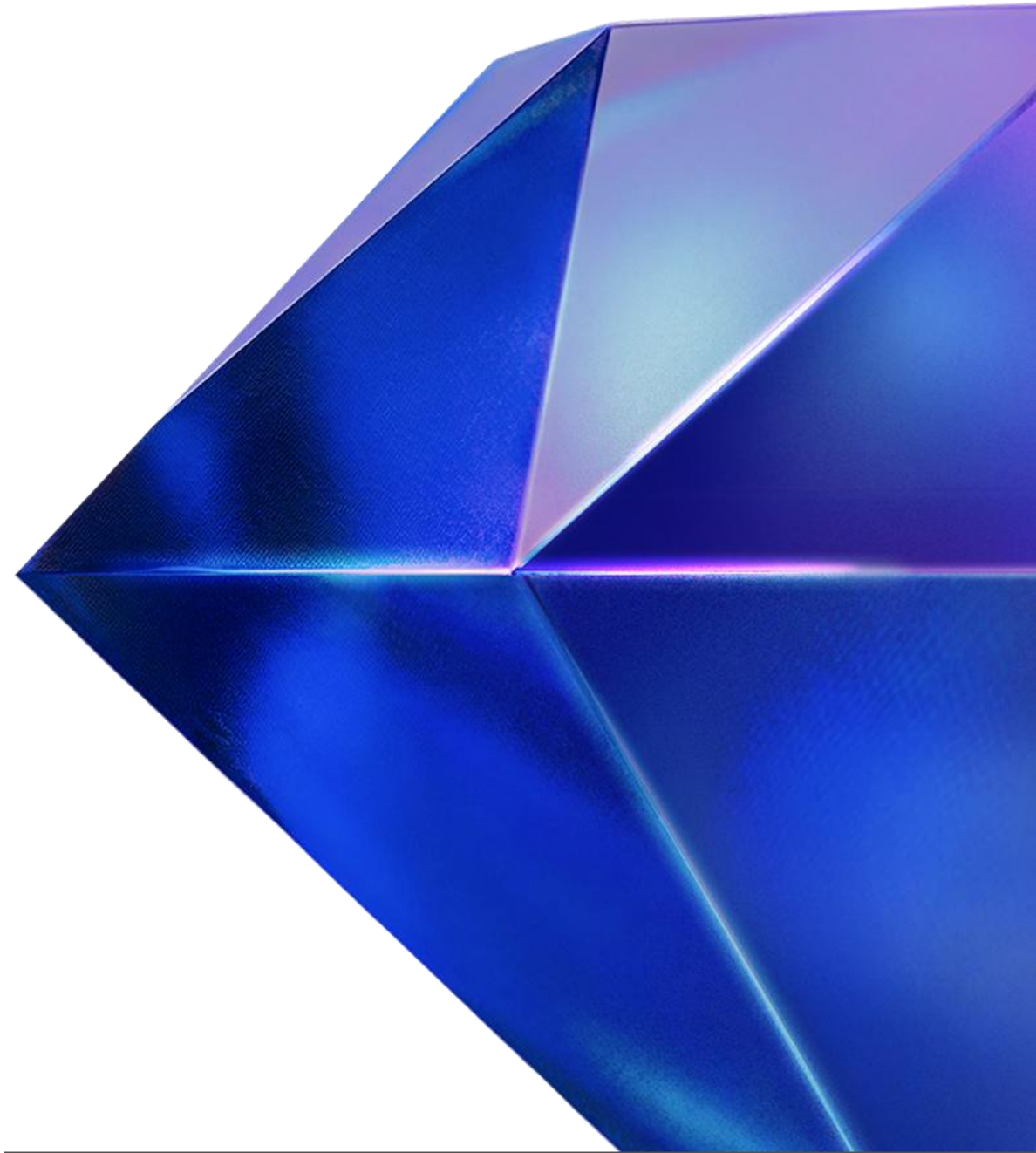
SAP Business AI Commercial Model

Philip Johannesson
Head of SAP Business AI – Nordics & Baltics



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The commercial foundation remains stable



AI Units stay at the core

AI Units remain SAP's AI currency, alongside BTPEA and BDC Capacity Units across platform and data scenarios.



AI Units: Buy upfront, use over time

Customers buy AI Units upfront and consume them gradually. Use or lose over a 12-month period.

Built on a stable foundation, the value model is evolving
From users accessing AI to AI executing work for the business

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Why business AI is evolving — and what that means in practice

Why we need to evolve

AI value is increasingly created through automation and agents running work end-to-end
AI is moving beyond assistance to executing tasks, automating processes, and driving outcomes

Agentic AI value scales with execution, not users
Value is driven by the number and type of actions AI performs, not by how many users have access

The market is shifting toward consumption-based pricing
Customers expect pricing to reflect actual usage and delivered value with predictability into usage

Pricing must reflect this execution-driven value model
Commercial models need to align with how AI is used in practice, ensuring transparency, fairness, and scalability

What is changing

Premium AI focuses on agents and agentic orchestration
Autonomous Suite agents and Joule Work orchestration are priced by the actions they perform —these actions fall into two categories, Standard and Advanced, each with a fixed price per action

Most GenAI capabilities move to Base AI, user-based pricing phases out
Most GenAI becomes included within their underlying cloud subscriptions at no additional charge

Customers get simple estimation through Autonomous Estimators & Calculators
These tools use predictable business metrics as sizing inputs, making expected AI consumption easier to understand and forecast

Customer-built AI is free at design time and priced at runtime
Design time is intentionally kept free to encourage experimentation and innovation, while runtime usage scales through consumption anchored in BTPEA/CPEA

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How customers start and grow with SAP Business AI

1
Start with Base AI

Customers begin with AI included in their cloud subscriptions.

- Joule Base and embedded AI capabilities
- No additional purchase required

2
Scale with premium AI

As needs grow, customers adopt advanced, end-to-end workflow orchestration and execution-driven AI.

- Agentic enterprise-wide orchestration
- Assistants, Agents and high-value AI services
- Automation and end-to-end execution

3
Extend with custom-built AI

For differentiation, customers can build and run their own AI.

- Built on SAP's Business AI platform and runtime
- Free to access and design, monetized at execution runtime

SAP pre-built AI

Custom-built AI

© SAP SE

SAP Business AI commercial model — pre-built AI

How SAP-delivered, out-of-the-box AI is included or paid for

Base AI

Two access paths

Joule Base
Natural language interactions

Free

Embedded AI
AI capabilities directly built into SAP applications

Included in cloud subscriptions

Free

Premium AI

Consumption-based

Joule Agents

Measured per action

AI features

- Document AI
- Document grounding
- Joule for Developers
- ...

Measured per request / record

User-based

- Joule for Consultants

Measured per user per month

Paid, powered by AI Units

© SAP SE

Base AI Commercials & Activation

© SAP SE

Start using Joule Base today

Included at no additional cost for SAP cloud customers

Step 1

Get Access

One-time entitlement (commercial)

Via SAP Store – Self-service by the customer:

- Open the SAP Store product page for Joule Base
- Add SKU 8019544 (€0) to your cart
- Complete checkout to accept AI Terms & Conditions
- Step-by-step guides available:
  - New SAP Store user: External
  - Existing SAP Store user: External
  - PDF guide also available here

Step 2

Activate in SAP for Me

Technical activation

- Joule tenants are provisioned by the customer in SAP for Me
- Access SAP for Me, go to Products, Product Packages and run Joule set-up procedure. SAP solutions can be connected to Joule directly during set-up.
- Joule Base features are now ready for use!

- Optional: Activate additional premium features in SAP for Me

For more information, check out the help portal.

Overview of Base capabilities

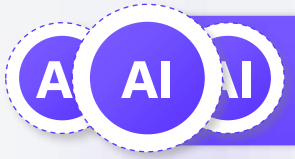
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Premium AI Commercials & Activation

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What Are AI Units?

The standard way to consume Premium AI across SAP



AI Units are SAP's consumption-based credit system — a virtual currency used to access and run Premium AI capabilities across SAP solutions.

One shared pool across products

Customers purchase AI Units once and use them flexibly across multiple SAP AI capabilities, drawing from a central balance.

Consumption reflects actual usage

AI Units are consumed based on defined usage metrics, such as actions executed, documents processed, or data extracted.

Purchased upfront, consumed over time

AI Units are bought annually and used as AI is adopted, with unused units expiring after 12 months.

One currency. Predictable planning. Usage-aligned consumption.

© SAP SE

Premium AI pricing

At a glance



AI Units

AI Units power Premium AI pricing. They are purchased annually and consumed based on actual usage across agents and AI features from a single shared pool. Unused units expire after 12 months.

Agents

0.02/0.05 AI Units per action

Consumption-based AI Features

Consumption-based AI Feature	AI Units consumed per metric	Metric
Document Grounding	0.005 AI Units	per record
SAP Document AI, Workspace	100 Units	per user
SAP Document AI, embedded edition	0.1 AI Units	per request
Joule for Developers	0.007 AI Units	per request

Per User Per Month Package

PUPM Package	AI Units consumed per user per month	Fair Use Limit per month
SAP Joule for Consultants	35 AI Units	22900 requests per user
Overage Requests	2 AI Units	per 1K requests

Refer to the AI Features Guide Price List for the full overview.

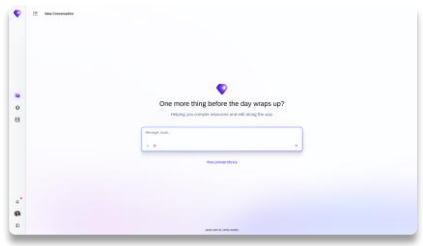
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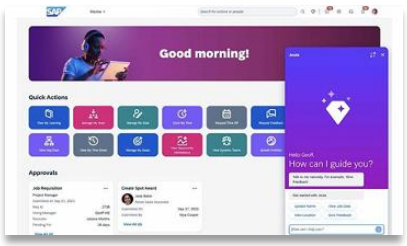
Joule Work Commercials

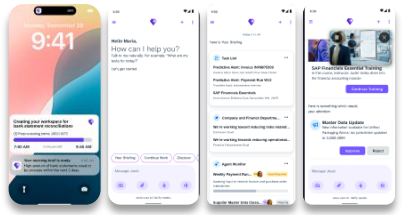
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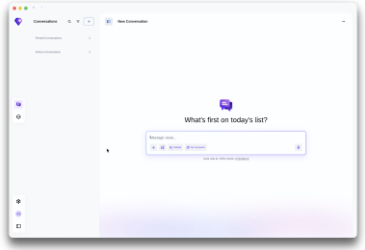
Joule Work Explained

One place to direct the business.









Joule Work*
Your experience layer to direct assistants, get answers, and move work forward.

Web Browser | **In-App** | **Mobile App** | **Desktop App**

Basic Orchestration
Use Joule for predefined scenarios and simple queries.

Included at no additional cost

Accessible via Web, In-App, and Mobile only

Agentic Orchestration
Use Joule for complex reasoning, multi-turn queries and to invoke assistants & agents.

Consumes AI Units per action

Same per-action metric and price point as Assistants and Agents

*All new Joule Work deployments will be SAP Managed and existing customers will be migrated

**Advance actions currently only available on Desktop App

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Joule Work (Agentic Orchestration) Pricing

Consistent with Autonomous Enterprise Agent pricing — same metric & rates across the portfolio

Pricing by thinking mode

Mode	AI Units / Action	List Price / Action	LEP / Action
Standard Joule Work web, mobile, desktop and in-app	0.02	0.14 €	0.05 €
Advanced Joule Work desktop only	0.05	0.35 €	0.13 €

Standard = For everyday tasks such as email summarization web search; Advanced = For complex task such as automations or spaces generation

Included at no charge: free starter entitlement

15,000
Actions

Automatically included for every AI Unit customer.

Separate services

When Joule Work triggers an autonomous enterprise agent, both are metered as separate services — a Joule Work action and an Agent action. This is not double billing; two services are running.

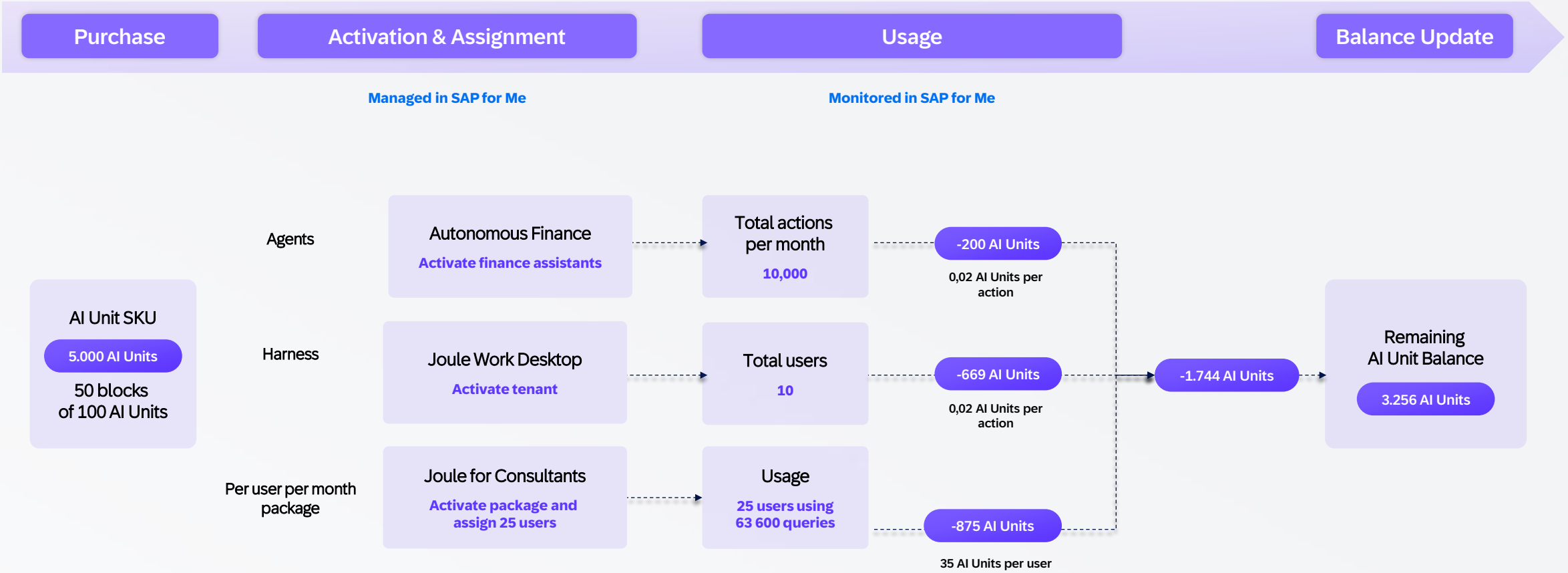
Standard Joule Work action + Advanced Agent action = 0.07 AI Units / €0.49 list / €0.18 LEP

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Unlock SAP AI capabilities

Premium AI example

Watch as video



© SAP SE

Custom-built AI Commercials

© SAP SE

Joule Studio commercial model

Free

Design-time tooling

Tooling for building and testing agents, apps, and workflows, with AI-assisted development under fair-use limits

- Design apps, agents, and workflows through intent-based development (IBD) up to fair use limits
- Use low-code and pro-code tools
- Leverage AI-assisted development and testing
- Ground in business context and enterprise knowledge
- SAP AI Agent Hub provisioned for eligible customers, unless available through LeanIX

Paid[1]

Joule Studio runtime

Productive runtime for customer-built agents, apps, workflows, and extensions, billed on resource consumption across Compute, Database Storage, Agent Memory, Workflow Execution and AI Tokens

- Run apps, agents, workflows and extensions
- Govern and observe runtime operations through logging, monitoring, auditability, and built-in security controls
- Provide runtime data storage and persistence
- Connect data and models

Under a time-bound promotion, running custom agents will remain free through December 2026

[1]After the promo, payable via BTPEA and CPEA

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Commercial Tools



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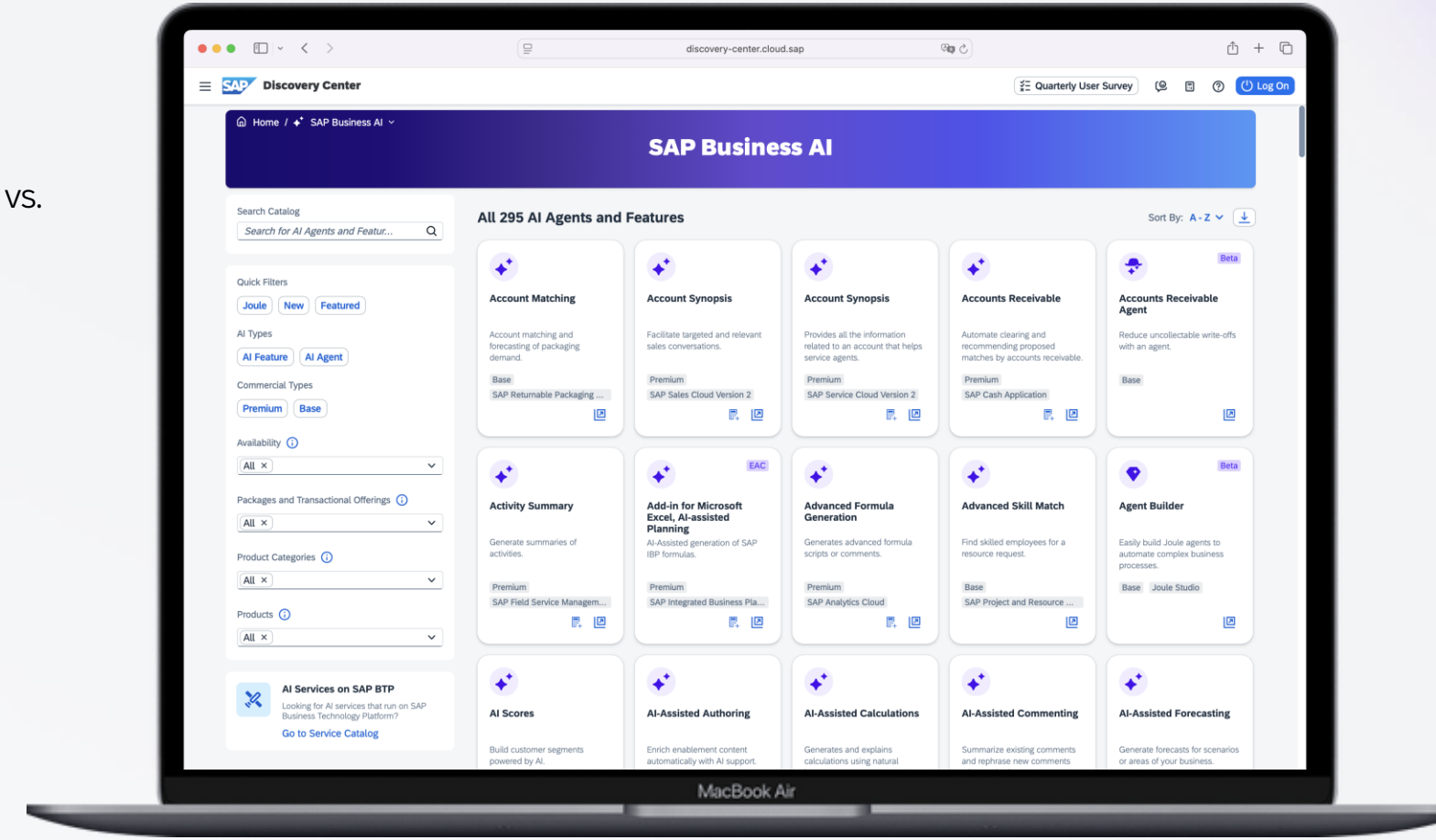
Business AI feature catalog & AI estimator

Explore and estimate SAP AI Units

Use the Business AI catalog and AI Unit estimator to explore AI features, estimate AI units, and request a quote immediately.

Filters let you narrow results, for example by premium vs. base capabilities or by product.

AI Feature Catalog | AI Unit Estimator*



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SAP for Me

Activate, manage, and track your SAP Business AI usage in one place

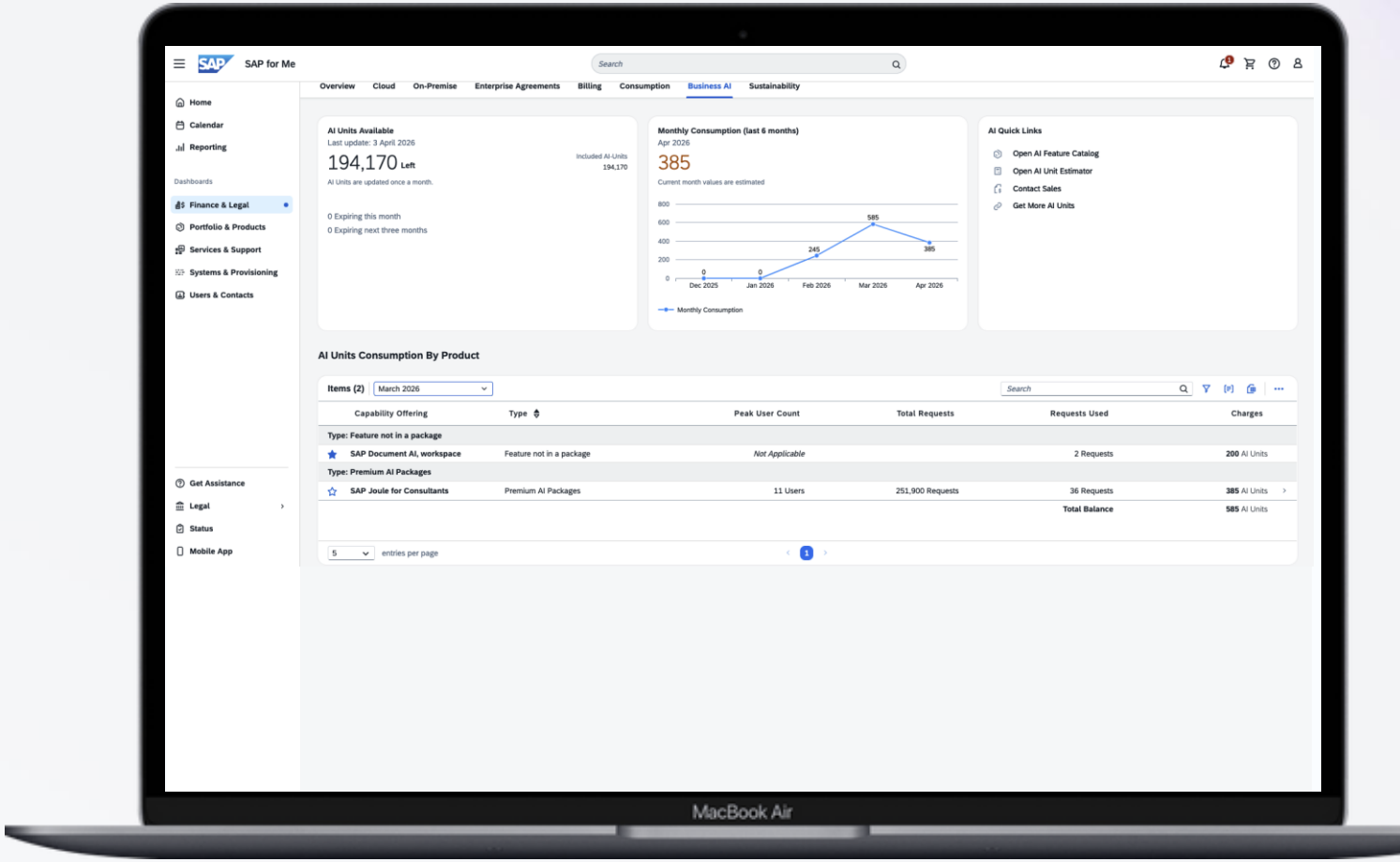
Activation & Setup

Activate AI features and packages across SAP Solutions directly in the Portfolio & Products section of SAP for Me—ensuring a fast and seamless start.

Monitoring & Financial Transparency

Gain full visibility into your AI usage in the Finance & Legal section. Track consumption of SAP AI Units, review contracts, and monitor billing and balance in real time—so you always stay in control of your costs and usage.

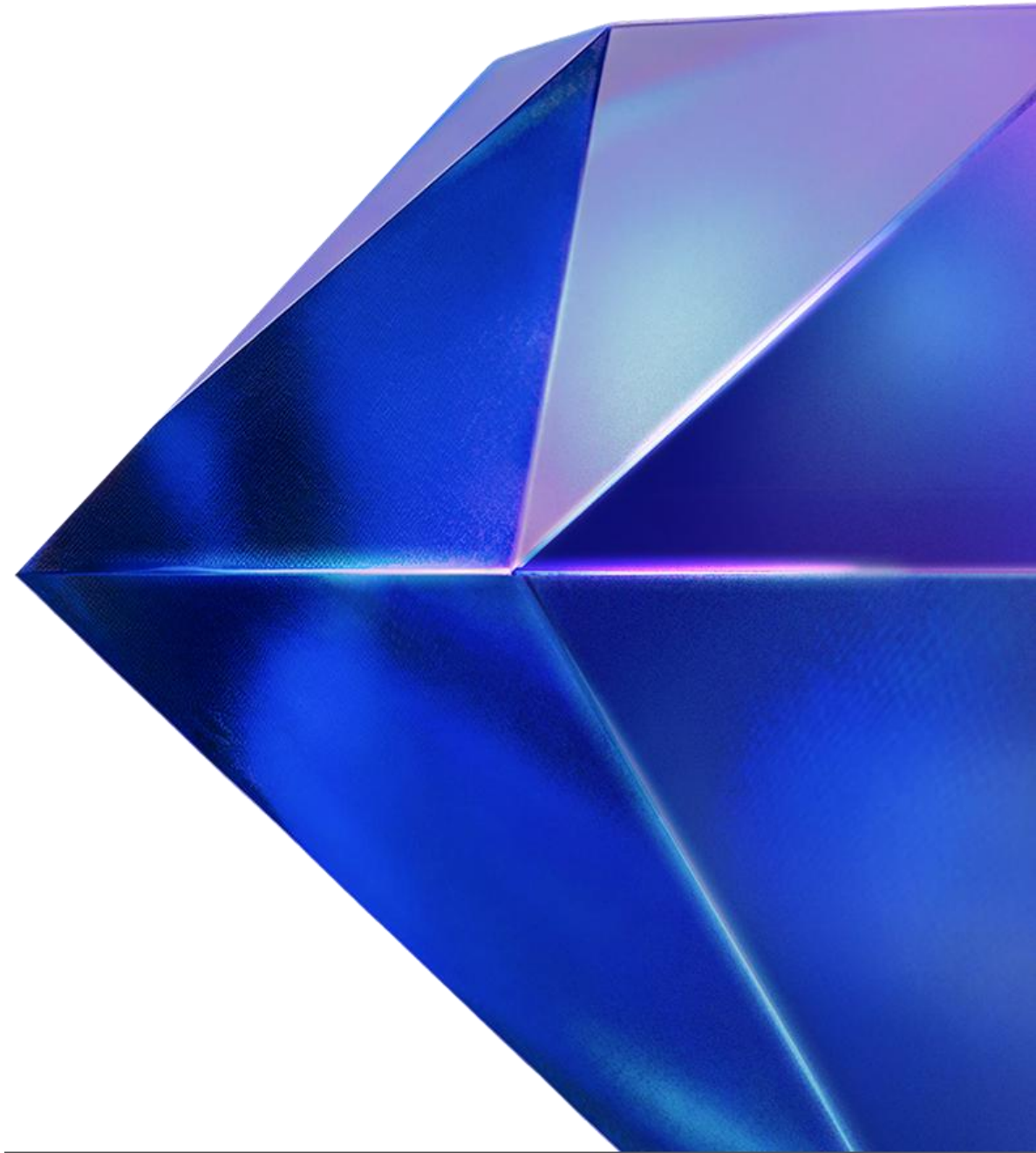
SAP for Me



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AI Licensing & Monitoring

Katie Gardner



© SAP SE

Meet our team



Katie Gardner
Cloud License Compliance Manager

Host



Birgit Kuhn
Cloud License Compliance Manager

Panelist

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AI Terms

AI Units
Supplemental Terms and Conditions

This Supplement is part of an Agreement between SAP and Customer and applies to the AI Units.

1. USAGE METRICS

1.1. The Usage Metric for the AI Units is Capacity Unit in blocks of 100.

1.2. As defined in the Order Form, a Capacity Unit refers to the number of units available for a given Availability Period and includes a ratio of services consumed via AI Units, calculated using the applicable Per-Unit Factor as set forth in the AI Features Guide.

1.2.1. The Capacity Unit consumption for each Eligible AI Service, as specified in the AI Features Guide, is measured using one of the methods below:

1.2.1.1. An "**Action**" means a distinct operation performed by an AI agent that is invoked and processed as a part of completing a task within an AI agent run. An AI agent run may be triggered by a human query or a system event, ending when a task is completed, tools and/or services are invoked, a workflow is completed, a response is received, or the interaction is terminated. An AI agent run may consist of one or more Actions.

1.2.1.2. A "**Record**" is an individual data object of supported file types ingested by the Active AI Service and/or available for retrieval.

1.2.1.3. A "**Request**" is a response or action that uses AI to retrieve information or perform tasks. The number of requests consumed is a measure of the time and effort per use of the Active AI Service.

1.2.1.4. A "**User**" is an individual authorized to use the Active AI Service.

AI Units Supplement

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AI Units

Capacity Units

When you purchase AI Units, you receive a number of Capacity Units for each Availability Period (typically 12 months). These fund all active AI services during that period.

Pooled Across All Agreements

Units from all your SAP agreements are automatically consolidated into one Pooled Capacity balance — giving you a unified view across multiple contracts and simplifying management.

Use It or Lose It

Unused Capacity Units expire at the end of each Availability Period and cannot roll over. Plan your AI service activations carefully to maximise the value of your investment.

Smart Deduction Logic

SAP deducts units from whichever agreement expires soonest first — so you always consume the units closest to expiry before newer ones. This protects your investment automatically.

© SAP SE

How AI Unit Consumption Works

1

Purchase

Acquire SAP AI Unit packages based on expected usage

2

Consume

Use AI-powered scenarios across SAP applications

3

Track

Monitor consumption via dashboards and reporting tools

4

Scale

Adjust AI Unit allocation based on actual consumption

Key Benefits: Flexibility to use AI Units across any supported scenario | Transparent, predictable consumption tracking | Scale up or down based on business needs

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How do I track?

Monitor consumption via dashboards and reporting tools

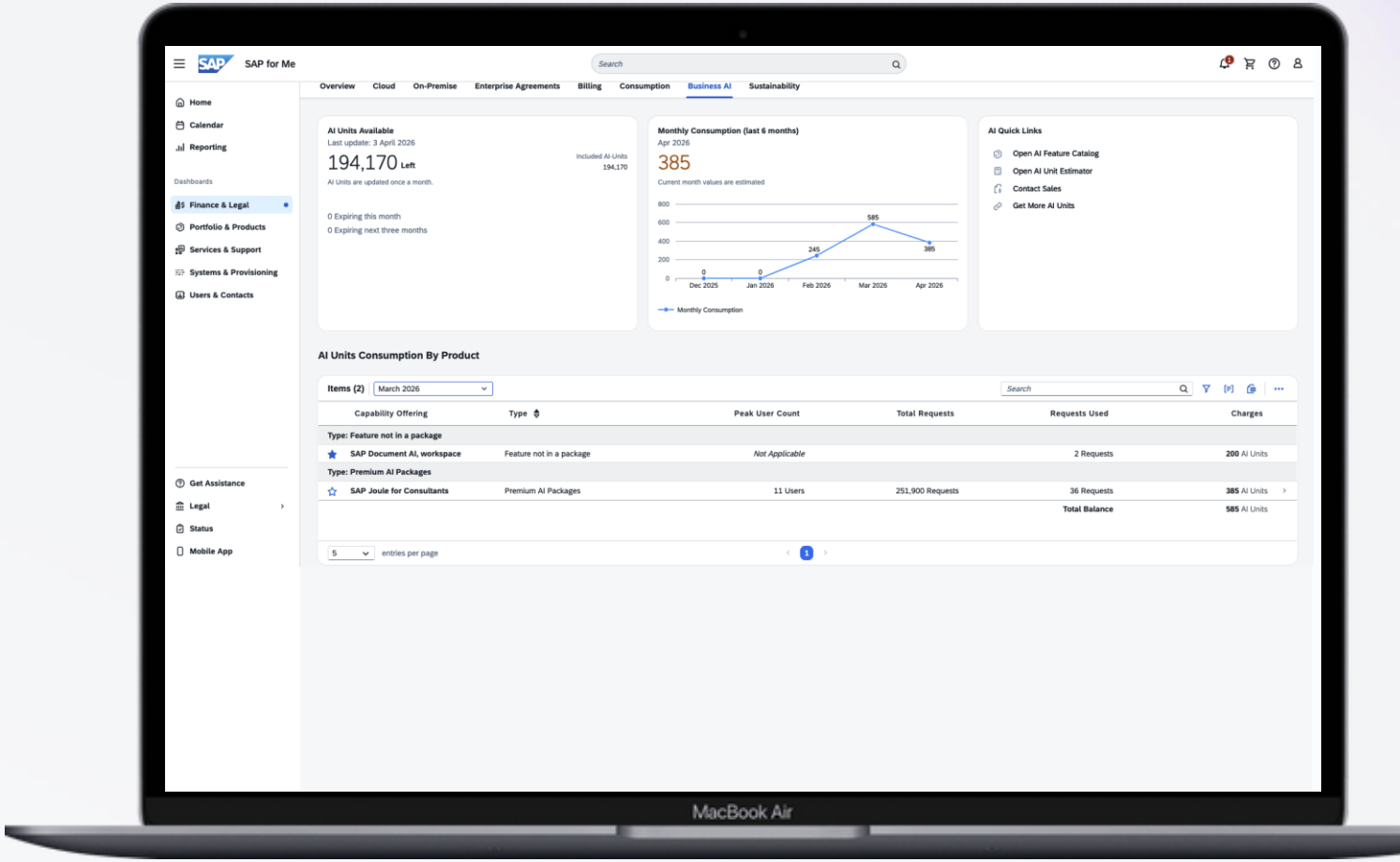
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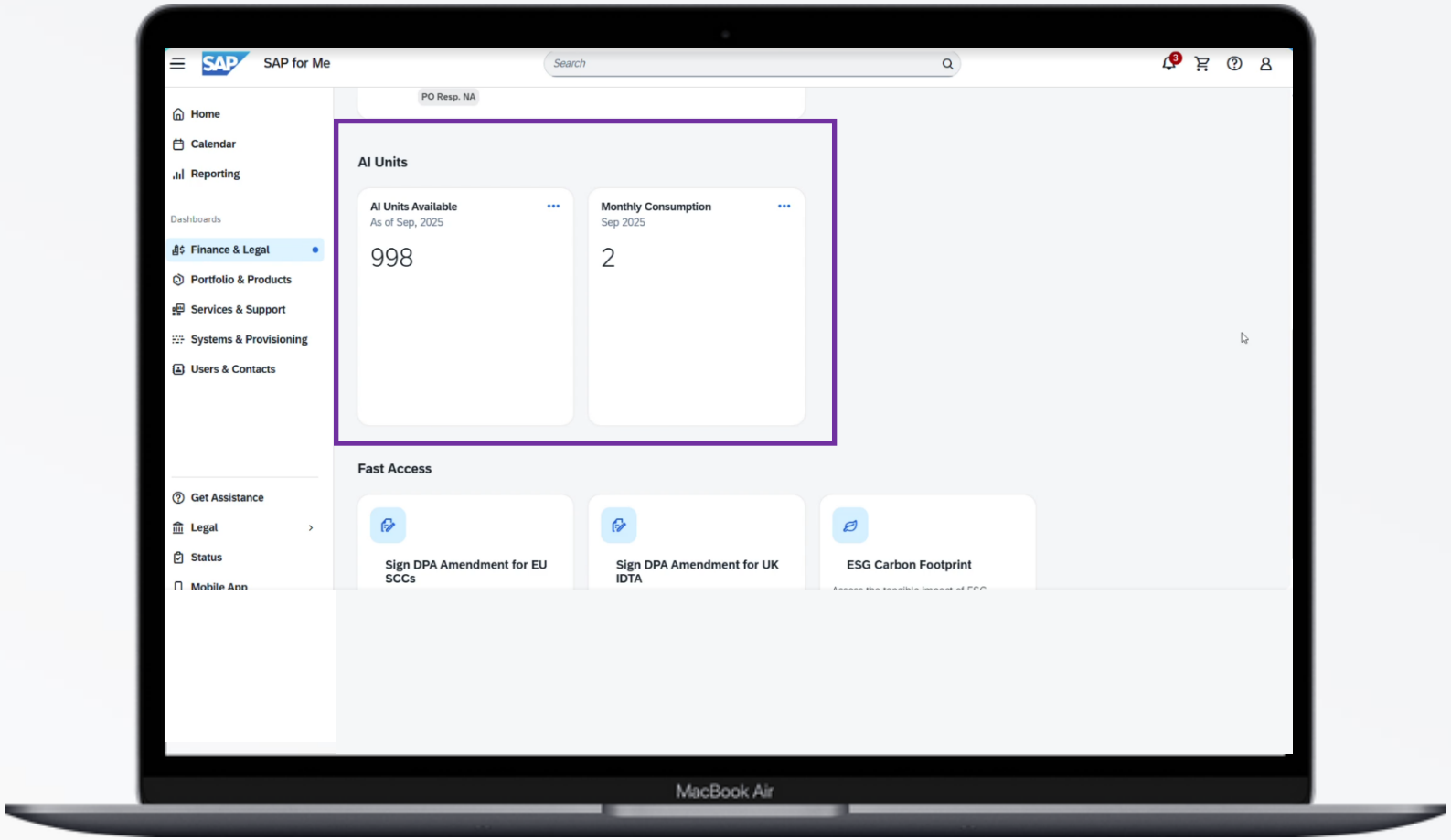
SAP for Me



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Overview

AI Units Available vs Monthly Consumption



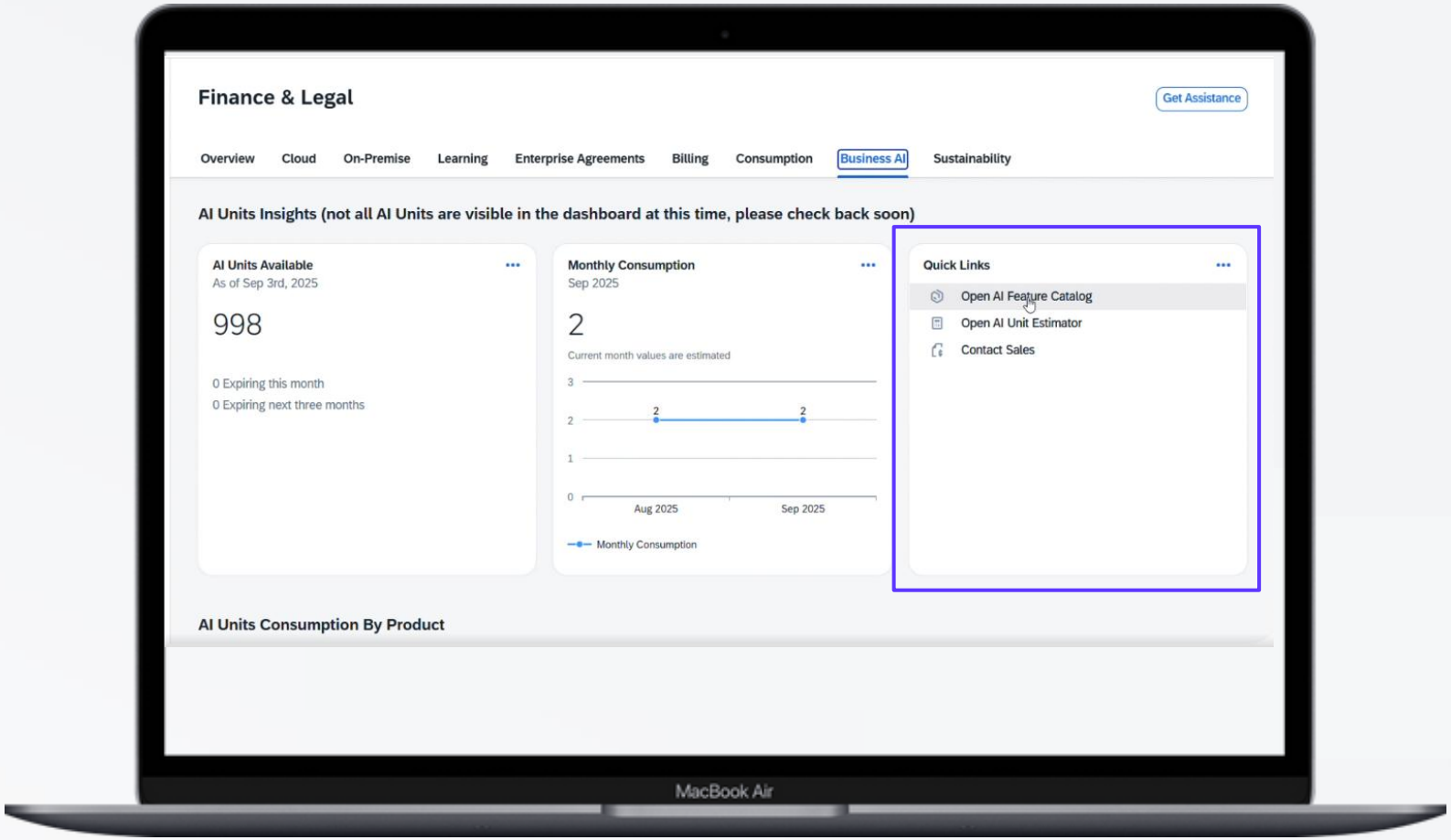
The Business AI tab is the primary destination for AI Unit monitoring. It provides:

- **AI Units Available**: Your current entitlement balance at the BPID (Business Partner ID) level, reflecting purchased units minus those already consumed or expired.
- **Monthly Consumption**: Total AI Units consumed during the current month, with a graphical breakdown of historical monthly consumption for trend analysis.

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Business AI

Detailed & in depth data on your AI consumption

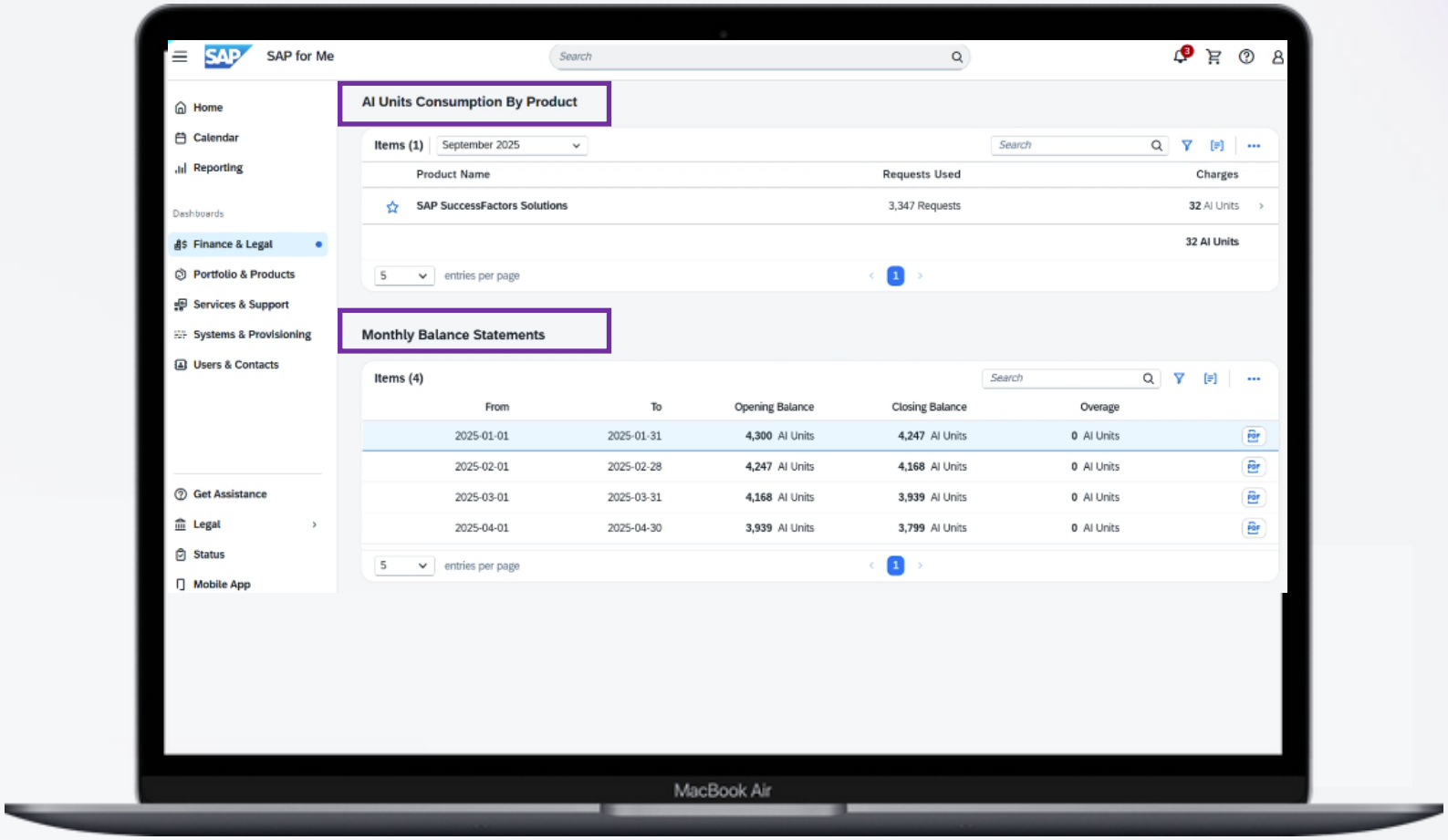


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Business AI

Detailed & in depth data on your AI consumption

- **Consumption by Product and Feature**: Where available, a breakdown showing which SAP solutions and AI features are driving consumption — useful for identifying which business areas are the most active consumers of Premium AI.
- **Units Approaching Expiration**: AI Units are purchased on an annual basis and do not roll over. The dashboard flags units that are nearing expiration, enabling proactive top-up decisions.



© SAP SE

Managing Your AI Services



SAP for Me Dashboard

All service activation, deactivation, and AI User management is handled through me.sap.com or another SAP-provided admin console.



Excess Use Billing

Once all pooled units are consumed, SAP invoices monthly in arrears at the agreed Excess Use PPU rate — applicable only to direct SAP contracts, not partner-brokered deals.



Admin Responsibility

Your nominated technical administrator manages all activations and user assignments. Your organisation is accountable for all actions taken by that administrator.



Notice Periods for Changes

Changes to the AI Feature Guide (unit factors, block sizes) require at least 4 months notice. Service removals receive 6 months prior notice.



Adding More Capacity

Need more units? Sign a new order form for additional AI Units. They are immediately added to your consolidated Pooled Capacity balance.

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Thank You



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