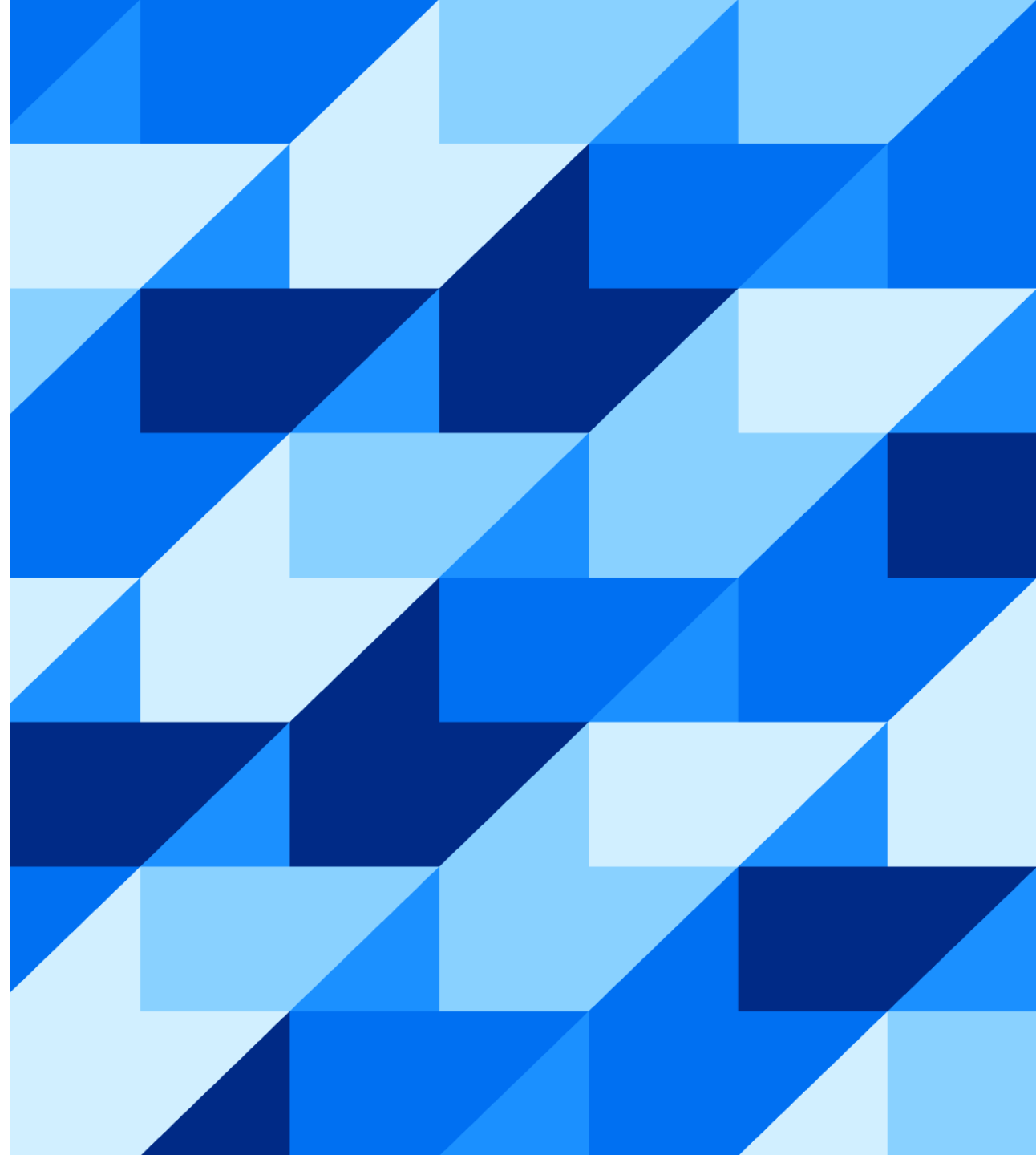




SAP Business AI Platform

Shawn Brown
October 2026



The AI narrative we hear...

“Cancer is cured, the economy grows at 10% a year, the budget is balanced — and 20% of people don't have jobs.”

Dario Amodei

“We're creating alien beings. I'm willing to be selfish and choose humans.”

Geoffrey Hinton

“If we are to avoid losing our humanity amid a paradise of machines invading and conditioning our daily lives...”

Pope Leo

“Not for most things.”

Bill Gates

“My prediction is that work will be optional.”

Elon Musk

“Mitigating the risk of extinction from AI should be a global priority alongside other societal-scale risks such as pandemics and nuclear war.”

Sam Altman & other AI leaders

“Artificial intelligence is going to replace literally half of all white-collar workers in the U.S.”

Jim Farley

“You're not going to lose your job to an AI. You're going to lose your job to somebody who uses AI.”

Jensen Huang

“Never summon a power you can't control.”

Yuval Noah Harari

What about for Business?

“It will confidently act on all of it, then repeat the same mistake at scale.”

CJ Combs

“Eighty percent is just not good enough when you run the world's most business-critical businesses.”

Christian Klein

“Without our data set, these models are maybe 50% or 60% accurate.”

Marc Benihoff

“Unacceptable and should never be possible.”

Amjad Masad

“I explicitly told it eleven times in ALL CAPS not to do this.”

Jason Lemkin

“We're not going to allow just any outside agent to come in inside the company because it's too risky.”

Jamie Dimon

The Enterprise AI Moment

27K+

SAP customers using Business AI today

400+ AI capabilities · 6.8%→12.2% average enterprise ROI

- AI is shifting from pilot projects to enterprise-wide execution
- Generic tools lack the *business context* for trusted decisions
- *SAP AI is embedded* in business processes — not bolted on

SAP Business AI Platform: The Vision

Relevant. Reliable. Responsible.

One unified platform to build, contextualize, reason, and govern autonomous enterprise AI — embedded in SAP applications, processes, and data, not bolted on.



SAP BTP — the AI development & execution foundation



SAP Business Data Cloud — the trusted data & context foundation



Business Transformation Mgmt — the governance & adoption foundation

Three Pillars. One Autonomous Enterprise.



BUILD

Joule Studio intent-based development, agents, skills & apps — with *governed access to 60+ frontier LLMs*.



CONTEXTUALIZE & REASON

SAP Knowledge Graph and a semantic layer preserve business meaning for trusted, autonomous decisions.

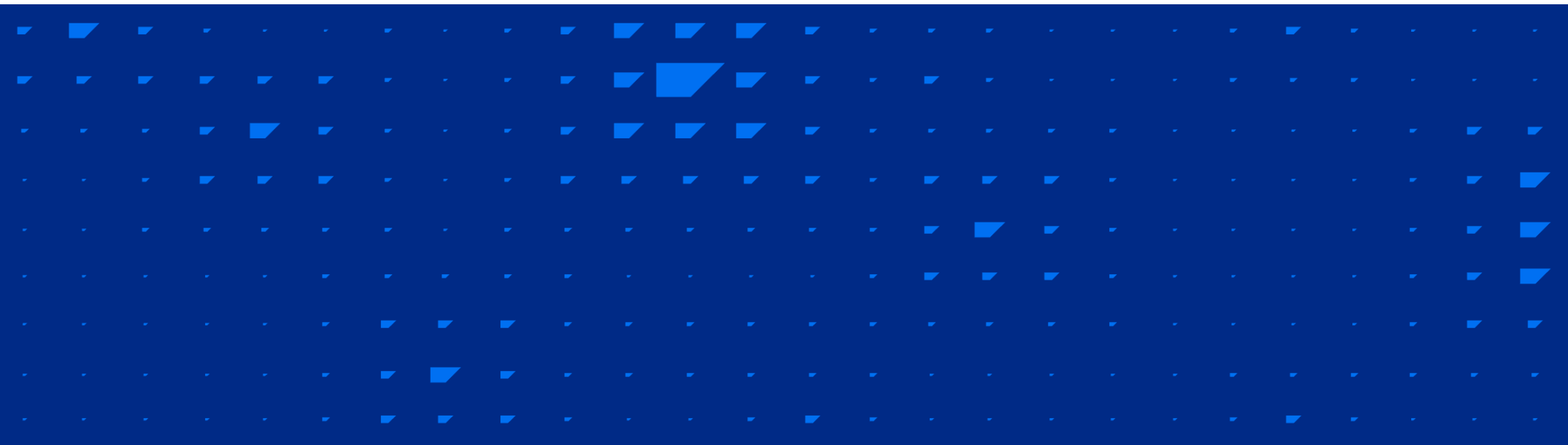


GOVERN

AI Agent Hub delivers *vendor-agnostic lifecycle management*, observability & EU AI Act compliance.

BUILD

Create, Extend & Integrate Enterprise AI



Joule Studio: Intent-Based Development



Agent Builder

Visual orchestration of complex, multi-step AI agents.



Skill Builder

Rule-based skills for structured, repetitive tasks.



App Builder

Full-stack applications with SAP backend integration.



Workflow Builder

Cross-system workflows via MCP & A2A protocols.

Governed Model Access

AI without guardrails is a risk

SAP AI Core & Generative AI Hub provide centralized, policy-governed access to *60+ frontier LLMs through a single unified API* — with identity, authorization, and complete audit trails.

Without

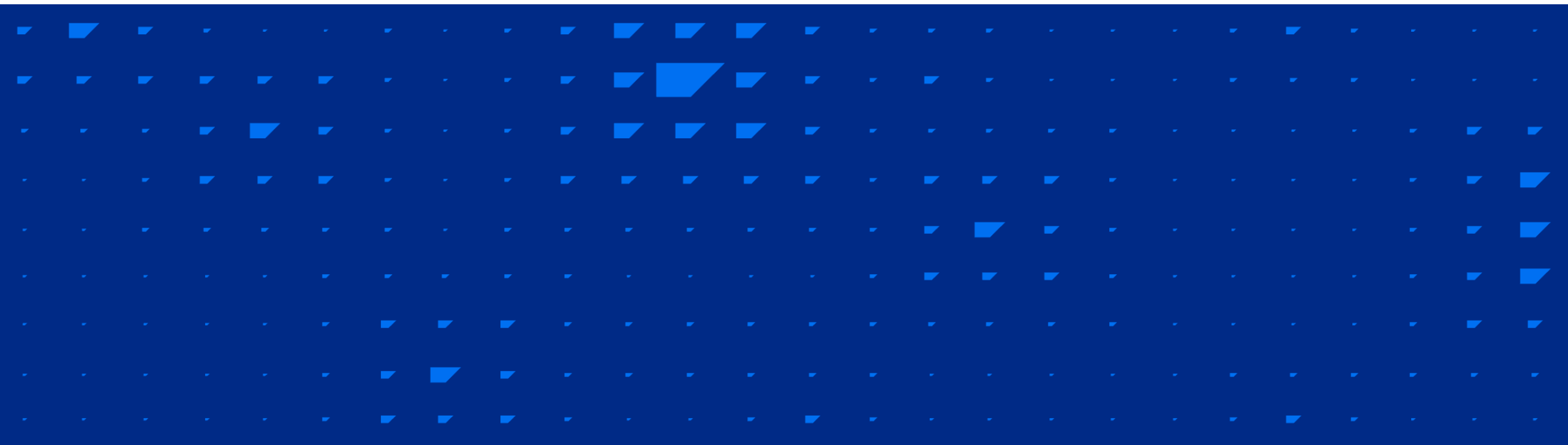
Data leakage · unchecked costs · no audit trail · inconsistent outputs

With SAP

Data protection · predictable costs · compliance records · consistent behavior

CONTEXTUALIZE & REASON

Ground AI in Business Meaning, Data & Process Intelligence



SAP Business Data Cloud: The Data Foundation



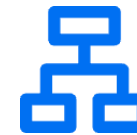
Foundation

SAP Datasphere for *data management & semantic modeling*, with SAP Analytics Cloud for unified BI and planning.



Intelligence

SAP Databricks delivers advanced analytics, *data engineering*, and *AI/ML model* development at scale.



Context

SAP Knowledge Graph — 7M+ data fields, 50M+ tables, and 400 curated data products for AI grounding.

Business-Context Grounding: The AI Differentiator

7M+ data fields

Mapped & enriched in the SAP Knowledge Graph

50M+ tables · 50K+ APIs · 400 data products



Agents understand what data means — not just raw values



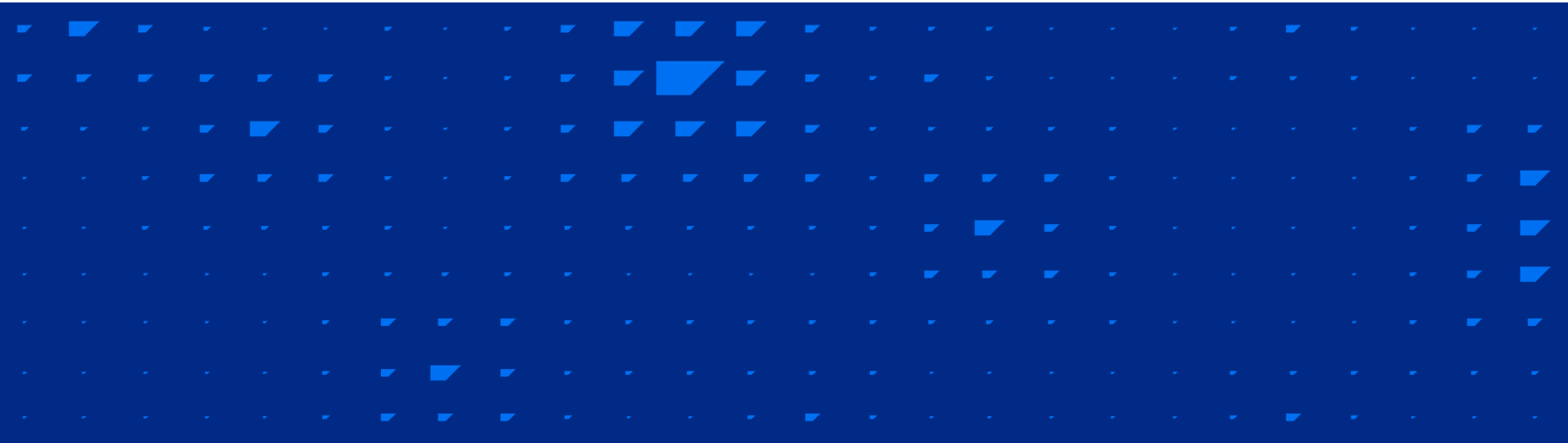
Connected context: a supplier delay maps to its cash-flow impact



Approval thresholds, compliance rules & org hierarchy are built in

GOVERN

Operate AI Safely, Responsibly & at Enterprise Scale

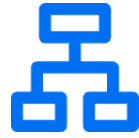


AI Agent Hub: Enterprise-Wide Governance



Auto Discovery

Discovers agents from SAP, Microsoft, Google, AWS & more into one registry.



Capability Mapping

Maps agents to business capabilities and processes via LeanIX.



Lifecycle Management

Full coverage from discovery through monitoring and decommission.



Access & Policy Control

Runtime permissions and policy enforcement for agents and MCP servers.



Observability

Session health, goal completion & complete audit trails.



Compliance & Risk

EU AI Act support with risk ratings & decision records.

BAIP - One Platform. Three Clouds. No Assembly Required.

Pre-integrated. Pre-governed.

Unlike assembling separate AI, data, and governance point solutions, SAP delivers a single platform built on 50+ years of enterprise business-process expertise.



SAP BTP — Joule Studio, SAP Build, Integration Suite & 60+ LLMs



SAP Business Data Cloud — Knowledge Graph, Datasphere & Analytics Cloud



Business Transformation Mgmt — Signavio, LeanIX, AI Agent Hub & WalkMe

Business Transformation Management



SAP Signavio — SEE

Process mining and AI-assisted discovery, benchmarked against SAP best practices.



SAP LeanIX + Agent Hub — DECIDE

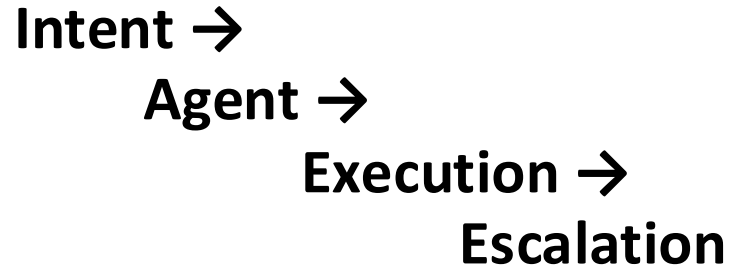
Enterprise architecture, vendor-agnostic agent governance & EU AI Act workflows.



WalkMe — ADOPT

Contextual in-app guidance that improves accuracy and reduces the training burden.

Autonomous Enterprise in Action



Users set intent in natural language; Joule routes work to the right agents, which execute within defined rules, authorizations, and audit trails. Exceptions escalate to humans.

- Finance
- Supply Chain
- Data Operations
- Cross-Functional orchestration agents.



Western Sugar — 25% faster invoice processing



Chobani — 75% less documentation time



ASR Group — 95% logistics forecast accuracy



Kaeser — 80%+ data maintenance tasks automated



Nestlé — AR automation across 140 countries

Real Results: SAP Business AI in Action

- Western Sugar:
25% faster invoice processing, \$8 to \$6 per invoice
- Chobani:
75% reduction in employee documentation time
- ASR Group:
95% forecast accuracy, seconds instead of hours
- Kaeser:
80%+ of data maintenance tasks automated
- Nestlé:
AR automation deployed across 140 countries

76M USD

Aggregate savings across 27K SAP AI customers

3.5% avg top-line improvement · 1.4% avg bottom-line efficiency gain

Your AI Journey: How to Get Started



Activate embedded AI in your existing SAP applications



Contextualize your data with SAP Business Data Cloud



Build & extend agents and workflows in Joule Studio



Govern & scale enterprise-wide with AI Agent Hub

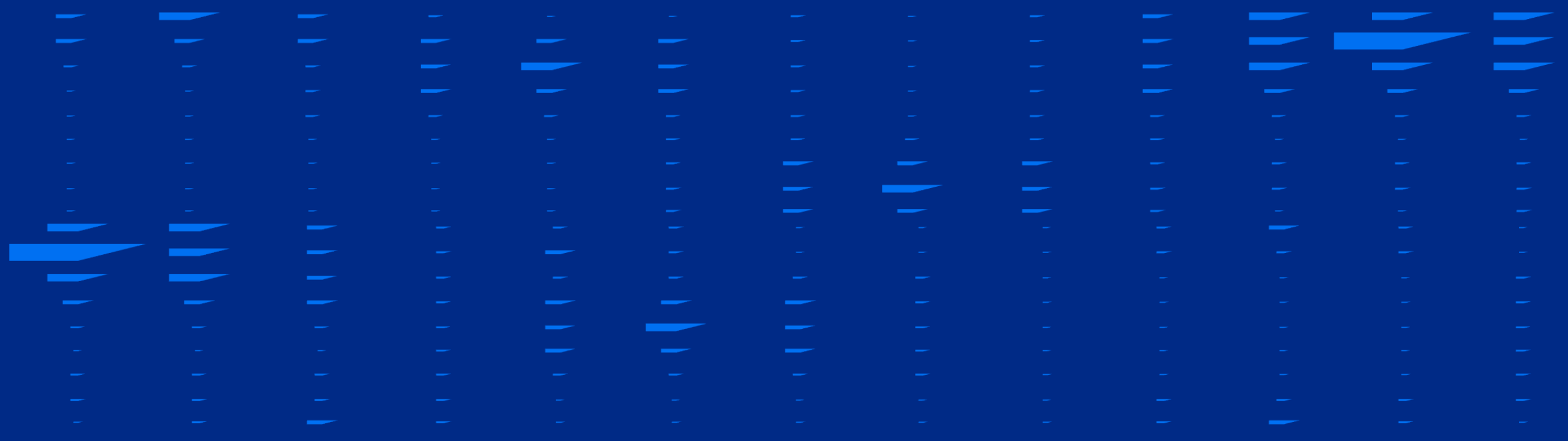
Available Resources

[SAP Discovery Center](#) · [SAP Business Accelerator Hub](#) · SAP Learning Hub · SAP BTP Free Tier

SAP Signavio Trial · ASUG Community — connect with peers on their AI journey.

Key Takeaways

-  BUILD — Joule Studio & SAP Build create AI agents and workflows grounded in business context
-  CONTEXTUALIZE — the SAP Knowledge Graph (7M+ data fields) is the trusted, semantically-rich foundation
-  GOVERN — AI Agent Hub delivers vendor-agnostic lifecycle management with EU AI Act compliance
-  ONE PLATFORM — BTP + Business Data Cloud + Business Transformation Mgmt, no fragmented AI stack



Thank you.

Let's discuss how SAP Business AI Platform can work for your organization.

Shawn Brown
SAP Solution Advisory
sap.com/businessai