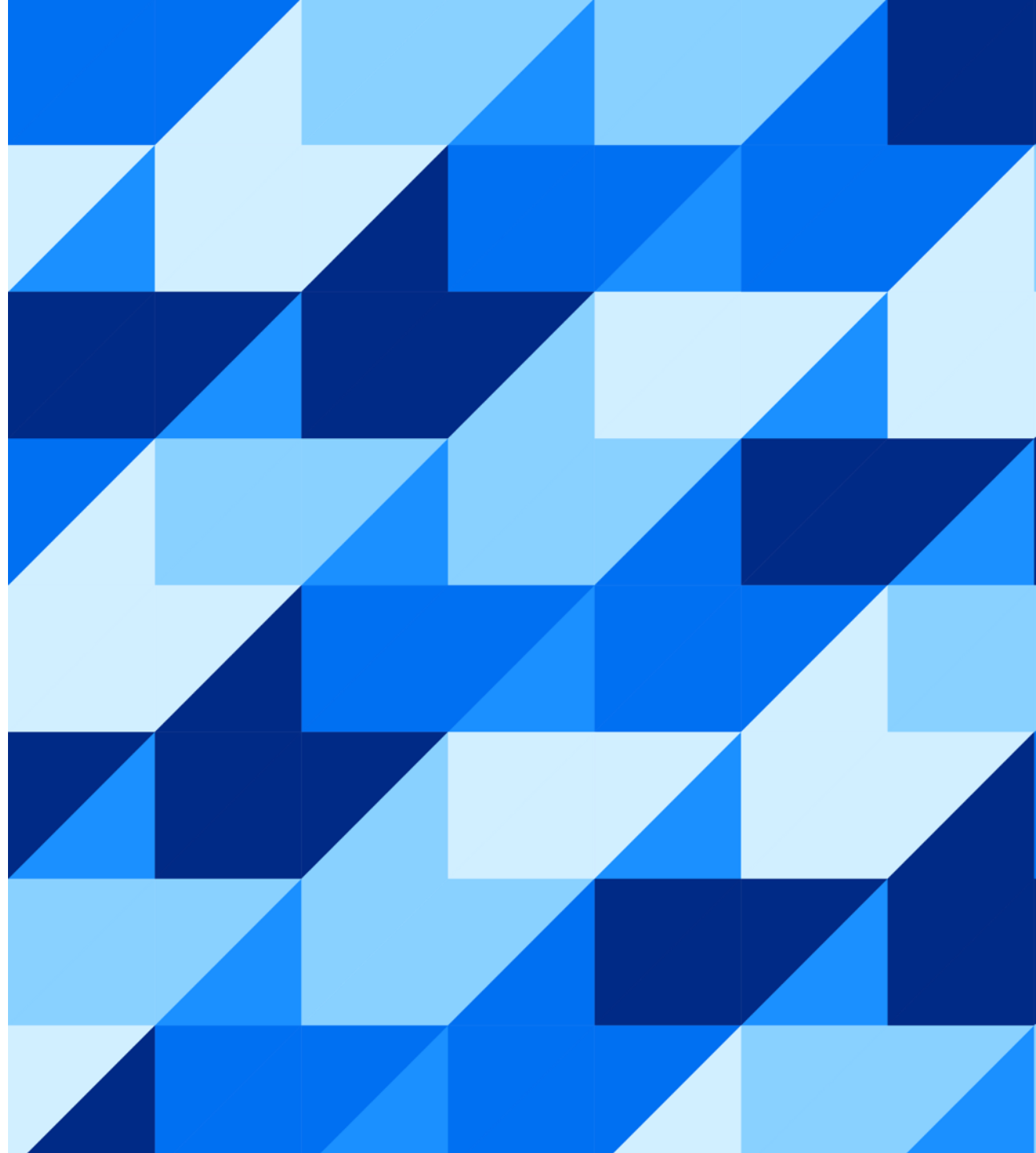




Cost Center to Catalyst: How SAP IT Powers Innovation

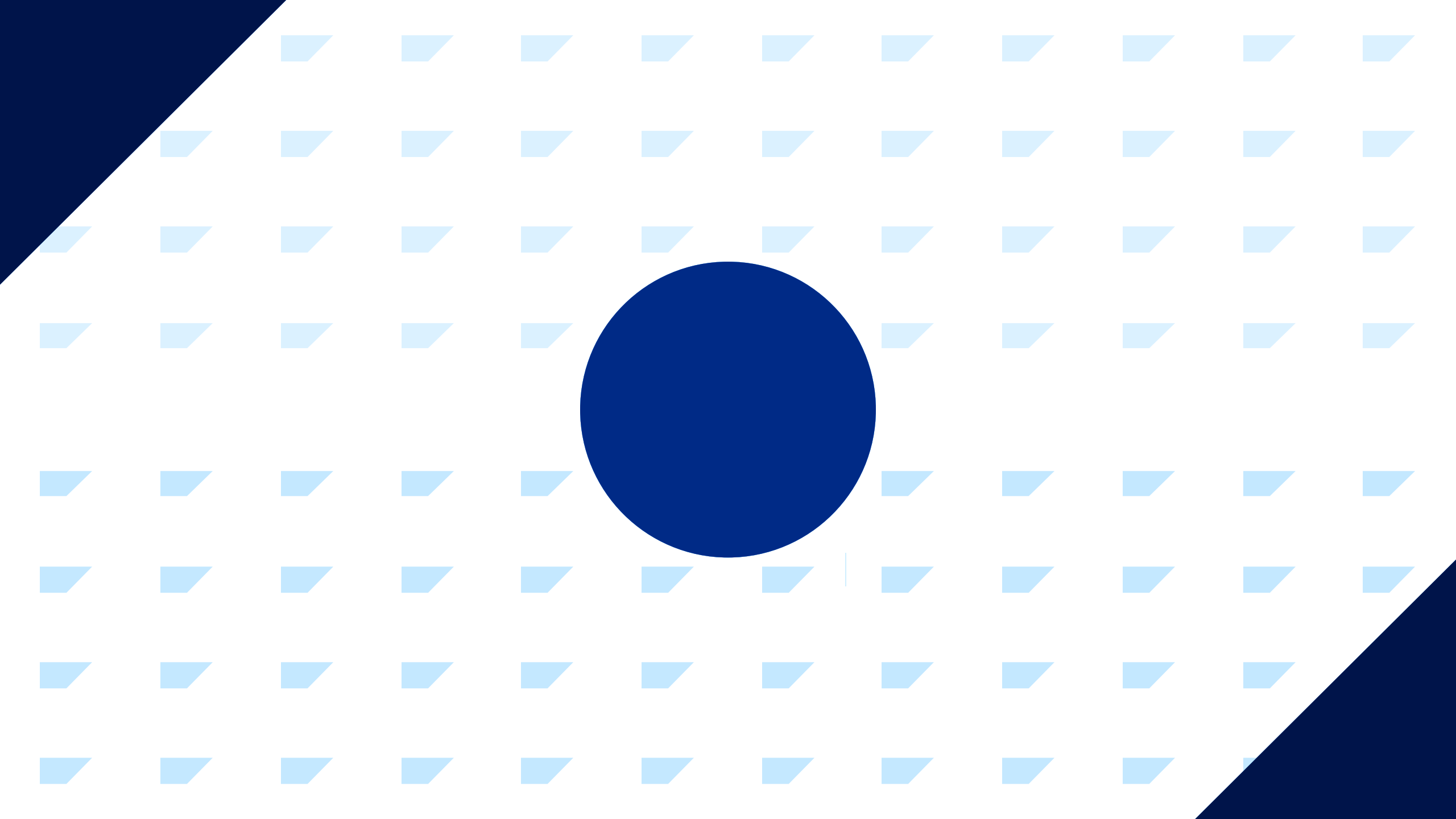
Dr. Oliver Gutzeit, SAP
Tim Puplinkhuisen, SAP
October 2025

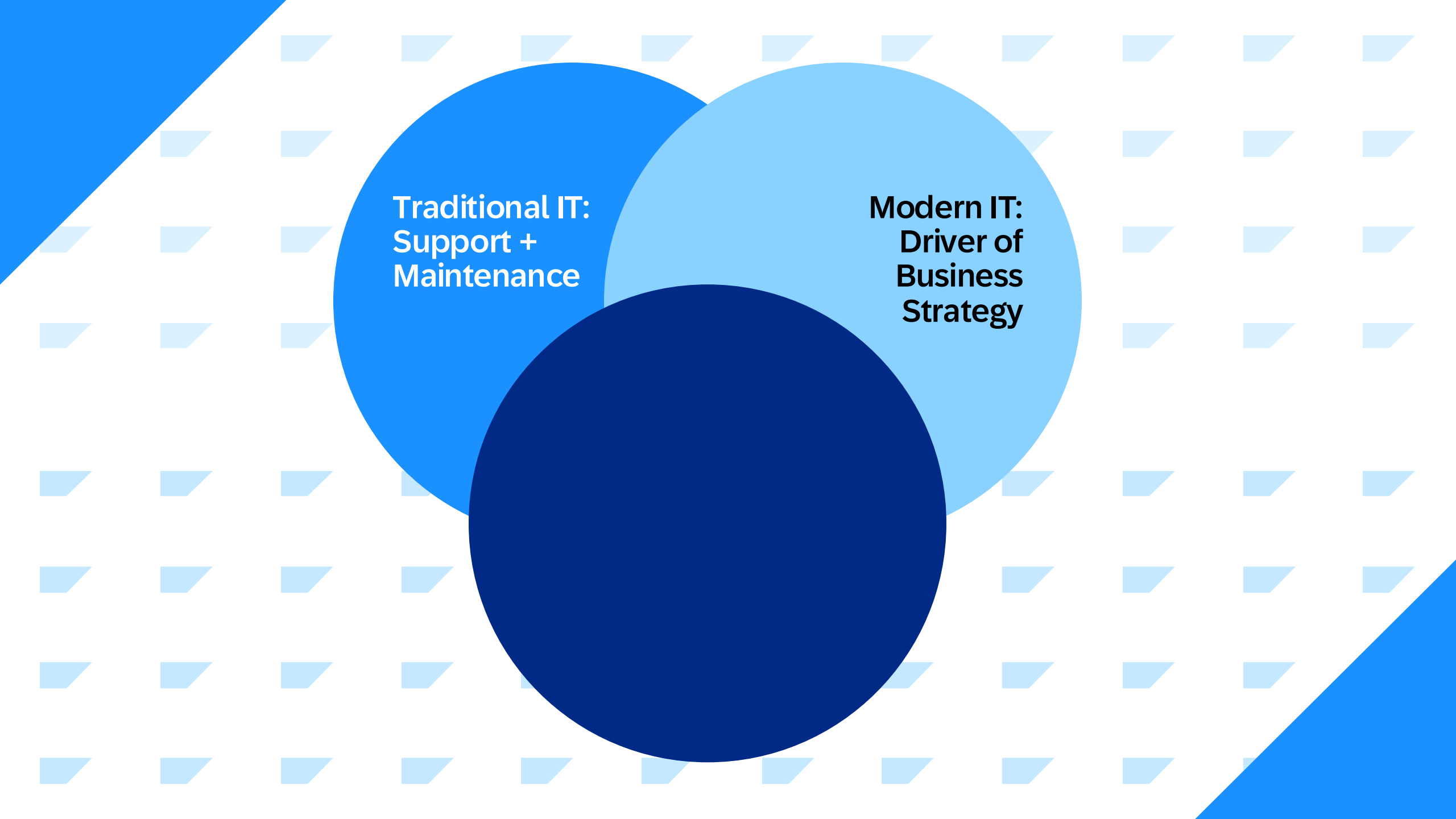
Public



From Cost Center to Catalyst







**Traditional IT:
Support +
Maintenance**

**Modern IT:
Driver of
Business
Strategy**

A Venn diagram with three overlapping circles. The top-left circle is bright blue and labeled 'Traditional IT: Support + Maintenance'. The top-right circle is light blue and labeled 'Modern IT: Driver of Business Strategy'. The bottom circle is dark blue and labeled 'SAP's Internal Evolution'. The intersection of all three circles is the darkest blue and contains a small white icon of a document with a folded corner. The background features a grid of light blue squares, each with a darker blue folded-corner icon, and diagonal light blue stripes in the top-left and bottom-right corners.

**Traditional IT:
Support +
Maintenance**

**Modern IT:
Driver of
Business
Strategy**

**SAP's
Internal
Evolution**

What Sparked the Change?



What Sparked the Change?

Pressure



from global
market

Complexity



of SAP's global
operations

Vision



from leadership

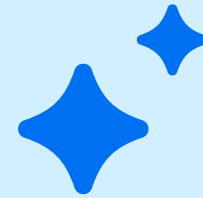
Mindset



“We should be SAP's
first customer”

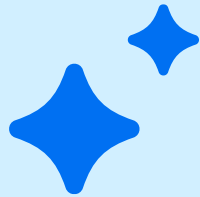
SAP runs SAP – Meet Customer Zero

SAP runs SAP – Meet Customer Zero



**SAP IT is
the first
to deploy
new SAP tech**

SAP runs SAP – Meet Customer Zero



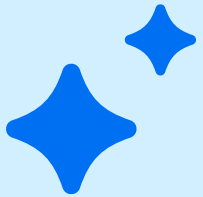
**SAP IT is
the first
to deploy
new SAP tech**



**We test
everything
internally**



SAP runs SAP – Meet Customer Zero



**SAP IT is
the first
to deploy
new SAP tech**



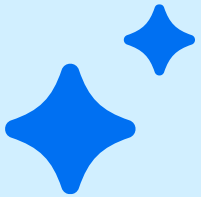
**We test
everything
internally**



**Fail fast,
learn faster**



SAP runs SAP – Meet Customer Zero



**SAP IT is
the first
to deploy
new SAP tech**



**We test
everything
internally**



**Fail fast,
learn faster**



**Lessons
learned
before
rollout to
customers**



SAP IT as Customer Zero – Use Cases



SAP Business Technology Platform

- Smarter, faster workflows
- Empowered employees
- Accelerated innovation at scale



SAP Business Data Cloud

- Faster time to value
- Higher return on data investments
- Stronger, smarter decisions

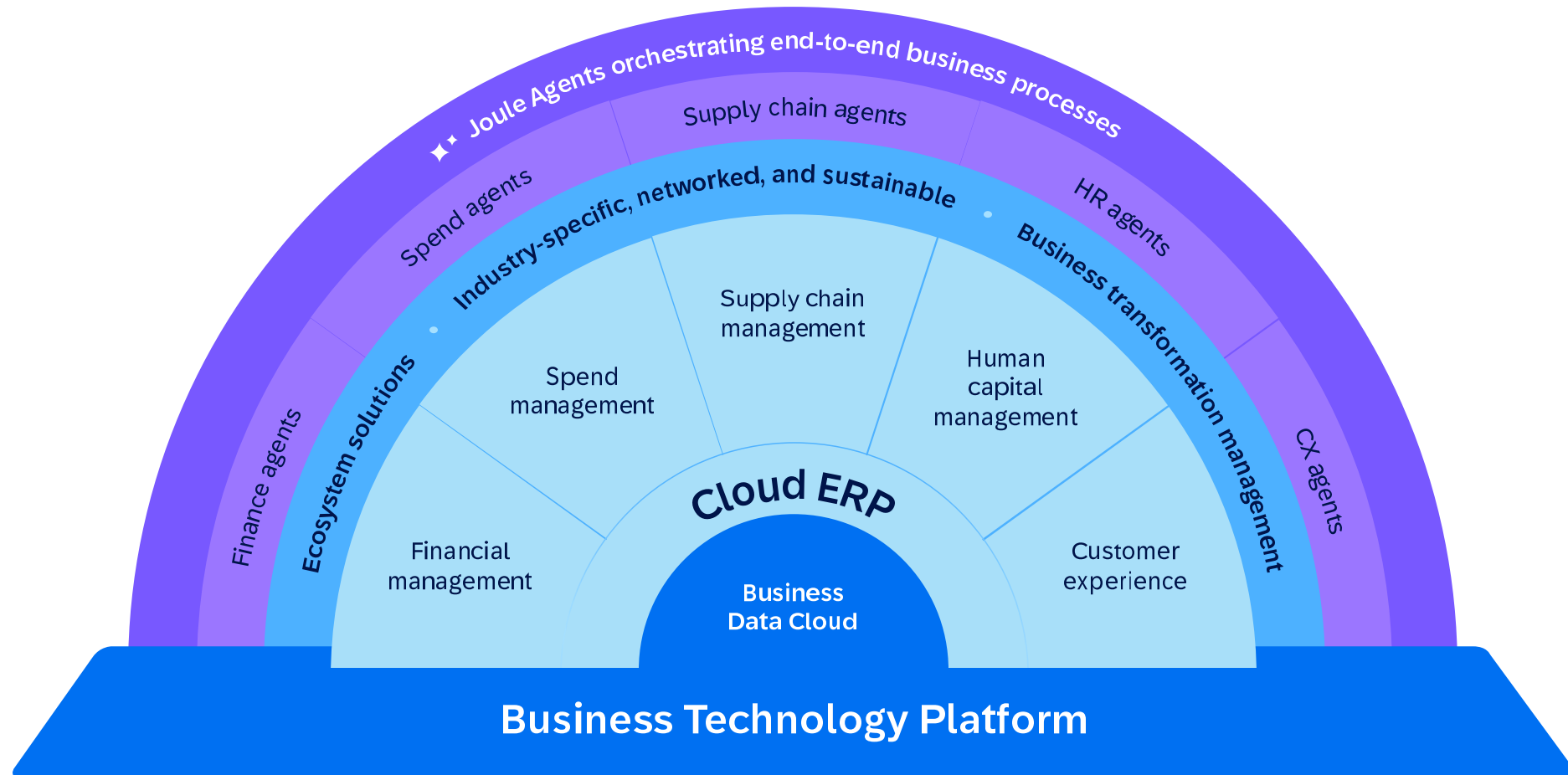


Agentic Case Resolution

- Faster response times
- Less manual effort
- Consistent quality

Infused across the SAP cloud portfolio

Creating a phenomenal user experience



Applied AI at SAP – Not Hype, Real Help

Applied AI at SAP – Not Hype, Real Help

Lower the barrier to analytics using natural language

Ask questions and get answers—analytics made intuitive with natural language.

**Financial
Management**

Applied AI at SAP – Not Hype, Real Help

Lower the barrier to analytics using natural language

Ask questions and get answers—analytics made intuitive with natural language.

**Financial
Management**



**Improved
productivity**



**Faster
decision-making**



**Wider
analytics adoption**

Lower the barrier to analytics using natural language

Ask questions and get answers—analytics made intuitive with natural language.

**Financial
Management**



**Improved
productivity**

Boost knowledge worker
efficiency by up to 5 %
using intuitive data
access



**Faster
decision-making**

Enable quicker insights
by eliminating the need
for complex query logic



**Wider
analytics adoption**

Make business
intelligence accessible
across all skill levels

Reduce case routing and research time by 10%

Configure and manage AI agents in SAP CX AI Toolkit to automate business tasks in Sales and Service Cloud—no coding required.

Customer
Experience



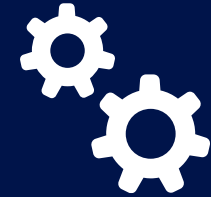
Higher sales
productivity

50% increase for
agent-handled
sales tasks



Higher service
efficiency

50% productivity boost
in service teams



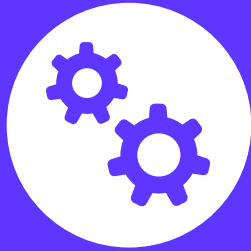
Improved
operations

AI-driven automation
streamlines performance

Joule at SAP



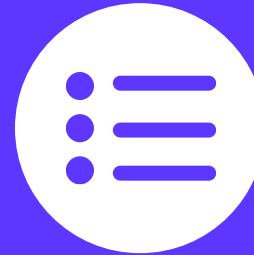
Navigate
more easily



Perform more
efficiently



Get persona-
based
experience

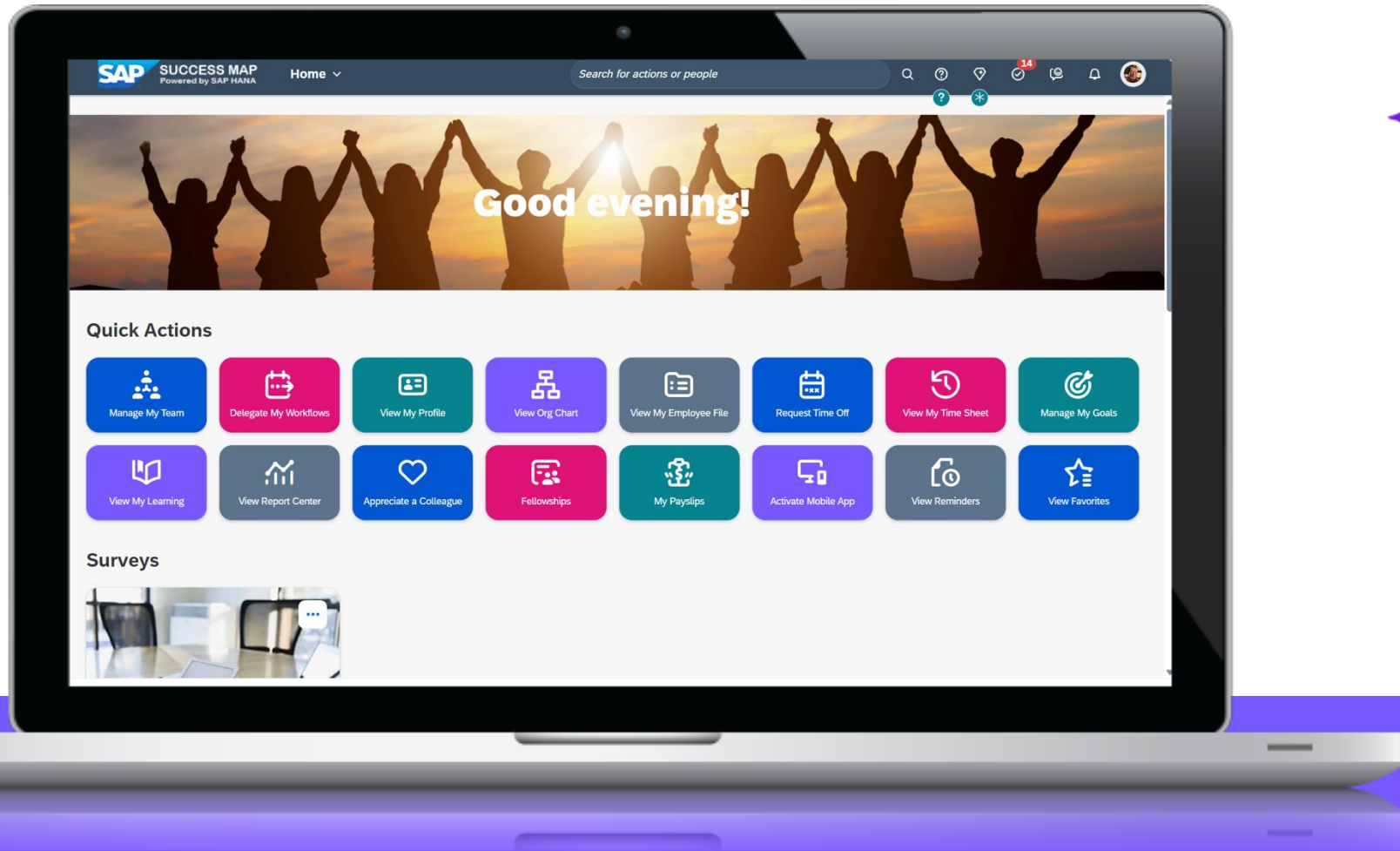


Be
informed



Stay
compliant

SAP SuccessFactors solutions





Joule Customer Zero adoption

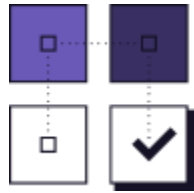


Benefits of Joule Adoption



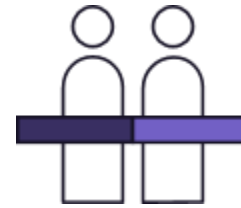
↑ 30%

Improved
access to
information
in search
results



↑ 30%

Accelerate
navigation to
the right
content and
perform
transactions



↑ 35%

Higher
support
efficiency by
reducing
number of
tickets



Improved
user
experience

A blue geometric graphic consisting of a rectangle with a diagonal cut, creating a parallelogram shape, positioned behind the text.

Preparing for the Future

Preparing for the Future



Visionary but grounded segment





Visionary but grounded segment



**SAP internal prototypes
or research
in immersive tech**





Visionary but grounded segment



**SAP internal prototypes
or research
in immersive tech**



**Spatial computing
as next frontier**





Visionary but grounded segment



**SAP internal prototypes
or research
in immersive tech**



**Spatial computing
as next frontier**



**What does spatial computing
mean for enterprise IT?**





**“ We’re not just watching the
future
—we’re building for it. ”**



Spatial Computing Demo

Thank you.

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tim.puplinkhuisen@sap.com



Meet us at the SAP booth!

