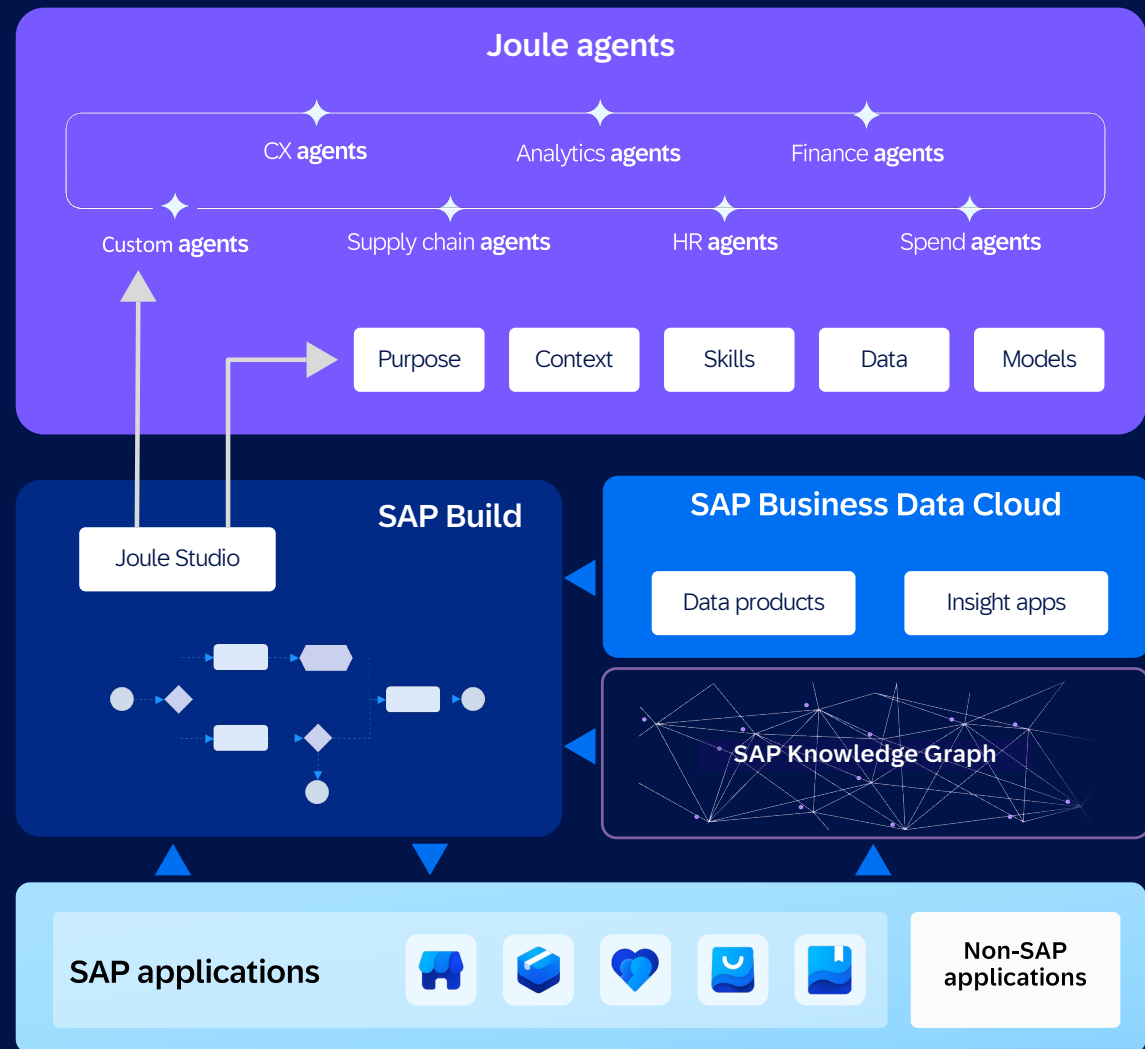
Custom AI agents

Build your own AI agents

Joule Studio in SAP Build

Build Joule skills and custom AI agents for specific business needs with drag and drop simplicity.

These capabilities extend Joule copilot and enhance efficiency.



What are Joule Skills?



Attributes

Orchestrated through Joule
Intent & context-based triggers
Pre-defined execution flow

APIs

Automations

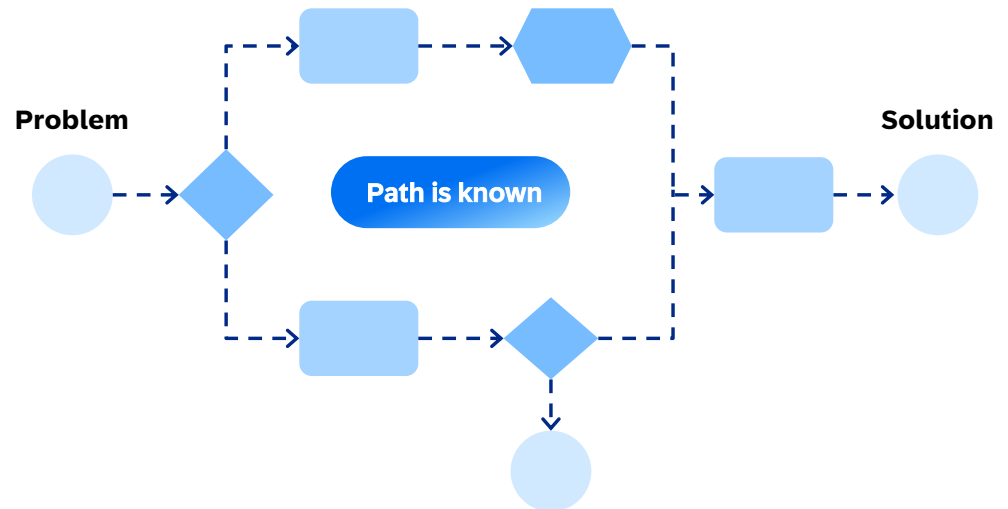


Examples

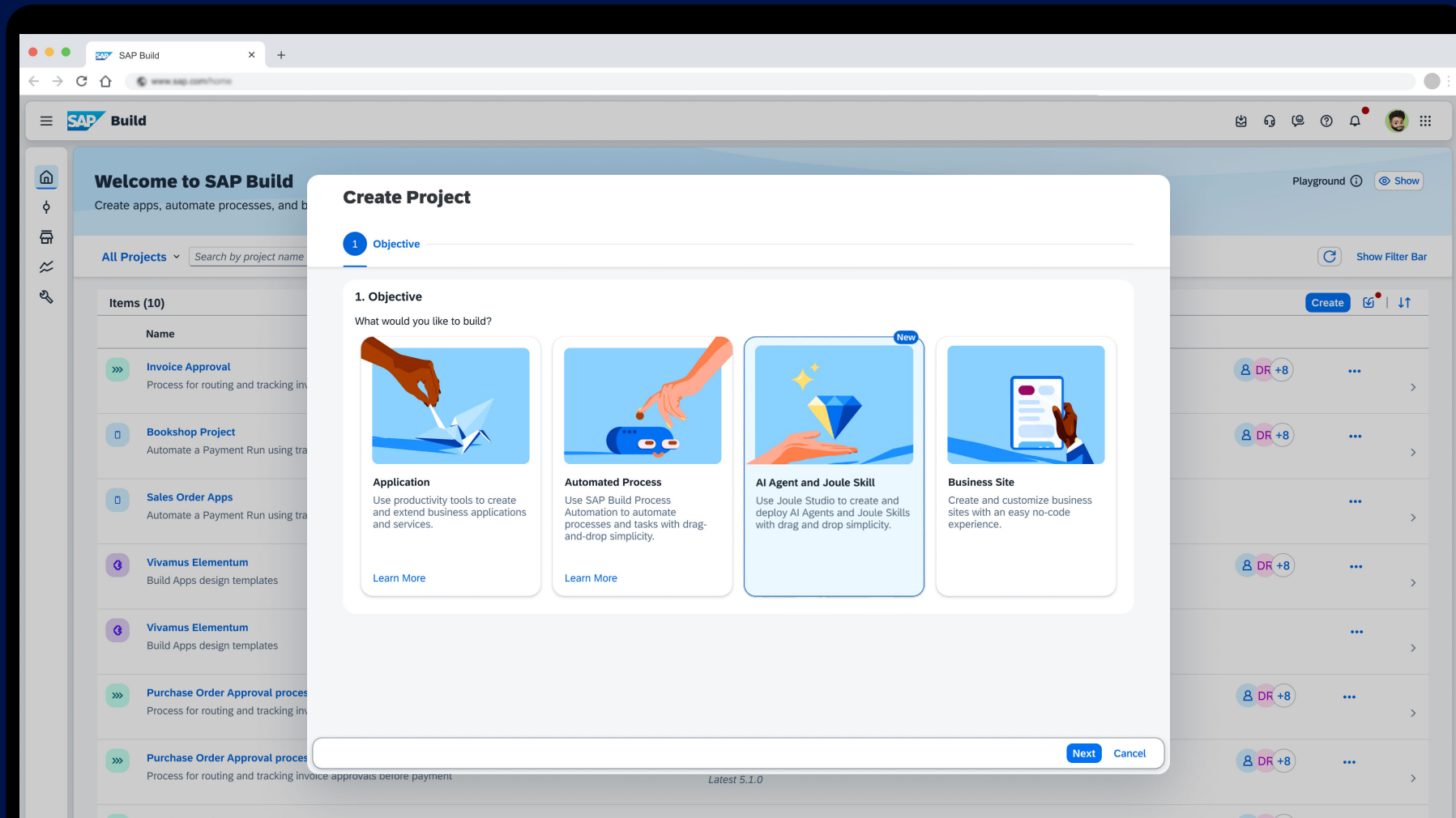
Retrieve supply chain risks
Get weather conditions
Raise transport request for a shipment
Create a service now ticket



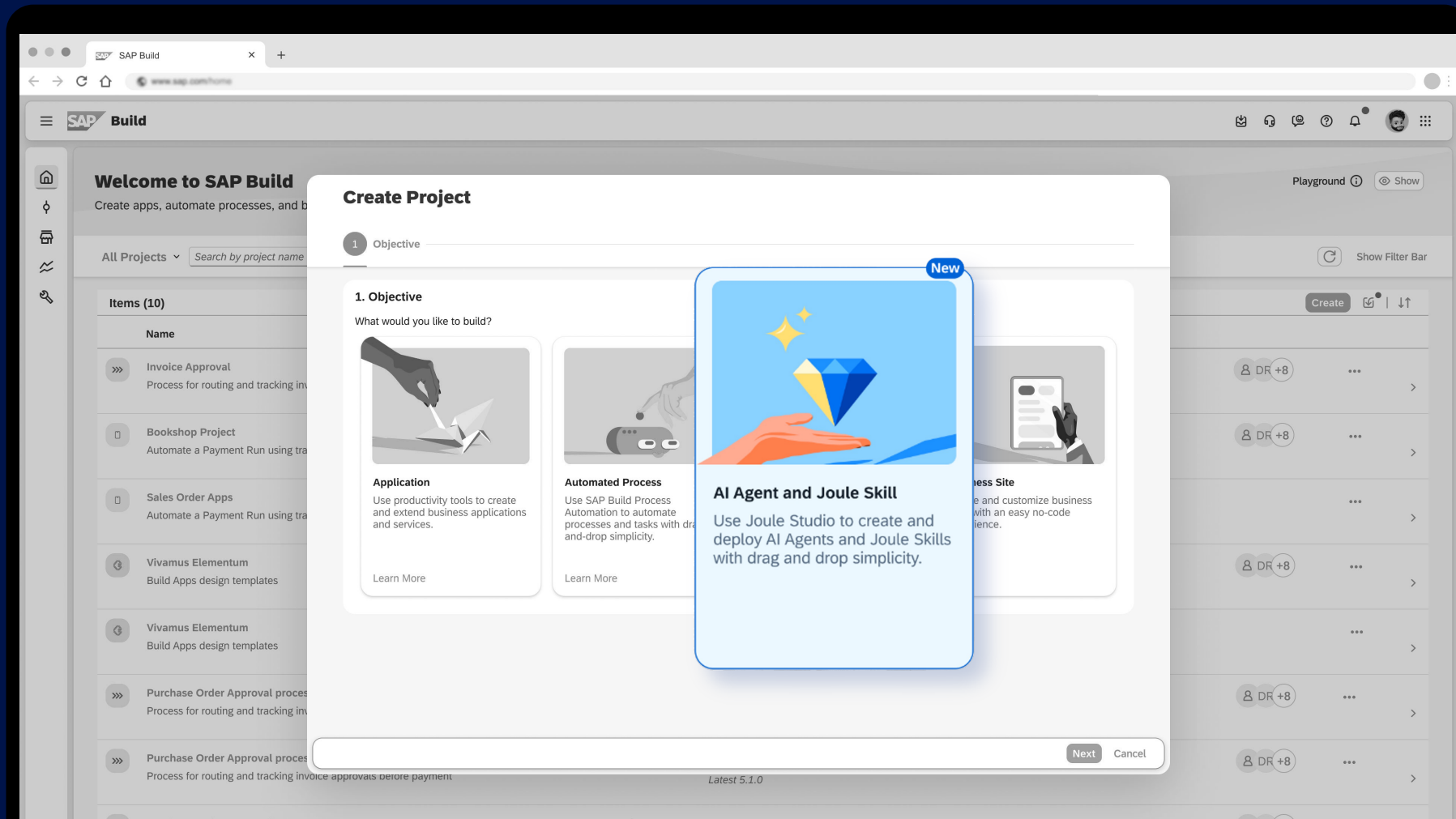
**Joule Skills execute
rule-based, repetitive tasks**



Start skill and AI agent design in Joule Studio



Start skill and AI agent design in Joule Studio



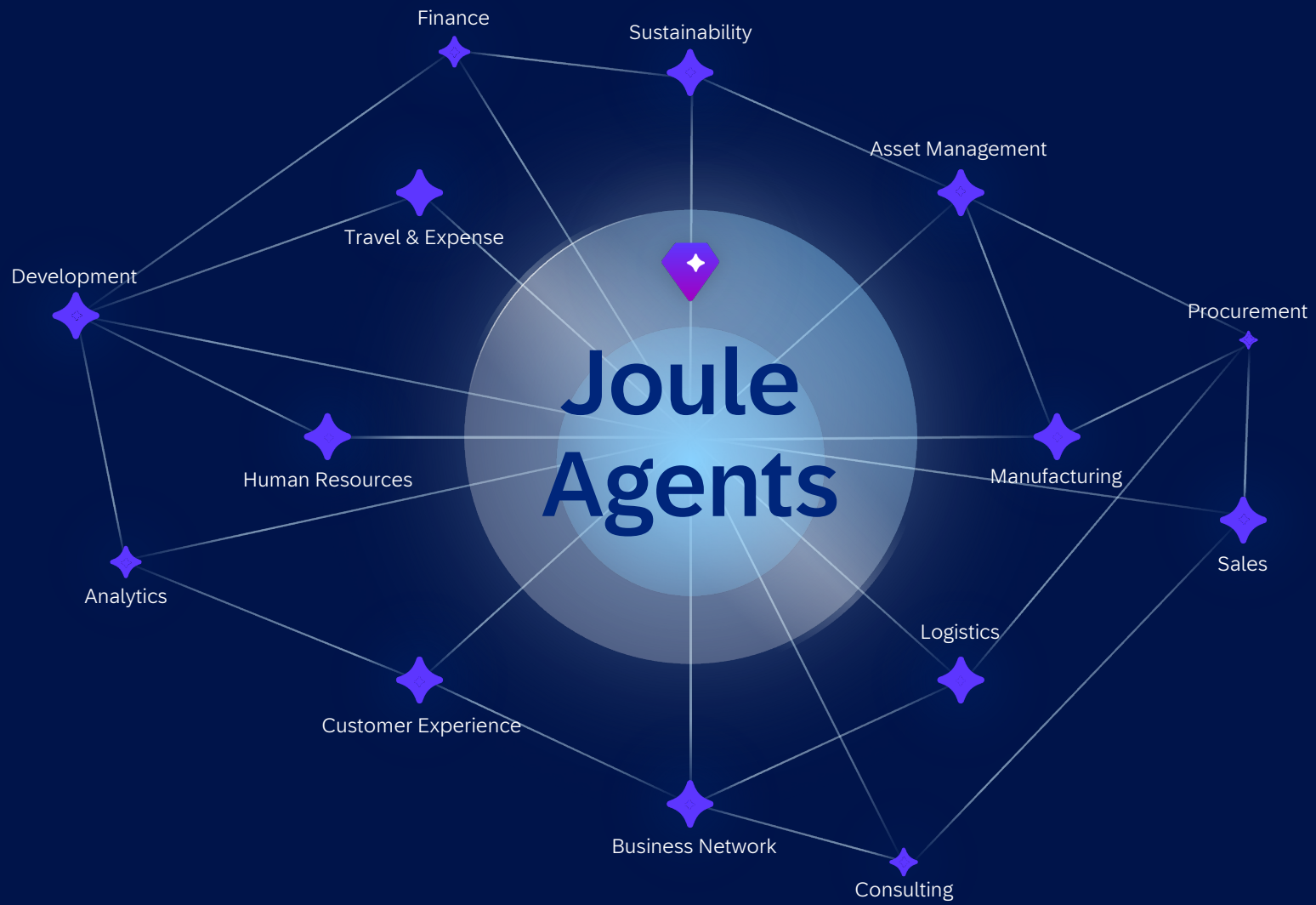
Start skill and AI agent design in Joule Studio

The screenshot displays the SAP Joule Studio user interface. At the top, the SAP logo is followed by a 'Home' dropdown menu. Navigation links include 'My Home', 'Master Data - Business Partner', and 'Administration'. A search bar and user profile icon (EA) are in the top right.

The main content area is divided into sections:

- To-Dos:** A section with a 'Tasks (43)' and 'Situations (0)' filter. It contains four task cards:
 - Approve Purchase Requisition 10006194 00010** (Medium Priority) by Yong Zhao, created 08/11/2023.
 - Execute Task: Replace Filling sensor on tank / ID: 1-1** (Very High Priority) by Example Industrial Hygienist, created 22/09/2023.
 - Approve Purchase Requisition 10001193 00010** (Medium Priority) by Example Purchaser, created 23/02/2021.
 - Approve Purchase Requisition 10001192 00010** (Medium Priority) by Example Purchaser, created 23/02/2021.
- News:** A section titled 'Sourcing and Procurement' with a sub-header 'Discover the new features and changes in this release' and a reference to 'SAP S/4HANA Cloud 2402'.
- Pages:** A grid of six colored buttons representing different administrative areas:
 - Overview (Master Data - Business Partner)
 - Workforce Master Data Administration
 - Identity and Access Management Administration
 - Communication Management Administration
 - Extensibility Administration
 - Security Administration
- Apps:** A section with tabs for 'Favorites', 'Most Used', and 'Recently Used'. It lists several custom applications: Custom Fields, Custom CDS Views, Custom Tiles, Custom Catalog Extensions, and Custom Communication Scenarios.

Overlaid on the right side is the **Joule** AI assistant interface. It features a purple header with the Joule logo and a white diamond icon. Below the header, it says 'Hello,' followed by the question 'How can I help you?'. At the bottom, there is a text input field with the placeholder 'type or say something' and a microphone icon.



Finance

Procurement

Supply Chain

Human
Resources

Customer
Experience



Finance
Assistants

Procurement
Assistants

Supply Chain
Assistants

HR
Assistants

CX
Assistants



Assistants

Agents

Joule Studio

What are AI agents?



Attributes

Planning
Reasoning
Autonomy
Agent-agent communication

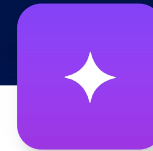
LLMs

Tools

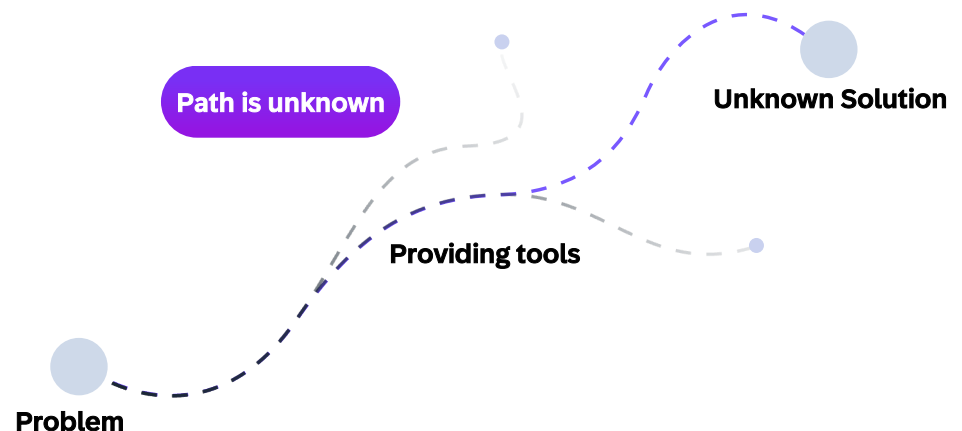


Examples

Optimize shipment logistics
Manage talent acquisition
Negotiate procurement deals

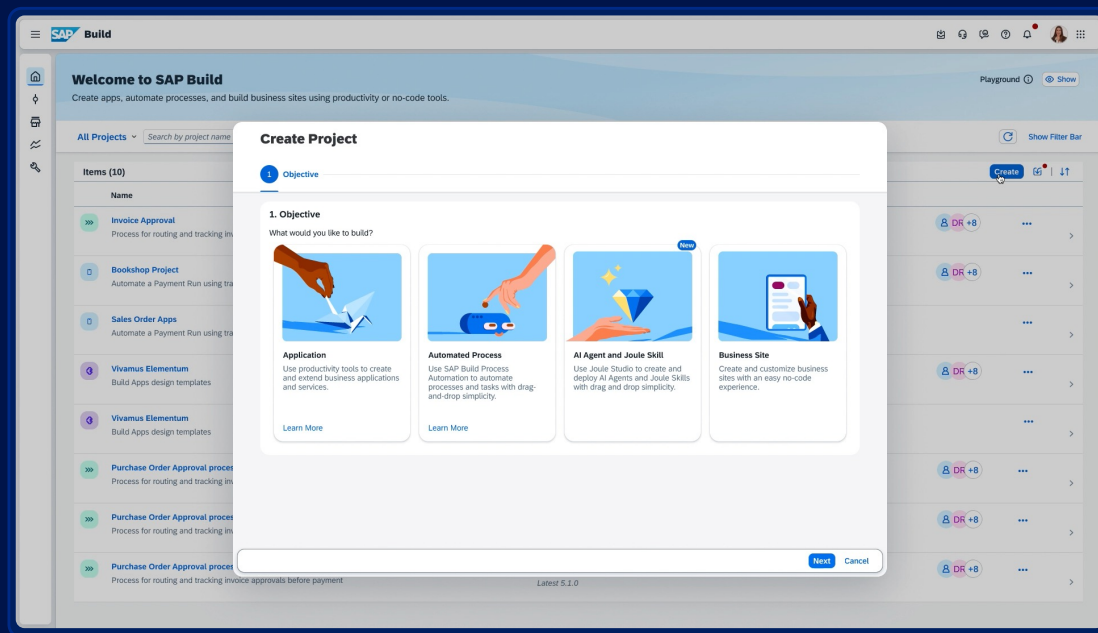


AI agents can execute complex business scenarios by iteratively reasoning and interacting with their environment to achieve a goal.

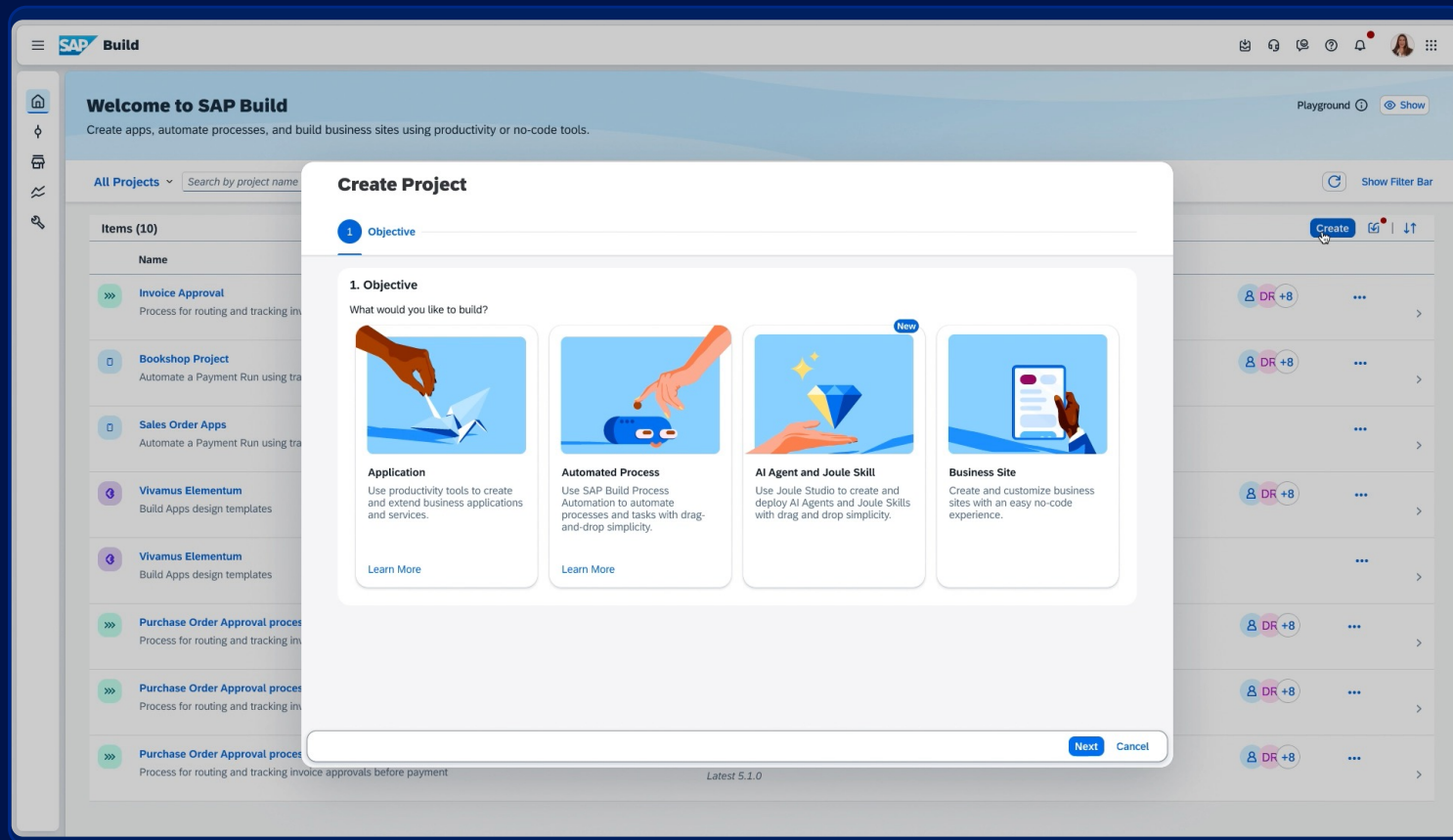


Joule Studio

In SAP Build



Joule Studio





SAP Business AI

SAP Regional AI lead

Philip Johannesson