Business AI – Use Cases

Version 2.7   **24 Sep 2024**

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SAP S/4HANA Cloud Public Edition

Joule Direct navigation to apps, conversational search & insights on business objects

Challenge ---------- ▶ Solution ---------- ▶ Benefits

Tara

Finance Support Specialist

"As a Finance support specialist, I want to be able to find the most relevant information quickly so that I can best support my internal customers' experience."
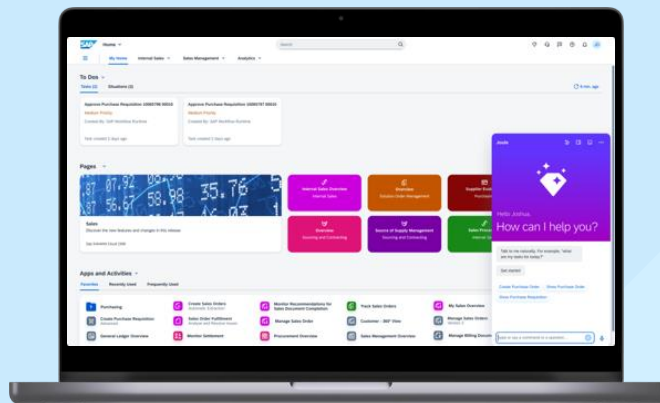
Joule for SAP S/4HANA Cloud Public Edition generates and navigates S/4 users through new and improved pathways between functional applications as well as information tailored to individual prompts.

The solution empowers Tara to save significant time and manual effort in searching for an answer to her or an internal customer's questions.

95%
Faster informational searches

90%
faster execution of navigation and transactional tasks

PUBLIC

SAP S/4HANA Cloud Public Edition

Joule Direct navigation to apps, conversational search & insights on business objects

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
95% Faster informational searches	Interpretation of user query based on natural language leading to context specific, prioritized and more accurate search results	**10 minutes** Informational search results [1]	**30 seconds** Informational search results
90% faster execution of navigation and transactional tasks	Interpretation of user query leading to direct navigation to the business object/app screen with ability to trigger a context-specific action/transaction	**5 minutes** To navigate to and complete transactional tasks [1]	**30 seconds** To navigate to and complete transactional tasks

1 Source: SAP expert estimation

SAP S/4HANA Cloud Public Edition

Joule Direct navigation to apps, conversational search & insights on business objects

Assumptions

Profile: Consumer Products company with 10,000 employees

# of SAP S/4HANA users as a % of total employees	10%
Average # of info. search requests per user per week	1
Average time spent on each information request (in mins)	10
Average time spent on navigation and transactional tasks (in mins)	5
Average fully loaded annual cost per FTE (in €)	50,808

Annual benefits: €296,377

€ 201,113
Reduction in annual cost of information search in SAP S/4HANA
(from €211,698 to €10,585)

€95,264
Reduction in annual cost of navigation in SAP S/4HANA
(from € 105,849 to € 10,585)

Numbers may not add up due to rounding.

SAP S/4HANA Cloud
AI-assisted behavioral insights for contract accounting

Challenge — — — — — — ### Solution — — — — — — ### Benefits

Tara

Collections Specialist

"As a collections specialist, I need full visibility into customer risks, risk reasons, and behaviors so I can maximize collection success and minimize write-offs"
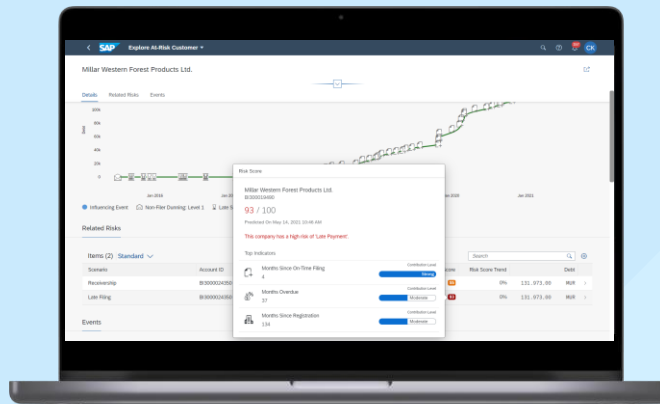
SAP S/4HANA Cloud for behavioral insights analyzes historical customer behavior and then predicts and explains payment risk.

The solution empowers Tara to save time identifying high-risk accounts, optimize collection strategies, and reduce outstanding debts.

3.5%
Reduction in days sales outstanding (DSO)

5%
Reduction in uncollectible AR write-offs

1%
Reduction in customer billing, credit and collections costs

SAP S/4HANA Cloud
AI-assisted behavioral insights for contract accounting

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
3.5% Reduction in Days Sales Outstanding (DSO)	Automate identification process of high-risk customers based on past clearings and dunning so future transactions can be managed accordingly.	**50** Days Sales Outstanding (illustrative) [1]	**48.25** Days Sales Outstanding
5% Reduction in uncollectible AR write-offs	Prioritize and react faster to customers and invoices with higher risk, allowing for timely actions to be taken.	**0.070%** Of revenue [2]	**0.067%** Of revenue
1% Reduction in customer billing, credit and collections costs	Automate tracking of high-risk invoices that allow the appropriate follow-ups to be effectively taken to ensure collection.	**0.0300%** Of revenue [2]	**0.0297%** Of revenue

1 Source: SAP expert estimation – Consumer Products industry

2 Source: SAP benchmark – Consumer Products industry

SAP S/4HANA Cloud
AI-assisted behavioral insights for contract accounting

Assumptions

Profile: Consumer Products company with €10bn in revenue

Days Sales Outstanding	50
Uncollectible Accounts Receivable Write-Offs (% of rev.)	0.07%
Billing, credit and collections costs (% of rev.)	0.03%

Annual benefits: €38,737,164

€38,356,164
Lower interest expense due to better liquidity from reduction in DSO * (from €1,369,863,014 to €1,321,917,808)

€350,000
Reduction in uncollectible accounts receivable write-offs (from €7,000,000 to €6,650,000)

€31,000
Reduction in billing, credit and collections costs (from €3,100,000 to €3,069,000)

Annual costs: €369,600

Unit of measure	Conversion factor	Quantity
Blocks	Per 50m revenue = 1 Block	200
AI Units	22 AI Units per Block	52,800
€	1 AI unit = €7 (list price)	369,600

>103x ROI
Estimate

Cost and ROI numbers exclude possible implementation/adoption costs.
* Annualized benefits are calculated by applying a WACC of 8% to DSO reduction.

Numbers may not add up due to rounding.

SAP S/4HANA Cloud

Provision of input recommendations for sales order completion

Challenge -------- Solution -------- Benefits

Tara

Sales Support Executive

"As a Sales Support executive, I want to make sure that my sales order entries are auto-completed as thoroughly as possible so I can save time and avoid any sales fulfillment complications."

25%
Reduction in manual effort for sales order completion

85%
Auto-completion of sales orders with missing information
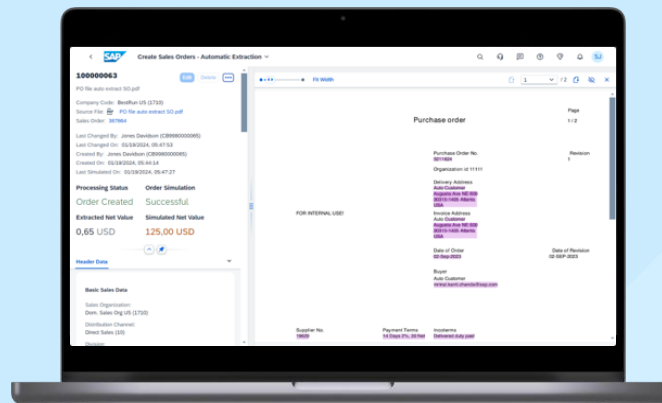
SAP Sales Order management for S/4HANA Cloud and Data Attribute Recommendation service for SAP Business AI intelligently recommends how to fill missing fields in manual or auto-created sales orders based on historical data, while allowing flexibility to continue sales tasks even with incomplete requests.

The solution empowers Tara to save significant amount of time in sales order completion and allows for flexibility with incomplete orders.

SAP S/4HANA Cloud

Provision of input recommendations for sales order completion

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
25% Reduction in manual effort for sales order completion	Streamline sales order completion by intelligently recommending missing fields based on historical decisions	**€6.7k** Spent annually per order management FTE on sales order creation (15% of €45k annual salary) [1]	**€5.1k** Spent annually per order management FTE on sales order creation (11.25% of €45k annual salary)
85% Automate incomplete sales orders	Automate suggestions for missing fields in sales orders based on predictions from previous order experience.	**100%** of Incomplete sales order that manual intervention (assuming zero automation level before optimization)	**15%** of Incomplete sales order that manual intervention

1 Source: SAP expert estimation

PUBLIC

SAP S/4HANA Cloud

Provision of input recommendations for sales order completion

Assumptions

**Profile: Consumer Products
company with €10bn in revenue**

Total Order Management FTEs	771
Average order management FTE cost per (in €)	44,963
% of Order Mgt FTE time spent on sales order creation	15%

Annual benefits: €1,205,006

€1,205,006
Reduction in sales order
processing cost
(from €4,820,022 to €3,615,016)

Numbers may not add up due to rounding.

SAP Cash Application FI-AR

Intelligent invoice matching automation

Challenge — — — — — ▶ Solution — — — — — ▶ Benefits

Tara

Accounts Receivable Specialist

"As an accounts receivable specialist, I want to efficiently match open receivables with incoming payments so I can reduce the amount of unreconciled funds."
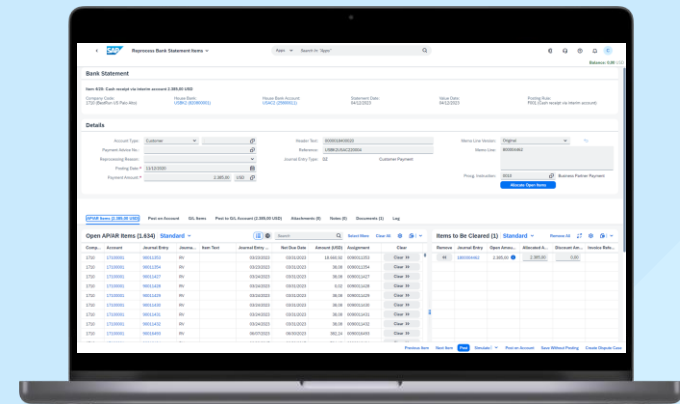
SAP Cash Application FI-AR for SAP S/4HANA Cloud simplifies the order-to-cash process by automatically matching incoming bank statement items to open receivables or accounts.

The solution empowers Tara to save significant time on manually-intensive AR reconciliation and reduce processing costs.

71%
Reduction in accounts receivable matching effort

0.5%
Reduction in Days Sales Outstanding (DSO)

90%
Automated matching of receivable items

SAP Cash Application FI-AR

Intelligent invoice matching automation

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
71% Reduction in accounts receivable management costs	Automates the matching of incoming bank statement items to open receivables or accounts	**30%** Of Incoming Payments matched automatically with basic algorithms [1]	**90%** Of Incoming Payments matched with AI
0.5% Reduction in Days Sales Outstanding (DSO)	Faster matching and clearing of receivables releases cash trapped in the reconciliation process	**50** Days Sales Outstanding (illustrative) [1]	**49.8** Days Sales Outstanding

Customer Reference

> accenture **54%** Automatic clearing hit rate

1 Source: SAP expert estimation – Consumer Products industry

SAP Cash Application FI-AR

Intelligent invoice matching automation

Assumptions

Profile: Consumer Products company with €10bn in revenue

Days Sales Outstanding	50
# of AR clerks	94.5
% of AR clerks engaged into line matching	20%
Average fully loaded annual cost per FTE (in €)	50,808
Share of work for routine data processing and discovery tasks	50%
As is automation level	30%
Target automation level	90%
Manual effort for remaining items (at target level) in %	200%

Annual benefits: €890,758

€547,945
Lower interest expense due to better liquidity from reduction in DSO *
(from €1,369,863,014 to €1,363,013,699)

€342,812
Saved by reducing cost accounts receivable management costs
(from €479,937 to €137,125)

Annual costs: €364,000

Unit of measure	Conversion factor	Quantity
Transactions	10,000 = 1 Block	20m
AI units	1 Block = 26 AI units	52,000
€	1 AI unit = €7 (list price)	364,000

>144% ROI

Estimate

Cost and ROI numbers exclude possible implementation/adoption costs. Numbers may not add up due to rounding.
* Annualized benefits are calculated by applying a WACC of 8% to DSO reduction.

SAP Cash Application FI-CA

Intelligent invoice matching automation

### Challenge - - - - - - - - - - - ▶ Solution - - - - - - - - - - - ▶ Benefits

Tara

Accounts Receivable Specialist

"As an accounts receivable specialist, I want to efficiently match open receivables with incoming payments so I can reduce the amount of unreconciled funds."
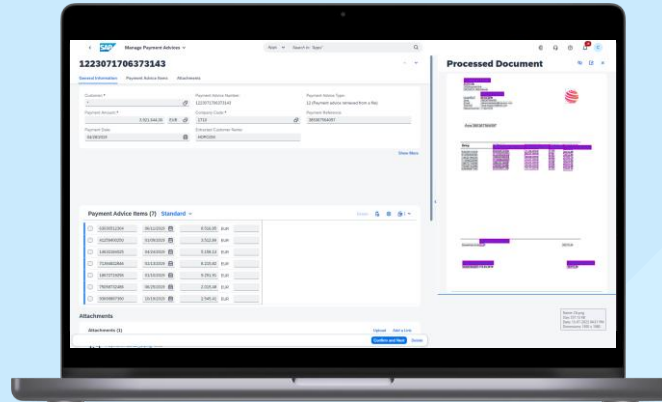
SAP Cash Application FI-CA for SAP S/4HANA Cloud simplifies the order-to-cash process by automatically matching incoming bank statement items to open receivables or accounts.

The solution empowers Tara to save significant time on manually-intensive AR reconciliation and reduce processing costs.
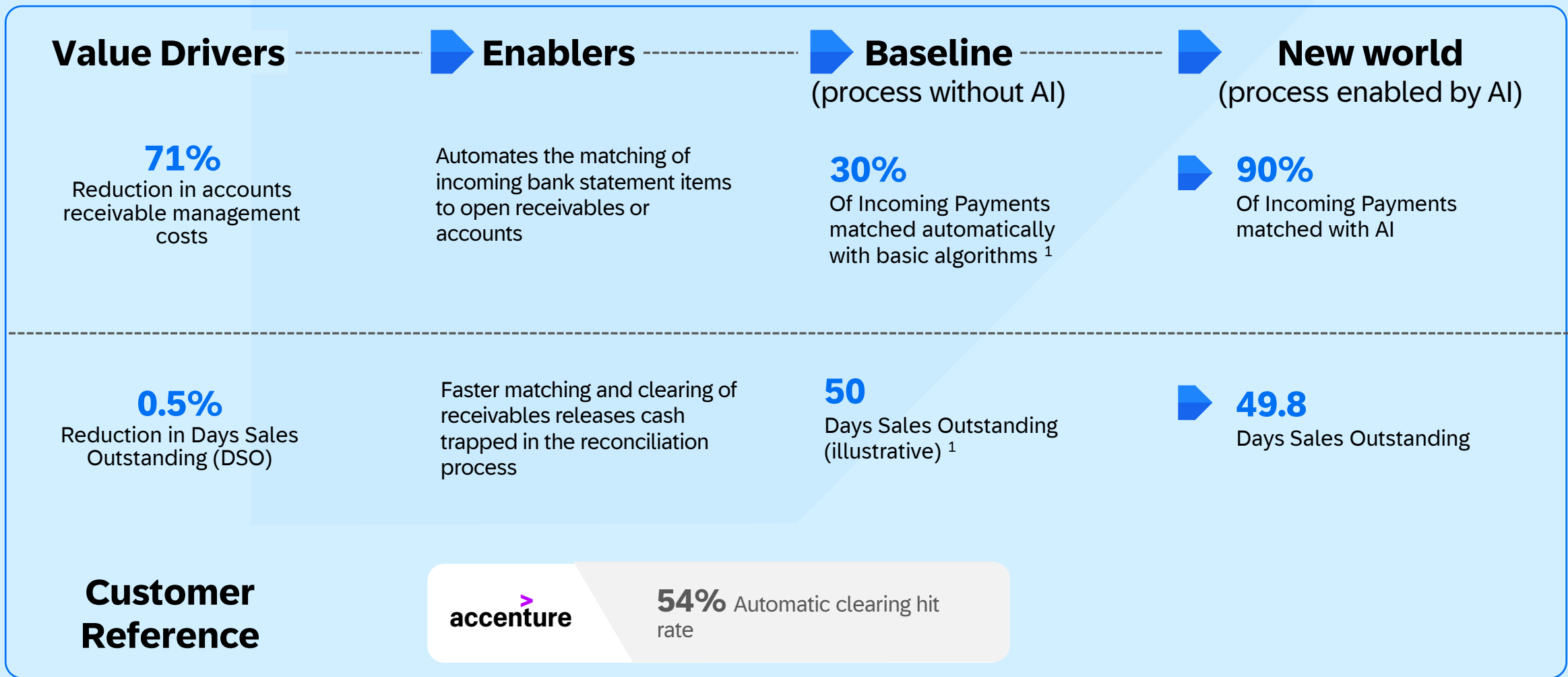
50%
Reduction in accounts receivable matching effort

0.5%
Reduction in Days Sales Outstanding (DSO)

99%
Automated matching of receivable items

SAP Cash Application FI-CA

Intelligent invoice matching automation

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
50% Reduction in accounts management cost	Automates the matching of incoming bank statement items to open receivables or accounts	**97%** Of Incoming Payments matched automatically with basic algorithms [1]	**99%** Of Incoming Payments matched with AI
0.5% Reduction in Days Sales Outstanding (DSO)	Faster matching and clearing of receivables releases cash trapped in the reconciliation process	**50** Days Sales Outstanding (illustrative) [1]	**49.8** Days Sales Outstanding
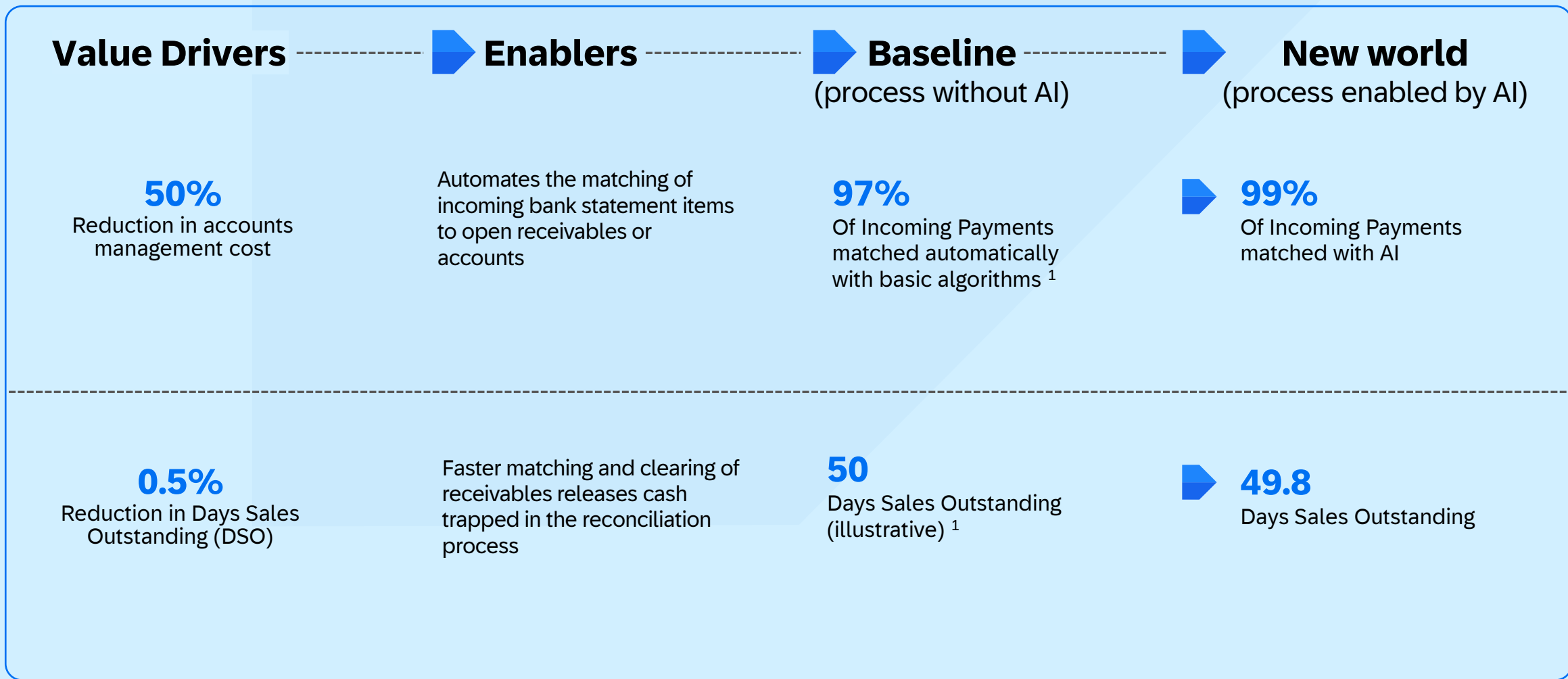
1 Source: SAP expert estimation – Consumer Products industry

SAP Cash Application FI-CA

Intelligent invoice matching automation

Assumptions

Profile: Telecommunications company with €10bn in revenue

Days Sales Outstanding	50
# of AR clerks	92.4
% of AR clerks engaged into line matching	20%
Average fully loaded annual cost per FTE (in €)	50,808
Share of work for routine data processing and discovery tasks	50%
As is automation level	97%
Target automation level	99%
Manual effort for remaining items (at target level) in %	150%

Annual benefits: €782,703

€547,945
Lower interest expense due to better liquidity from reduction in DSO *
(from €1,369,863,000 to €1,363,013,699)

€234,758
Saved by reducing cost accounts management costs
(from €356,695 to €178,348)

Annual costs: €364,000

Unit of measure	Conversion factor	Quantity
Transactions	10,000 = 1 Block	20m
AI units	1 Block = 26 AI units	52,000
€	1 AI unit = €7 (list price)	364,000

>115% ROI

Estimate

Cost and ROI numbers exclude possible implementation/adoption costs.   Numbers may not add up due to rounding.
* Annualized benefits are calculated by applying a WACC of 8% to DSO reduction.

SAP S/4HANA Cloud
SAP Business Integrity Screening

Challenge — — — — — Solution — — — — — Benefits

Tara
Internal Auditor

"As an internal auditor, I want to make sure that my screenings are as thorough as possible, so that I can confidently identify any suspicious transactions and proactively prevent leakage."
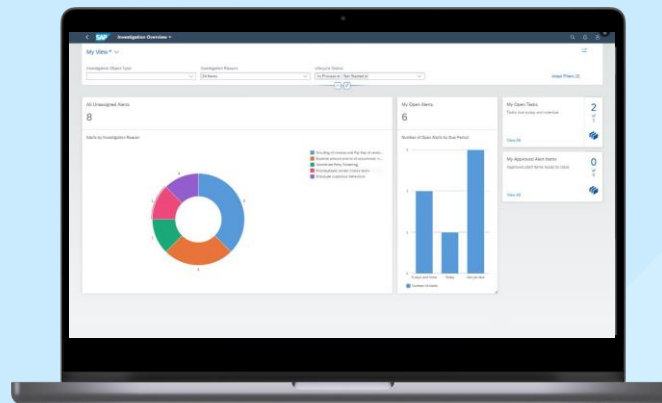
SAP Business Integrity Screening utilizes real-time detection tools for early identification and prevention of unusual transactions and fraud.

The solution empowers Tara to automatically screen business transactions to detect anomalies or unusual activities, thereby reducing manual workload, compliance costs, and losses.

2%
Reduction in revenue losses through fraud

80%
Reduction in cost of routine data processing and discovery

Strengthened
Risk management framework

SAP S/4HANA Cloud

SAP Business Integrity Screening

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
2% Reduction in revenue losses through fraud	Automatically detect suspicious transactions and anomalies, letting auditors to mitigate unrecoverable losses resulting from delayed fraud detection.	**1%** of revenue lost from undetected fraud cases [1]	**0.98%** of revenue lost from undetected fraud cases
80% Reduction in cost of data processing and discovery	Automate the screening process so anomalies and unusual activities do not go unnoticed, reducing auditors workload.	**€15.2k** Spent annually per internal audit FTE on routine data processing and discovery tasks (30% of €50.8k annual salary) [1]	**€3k** Spent annually per internal audit FTE on routine data processing and discovery tasks (6% of €50.8k annual salary)

1 Source: SAP expert estimation

PUBLIC

SAP S/4HANA Cloud

SAP Business Integrity Screening

Assumptions

Profile: Consumer Products company with €10bn in revenue

# of internal auditors and compliance officers	9
Average fully loaded annual cost per auditor (in €)	76,211
% of internal auditors and compliance officers' time spent on routine data processing & discovery tasks	30%
Loss from undetected fraud cases	1%
% of processes covered by BIS algorithm	50%

Annual benefits: €1,157,968

€157,968
Reduction in FTE costs to execute data processing and discovery
(from €197,460 to €39,492)

€1,000,000
Reduction in losses from undetected fraud or compliance cases
(from €50M to €49M)

Annual costs: €30,000

Unit of measure	Conversion factor	Quantity
Blocks	1 User = 1 Block	21
AI units	1 Block = 17 AI units	357
€	1 AI unit = €7 (list price)	2,499

>37x ROI

Estimate

Cost and ROI numbers exclude possible implementation/adoption costs.

Numbers may not add up due to rounding.

SAP S/4HANA Cloud

Automatic creation of sales orders from unstructured data

Challenge - - - - - - - - - - ### Solution - - - - - - - - - - ### Benefits

Tara

Sales Support Executive

"As a Sales Support executive, I want to efficiently collect all the relevant information from paper copies or emails so I can create purchase orders faster and more accurately."
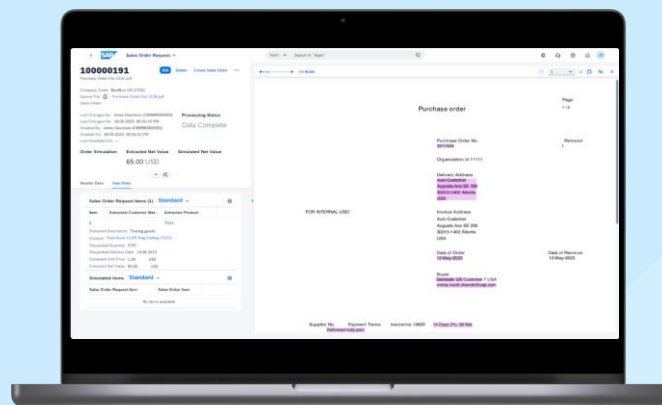
SAP Sales Order management and Build Process for S/4HANA Cloud automates sales order creation by extracting information from uploaded files (email, PDFs, images, etc.).

The solution empowers Tara to save on time and manual-intensive work in creating sales orders by compiling all the relevant information she needs for an order request.

25%
Reduction in cost of sales order creation

Faster
Sales order cycle time due to lower error rate on processing

SAP S/4HANA Cloud

Automatic creation of sales orders from unstructured data

Value Drivers - - - - - ▶ **Enablers** - - - - - ▶ **Baseline**
(process without AI) - - - - - ▶ **New world**
(process enabled by AI)

25%
Reduction in cost of sales order creation

Automate sales order requests and data enrichment by improving data quality through AI-tailored extraction and compiling of data from uploaded files.

▶ **€13.5k**
Spent annually per order management FTE on sales order processing (30% of €45k annual salary) [1]

▶ **€10.1k**
Spent annually per order management FTE on sales order processing

1 Source: SAP expert estimation

SAP S/4HANA Cloud

Automatic creation of sales orders from unstructured data

Assumptions

Profile: Consumer Products company with €10bn in revenue

Total Order management FTEs	715
Average order management FTE cost per year (in €)	44,963
% of Order Mgt FTE time spent on sales order processing	30%

Annual benefits: €2,410,011

€2,410,011
Reduction in sales order processing cost
(from €9,640,044 to €7,230,033)

Numbers may not add up due to rounding.

SAP S/4HANA Cloud Public Edition
Communication Intelligence in Enterprise Service Management

Challenge -------- Solution -------- Benefits

Tara
Billing, credit and collections agent

"As a credit & collections agent, I want to ensure I am communicating quickly and effectively with customers that have outstanding payments., prioritizing the most pressing inquiries to make sure payments come in on time."
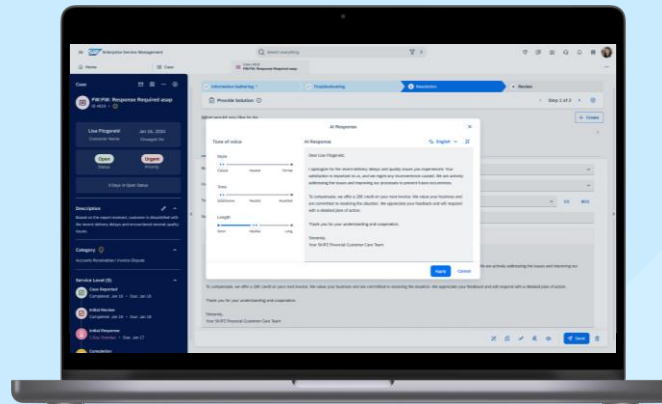
Generative AI in SAP Communication Intelligence exploits the abilities of LLMs to analyze text to capture the context of each correspondence, order them according to priority and generate appropriate proposed responses.

The solution empowers Tara to deal with a larger volume of responses faster and more efficiently, providing the best possible customer experience and improved response time for more customers, increasing her ability to collect accounts receivables quicker from a higher number of customers.

10%
Reduced uncollectible accounts receivable write-offs

5%
Reduced Days Sales Outstanding

PUBLIC

SAP S/4HANA Cloud Public Edition

Communication Intelligence in Enterprise Service Management

Value Drivers	▶ Enablers	▶ Baseline (process without AI)	▶ New world (process enabled by AI)
10% Reduced uncollectible accounts receivable write-offs	Analyze correspondence for sentiment, context, and category to derive priority order, summary or customized prompt requests	**0.07%** Uncollectible Accounts Receivable Write-Offs [1]	▶ **0.063%** Uncollectible Accounts Receivable Write-Offs
5% Reduced Days Sales Outstanding (DSO)	Automated proposed responses to high volume of communications with greater accuracy that minimizes errors	**50** Days Sales Outstanding (illustrative) [2]	▶ **47.5** Days Sales Outstanding

1 Source: SAP benchmark   2 Source: SAP expert estimation – Consumer Products industry

PUBLIC

SAP S/4HANA Cloud Public Edition
Communication Intelligence in Enterprise Service Management

Assumptions

Profile: Consumer Products company with €10bn in revenue

Days Sales Outstanding (DSO)	50
Uncollectible Accounts Receivable Write-Offs (% of rev.)	0.07%

Annual benefits: €6,179,452

€5,479,452
Lower interest expense due to better liquidity from reduction in DSO [1]
(from €1,369,863,014 to €1,301,369,863)

€700,000
Reduction in uncollectible Accounts Receivable Write-Offs
(from €7,000,000 to €6,300,000)

Numbers may not add up due to rounding.
1 Annualized benefits are calculated by applying a WACC of 8% to DSO reduction.

SAP S/4HANA Transportation Management

Intelligent Goods Receipts: Automatic creation of inbound cargo

Challenge - - - - - - - - - - - ### Solution - - - - - - - - - - - ### Benefits

Tara

Delivery controller

"As a delivery controller, I want to be able to streamline validations of freight orders efficiently, so I can process shipments quickly and reduce waiting times and congestion in the yard."
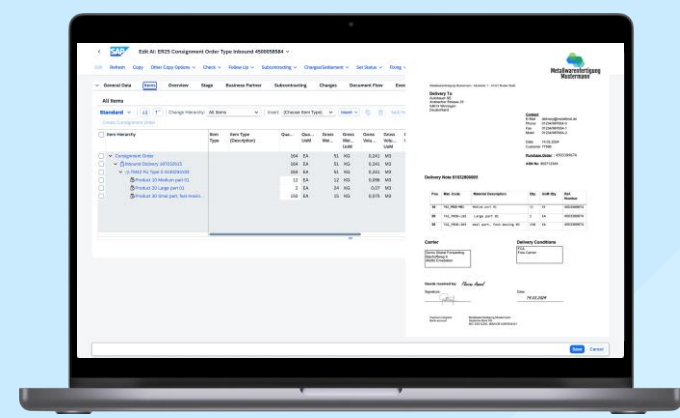
Transportation Management offering for SAP S/4HANA automates all relevant information from transportation documents and detects anomalies that can stunt the validation of freight orders.

The solution empowers Tara to save significant time and manual effort in detecting anomalies and avoiding delays in verifications of freight orders.

50%
Reduction in cost of inbound delivery notes processing

40%
Reduction in cost of idle time for trucks in the yard

SAP S/4HANA Transportation Management

Intelligent Goods Receipts: Automatic creation of inbound cargo

Value Drivers	▶ Enablers	▶ Baseline (process without AI)	▶ New world (process enabled by AI)
50% Reduction in cost of inbound delivery notes processing	Automate retrieve relevant information from paper-based freight document and posting it to system, allowing for faster processing times.	**60 minutes** For processing of delivery notes with exceptions [1]	▶ **30 minutes** For processing of delivery notes with exceptions
40% Reduction in cost of idle time for trucks in the yard [2]	Automatically detect anomalies within freight orders, enabling faster back-office processing and transportation management.	**€70** Cost of idle time per truck per hour [1]	▶ **€42** Cost of idle time per truck per hour

[1] Source: SAP expert estimation   2 Benefit numbers applicable only to freight forwarders

SAP S/4HANA Transportation Management

Intelligent Goods Receipts: Automatic creation of inbound cargo

Assumptions

Profile: Consumer Products company with €10bn in revenue

# of inbound trucks that need exceptional delivery note handling (per Year)	9,000
Average time for delivery note exception processing (in min)	60 min
Average fully loaded annual cost per FTE (in €)	50,808
Idle time cost per truck/hour (in €)	70

Annual benefits: €376,258

€124,258
Reduction in costs of inbound delivery notes processing (from €248,515 to €124,257)

€ 252,000*
Reduction in cost of idle time for trucks in the yard [1]
(from €630,000 to €378,000)

Numbers may not add up due to rounding
* Benefit numbers applicable only to freight forwarders.

PUBLIC

SAP Field Service Management
Intelligent Filtering

▶ Challenge - - - - - - - - - - ▶ Solution - - - - - - - - - - ▶ Benefits

Margo
Dispatcher

"As a dispatcher,
I need to be able to assign the
best possible skills to the jobs at
hand. To do that, I need to interact with
the system simply and intuitively, so I
can see in real time which jobs have
the highest priority and understand
how best to tackle them."
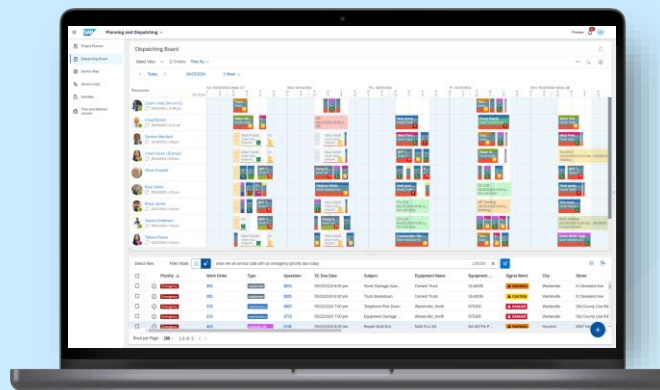
SAP Business AI in SAP Field Service Management –
Intelligent filtering provides natural language filters
simplifying the search process for service requests and
allowing users to express queries in a more intuitive
manner, overcoming the complexity of traditional search
methods.

The solution helps Margo in identifying high-priority jobs,
thereby optimizing allocation of field resources and
improving customer satisfaction and loyalty.

12.5%
Increase in dispatcher
productivity

5%
Reduction in erroneous field
service resource allocations

Improved
Customer Satisfaction

SAP Field Service Management
Intelligent Filtering

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
12.5% Increase in dispatcher productivity	Simplified and quicker order retrieval for dispatchers with natural language filters and enhanced user experience	**6 minutes** Average search time spent per dispatcher per service request[1]	**~5 minutes** Average search time spent per dispatcher per service request
5% Reduction in erroneous field service resource allocations	Accurately identify and assign orders to allocate field service resources using complex Natural language processing	**8.0%** Error rate (assigning wrong capabilities to the service order)[1]	**7.6%** Error rate (assigning wrong capabilities to the service order)

1 Source: SAP expert estimation

SAP Field Service Management
Intelligent Filtering

Assumptions

Profile: Consumer Products company with €10bn in revenue

# of Field service FTEs	2,159
Dispatcher to Service Technician Ratio	0.05
Average fully loaded annual cost per FTE (in €)	50,808
Allocation error rate (assigning the wrong capabilities to the service order)	8%
Average jobs per day per service worker	4
Average Field Service utilization rate	55%

Annual benefits: €1,124,425

€685,625
Reduction in dispatcher FTE cost (from €5,485,000 to €4,799,375)

€438,800
Reduction in cost of allocation of wrong capabilities to field service workers (from €8,776,000 to €8,337,200)

Annual costs: € 763,373

Unit of measure	Conversion factor	Quantity
Transaction	1 Service request = 1 Transaction	1,092,519 (2159 Service workers * 4 Service requests/day * 55% Utilization rate * 230 days/year)
AI units	1 Transaction = 0.1 AI unit	109,252 (1,092,519 Transaction * 0.1 AI units/transaction)
€	1 AI unit = €7 (list price)	€763,763

>47% ROI

Estimate

Cost and ROI numbers exclude possible implementation/adoption costs. Numbers may not add up due to rounding.

SAP Field Service Management

Equipment Insights

▶ Challenge

Margo
Dispatcher

Tara
Field Service Worker

"As a dispatcher, I want to get all relevant equipment history information with one click so I can make educated decisions on who is the best-skilled technician to do the job."

"As a Field Service Worker, I want to quickly see the past service history before I go on my job so that I can plan accordingly and take the right equipment or spare parts with me"
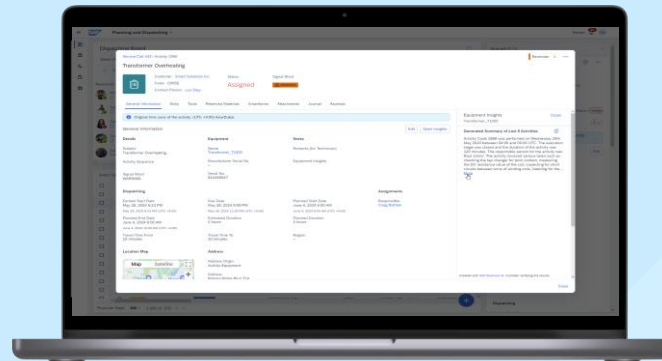
▶ Solution

SAP Business AI in SAP Field Service Management provides dispatchers with intelligent service recommendations at an asset level by identifying patterns and trends based on equipment history and performance data.

The Solution helps Margo to better identify the issue with the equipment and pick the best service worker for the job.

The solution also helps Tara in faster service issue resolution with self diagnostic capabilities by streamlining the resolution process through the swift identification of equipment issues.

▶ Benefits

65%
Improvement in time to review and plan service requests

5%
Increase in first-time fix rate

Reduced
Equipment Downtime

SAP Field Service Management

Equipment Insights

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
65% Improvement in time to review and plan service requests	Resolve the service tickets faster and by streamlining the resolution process through swift identification of equipment issues	**15 minutes** Review & planning of service requests per day[1]	**~ 5 minutes** Review & planning of service requests per day
5% Increase in first-time fix rate	Quickly identify, troubleshoot and resolve the equipment issues without the need of return visits	**32%** Repeat calls as % of overall service request calls[2]	**30.4%** Repeat calls as % of overall service request calls

1 Source: SAP Expert Estimation
2 Source: SAP VLM benchmark

SAP Field Service Management

Equipment Insights

Assumptions

Profile: Consumer Products company with €10bn in revenue

# of Field service FTEs	2,159
Average fully loaded annual cost per FTE (in €)	50,808
% of time spent review/planning pending service requests per day	3%
Service requests per Service worker per day	4
Average service workforce / field engineer utilization rate (in %)	55%
% of field service calls that are repeat calls	32%

Annual benefits: €3,102,755

€2,139,150
Reduction in Cost of review/planning the service request(from €3,291,000 to €1,151,850)

€963,605
Reduction in annual cost of repeat visits
(from €19,272,096 to €18,308,491)

Annual costs: € 763,373

Unit of measure	Conversion factor	Quantity
Transactions	1 Service request = 2 Transactions (1 for dispatcher, 1 for Service worker)	1,090,532 (2159 field service workers * 4 service requests/day * 55% utilization * 230 working days)
AI units	1 Transaction = 0.1 AI unit	109,053 (1,090,532 transactions * 0.1 AI units/transaction)
€	1 AI unit = €7 (list price)	763,373

>3x ROI

Estimate

Cost and ROI numbers exclude possible implementation/adoption costs.

Numbers may not add up due to rounding.

SAP Product Innovation Management

Enhance campaign and idea description through Generative AI

Challenge — — — — — — — — — ### Solution — — — — — — — — — ### Benefits

Margo

Campaign Manager

"As a Campaign or Product Manager, I'm in charge of overseeing innovation campaigns and idea management process. For this, I want to ensure that the ideas that come out of the campaigns align to the organizational strategies and stay current with advancements in the field ."
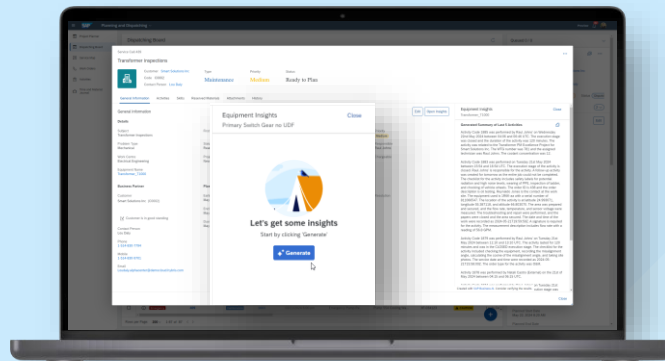
SAP Business AI in SAP Product Innovation management enables product managers and idea submitters to enhance the description of the ideas or campaigns

The solution saves Margo's time by creating compelling and comprehensive campaign descriptions thus ensuring that we have clear, impactful product messages for the customers.

50%
Reduction in cost of campaign creation

1%
Increase in revenue from new products

Improved
Quality of idea and campaign descriptions

SAP Product Innovation Management

Enhance campaign and idea description through Generative AI

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
50% Reduction in cost of campaign creation	Simplify and create quality ideas/campaigns by enriching the campaign descriptions using GenAI	**30 mins** Average time to create a campaign[1]	**15 mins** Average time to create a campaign[1]
1% Increase in revenue from new products	Accelerate the launch of new ideas and products by improving descriptions in the campaigns	**605** New products launched per €100m in revenue[2]	**611** New products launched per €100m in revenue[2]
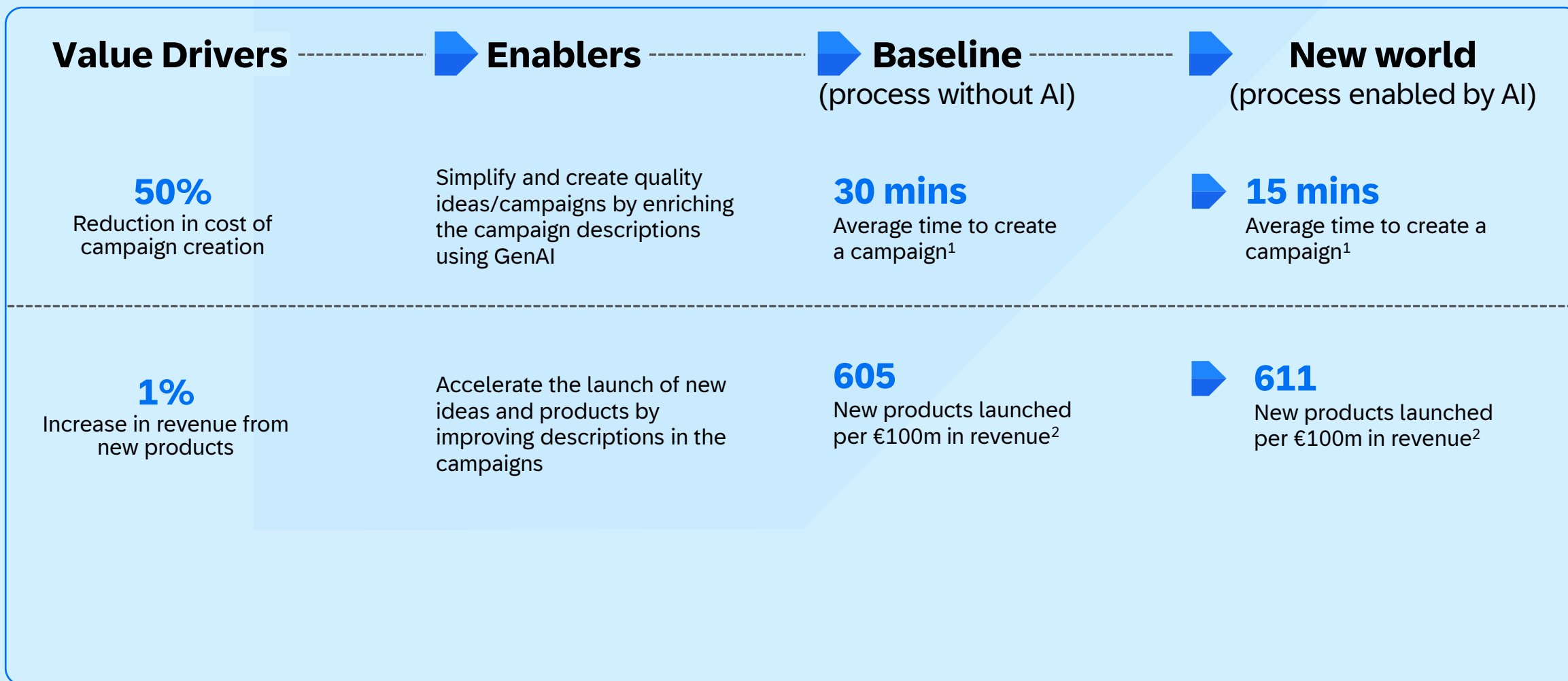
SAP Product Innovation Management

Enhance campaign and idea description through Generative AI

Assumptions

Profile: Consumer Products company with €10bn in revenue

Number of new products launched per year	605
Average number of campaigns run per product launched	12.5
Number of ideas / product	5
Ratio of non-product related campaigns to product campaigns	0.2
Average time to create a campaign (in minutes)	30
Average fully loaded annual cost per FTE (in €)	50,808
Revenue from new products (in % of total revenue)	20.6%
Operating Margin	20%

Annual benefits: €4,179,992

€59,992
Reduction in annual cost of campaign creation (from €119,984 to €59,992)

€4,120,000
Increase in revenue from new products (from €412,000,000 to €407,880,000)

PUBLIC

Numbers may not add up due to rounding.

SAP Production Order Management
Hands-Free Production Order Management using GenAI

Challenge

Alex

Production Supervisor

"As a production supervisor, I want to be able to increase the output of a production order - even being outside the plant - so I can react timely on unplanned demand communicated by my sales colleagues."

Solution
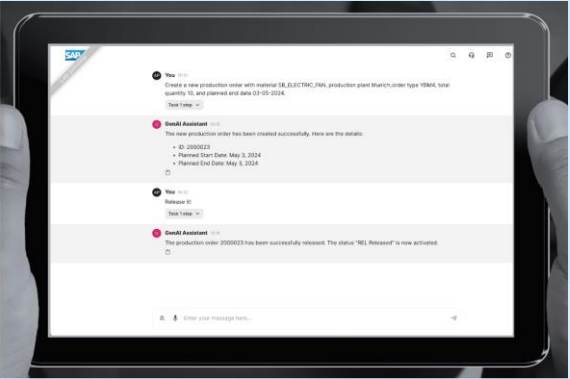
SAP Business AI in SAP S/4HANA Public Cloud Production Operations allows quick retrieval of production order details through natural language queries streamlining the process and enhancing operational efficiency.

The solution empowers Alex to save a significant amount of time when handling production orders and confirmations without the need to type or to push a button

Benefits

Up to 50%
Improvement in production supervisor productivity

Up to 2%
Reduction in loss due to production down-time

Easier and more reliable
processing of production orders

SAP Production Order Management

Hands-Free Production Order Management using GenAI

Value Drivers	▶ Enablers	▶ Baseline (process without AI)	▶ New world (process enabled by AI)
Up to 50% Improvement in production supervisor productivity	Create and change the quantity of production orders by interacting with the system directly using natural language (GenAI)	**5 min** Time spent by production supervisor in creating/changing the production order [1]	▶ **2.5 min** Time spent by production supervisor in creating/changing the production order
Up to 2% Reduction in loss due to production down-time	Eliminate delays in order processing using AI and ensure that machine remains functional with less wait periods	**92.0%** Operating time (Uptime) [2]	▶ **92.2%** Operating time (Uptime)

1 Source: SAP Expert Estimation
2 Source: SAP VLM benchmark

SAP Production Order Management

Hands-Free Production Order Management using GenAI

Assumptions

Profile: Consumer Products company with €10bn in revenue

Total Employees	10,000
Production workers	20%
Production supervisors (in % of production workers)	5%
Average fully loaded annual cost per FTE (in €)	50,808
Production change requests / day	5
Working days per year	230
Production order (Re)Scheduling Time (manual in min)	5
Unplanned downtime or outages (% of planned operating hours)	8%

Annual benefits: €3,610,572

€132,311
Improvement in cost of production order activities(from €264,623 to €132,311)

€3,478,261
Reduction in loss due to non-productive time(from €173,913,043 to €170,434,783)

Numbers may not add up due to rounding.

SAP Field Service Management

Activity Summary

Challenge ----------- ## Solution ----------- ## Benefits

Margo
Dispatcher

Tara
Field Service Worker

"As a dispatcher, I want to access a summary of relevant activity information with a single click, enabling me to make informed decisions on activity planning based on similar past events."

"As a Field Service Worker I want to get access to summarized information of past activities, so that I can swiftly leverage this information to solve similar incidents quicker."
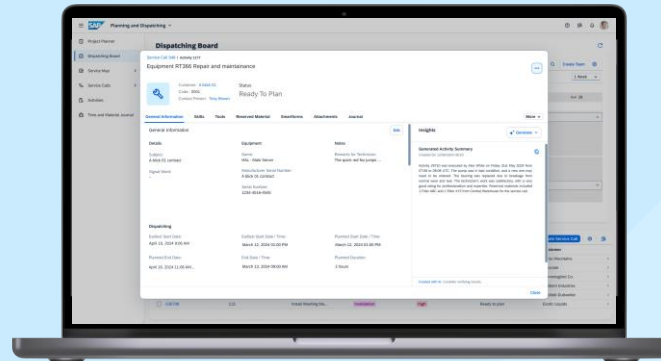
SAP Business AI in SAP Field Service Management provides dispatchers with intelligent service recommendations at an asset level by identifying patterns and trends based on past incidents.

The solution helps Margo to identify which actions have been done in the past to solve an issue, whether all necessary steps for an activity have been completed and help in the decision making to plan new activities.

The solution also helps Tara in faster service issue resolution with self diagnostic capabilities by streamlining the resolution process through simple access to similar incidents solved in the past.

15%
Improvement in time to review and plan service requests

4%
Increase in first-time fix rate

Improved
Customer Satisfaction

SAP Field Service Management
Activity Summary

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
15% Improvement in time to review and plan service requests	Resolve the service tickets faster by streamlining the resolution process through summary of activity information	**15 minutes** Review & planning of service requests per day[1]	**~ 13 minutes** Review & planning of service requests per day
4% Increase in first-time fix rate	Quickly identify, troubleshoot and resolve the activities without the need of return visits with identification of right resources for right jobs	**32%** Repeat calls as % of overall service request calls[2]	**33.28%** Repeat calls as % of overall service request calls

SAP Field Service Management

Activity Summary

Assumptions

Profile: Consumer Products company with €10bn in revenue

# of Field service FTEs	2,159
Average fully loaded annual cost per FTE (in €)	50,808
% of time spent review/planning pending service requests per day	3%
Service requests per Service worker per day	4
Average service workforce / field engineer utilization rate (in %)	55%
% of field service calls that are repeat calls	32%

Annual benefits: €1,264,534

€493,650
Reduction in Cost of review/planning the service request (from €3,291,000 to €2,797,350)

€770,884
Reduction in annual cost of repeat visits (from €19,272,096 to €18,501,212)

Annual costs: € 763,373

Unit of measure	Conversion factor	Quantity
Transactions	1 transaction per service request	1,090,532 Transactions (2159 field service workers * 4 service requests/day * 55% utilization * 230 working days)
AI units	1 Transaction = 0.1 AI unit	109,053 (1,090,532 transactions * 0.1 AI units/transaction)
€	1 AI unit = €7 (list price)	763,373

>65% ROI

Estimate

Cost and ROI numbers exclude possible implementation/adoption costs.

Numbers may not add up due to rounding.

SAP SuccessFactors - Joule

Ability to use the Joule copilot with SAP SuccessFactors solutions

Challenge ----- ### Solution ----- ### Benefits

Tara

Manager

"As a Manager, I want to be able to find relevant information about my team members efficiently and trigger processes on HR requests quickly, so that I can best support my employees while limiting administration time."
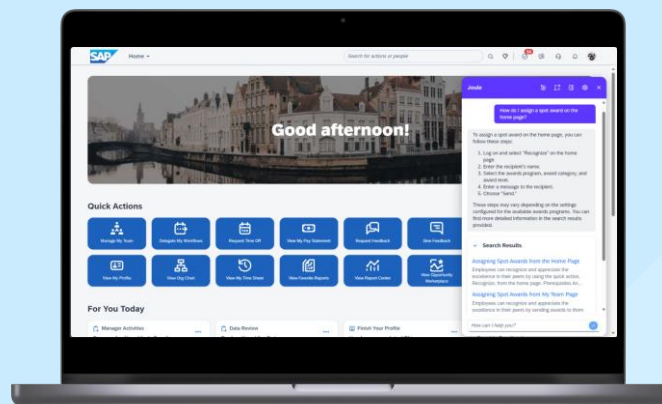
Joule in SAP SuccessFactors offers an intuitive user experience where AI capabilities are powered by Generative AI, allowing for quicker task completion.

The solution empowers Tara to save significant time and manual effort in administrating her team members, by aggregating relevant information from various sources and triggering requests with a broad range of HR processes.

90%
Faster execution of navigation and transactional tasks

95%
Faster informational searches

SAP SuccessFactors - Joule

Ability to use the Joule copilot with SAP SuccessFactors solutions

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
90% Faster execution of navigation and transactional tasks	Provide faster navigation ways to different SFSF modules and sections and invoke context-specific transactions.	**5 minutes** Average time spent on navigation and transactional tasks [1]	**30 seconds** Average time spent on navigation and transactional tasks
95% Faster informational searches	Faster resolutions of issues through comprehensive informational support and intelligent search.	**10 minutes** Average time spent on each information request [1]	**30 seconds** Average time spent on each information request

Customer References

DÖHLER

MAG Manchester Airport

1 Source: SAP expert estimation

SAP SuccessFactors - Joule

Ability to use the Joule copilot with SAP SuccessFactors solutions

Assumptions

Profile: Consumer Products company with 10,000 employees, 900 of which are knowledge workers

Average fully loaded annual cost per FTE (in €)	50,808
# of SAP SuccessFactors users as a % of total employees	1
Average time spent on each information request (in mins)	10
Average time spent on navigation and transactional tasks (in mins)	5
Ratio of knowledge workers	9%

Annual benefits: €1,048,912

€43,345
Reduction in annual cost of navigation in SF
(from €48,161 to €4,816)

€1,005,567
Reduction in annual cost of information search in SF
(from €1,058,491 to €52,925)

Numbers may not add up due to rounding.

SAP SuccessFactors Recruiting

Generative AI for job description assistance

Challenge -------- Solution -------- Benefits

Tara
HR Recruiting Specialist

"As a HR recruiter,
I want to be able to efficiently create
high-quality job descriptions so I can
attract the right talent."
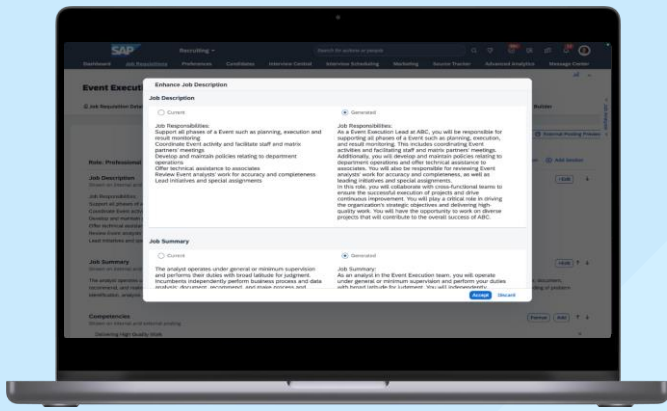
SAP Business AI in SAP SuccessFactors Recruiting
generates compelling job descriptions in seconds, while
allowing further fine-tuning by recruiters and hiring
managers.

The solution saves Tara a significant amount of time to
write job descriptions, while helping to improve her
company's attractiveness as employer of choice, thereby
increasing the quality of applicants and hires.

Up to 89%
Reduction in time & cost for
job description creation

5%
Reduction in cost of bad
hires

Enhanced
Employer brand equity

SAP SuccessFactors Recruiting
Generative AI for job description assistance

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
Up to 89% Reduction in time & cost for job description creation	Automate the job description generation process and improve output quality, allowing managers to focus on final enhancements.	**75 mins** to create a new job description [1] **30 mins** to modify an existing job description [1]	**8 mins** to generate & review a job description
5% Reduction in cost of bad hires	Generate high-quality, inclusive job descriptions that allow attract a larger pool of high-quality candidates.	**6.6%** Average rate of bad hires [2]	**6.3%** Average rate of bad hires

Customer References

Galicia

Video

1 Source: SAP Expert Estimation
2 Source: SAP VLM benchmark – Consumer Products industry

PUBLIC

SAP SuccessFactors Recruiting

Generative AI for job description assistance

Assumptions

Profile: Consumer Products company with 10,000 employees and a 10% turnover rate

Annual number of hires (# of JDs needed)	1,110
Average time to create a JD from an existing one (in mins)	30
% of JDs created from scratch	20%
Average time to create a JD from scratch (in mins)	75
Average fully loaded annual cost per FTE (in €)	50,808
% of bad hires	6,6%
Average cost of a bad hire (as % of Avg FTE cost)	30%

Annual benefits: €71,668

€15,836
Reduction in cost of JD creation[1]
(from €19,923 to €4,087))

€55,832
Reduction in cost of bad hires[2]
(from €1,116,848 to €1,060,816)

Annual costs: €49

Unit of measure	Conversion factor	Quantity
Pages	1 JD = 1 page	1,000
AI units	1 page = 0.007 AI unit	7
€	1 AI unit = €7 (list price)	49

>1,000x ROI

Estimate

Cost and ROI numbers exclude possible implementation/adoption costs.

Numbers may not add up due to rounding..

SAP SuccessFactors Recruiting
Generative AI for interview questions

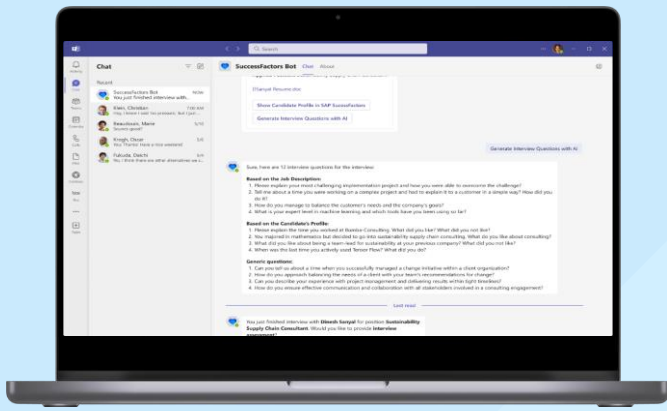**Challenge** ----------- **Solution** ----------- **Benefits**

Tara
HR Recruiting Specialist

"As a HR Recruiting Specialist, I want to be able to efficiently create high-quality interview questions, so interviewers can assess candidates effectively and make hiring decisions with confidence."

SAP Business AI in SAP SuccessFactors generates relevant interview questions in seconds in Microsoft Teams, allowing all relevant interview preparation tasks to be completed within a single application.

The solution saves Tara a significant amount of time to write a high-quality questionnaire, which will help the various interviewers (e.g. hiring manager, panel) in evaluating different candidates for the job.

Up to 87%
Reduction in cost of interview preparation

Increased
Confidence in hiring decisions

SAP SuccessFactors Recruiting

Generative AI for interview questions

Value Drivers	➤ Enablers	➤ Baseline (process without AI)	➤ New world (process enabled by AI)
Up to 87% Reduction in cost of interview preparation	Automate generation of high-quality interview questions in Microsoft teams based on relevant job posting data, integrating seamlessly into the user's workflow.	**1 hour** to create a new interview questionnaire [1]	➤ **8 minutes** To generate & review an interview questionnaire
		20 minutes to modify an existing interview questionnaire [1]	

Customer References

20 minutes to modify an existing interview questionnaire [1]

Video

1 Source: SAP expert estimation

SAP SuccessFactors Recruiting
Generative AI for interview questions

Assumptions

Profile: Consumer Products company with 10,000 employees and a 10% turnover rate

Annual number of hires (# of JDs created)	1,000
Average time to create a interview questions from an existing one (in mins)	20
% of JDs created from scratch	20%
Average time to create interview questions for new JD (in mins)	60
Average fully loaded annual cost per FTE (in €)	50,808

Annual benefits: €9,204

€9,204
Reduction in cost of interview question preparation
(from €5,523 to €736 for new JDs)
(from €7,363 to €2,945 for existing JDs)

Annual costs: €198

Unit of measure	Conversion factor	Quantity
Pages	1 Interview prep = 4 pages	4,000
AI units	1 page = 0.007 AI unit	28
€	1 AI unit = €7 (list price)	198

>45x ROI
Estimate

Cost and ROI numbers exclude possible implementation/adoption costs.
Numbers may not add up due to rounding.

SAP SuccessFactors
Learning & Viva with Co-Pilot

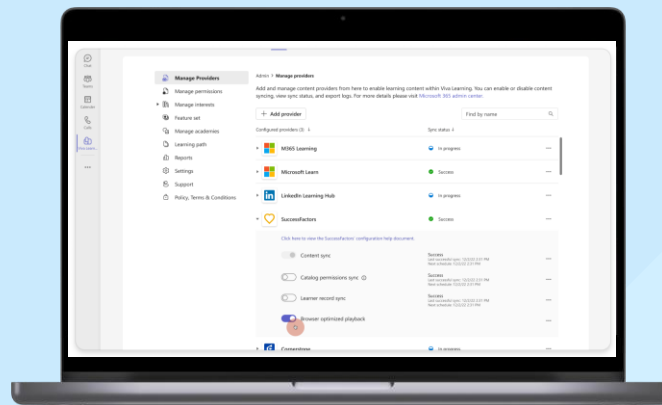## ▶ Challenge ----- ▶ Solution ----- ▶ Benefits

Tara
Knowledge worker

"As an employee, I need easy access to training courses that meet my individual needs, so I may become more proficient at my job and develop new skills ."

The integration between Microsoft Viva and SAP SuccessFactors Learning generates relevant, contextualized learning recommendations. After any employees takes a course suggested by Co-Pilot within their Teams environment, completion is automatically recorded and the skills they have learned are updated in their SAP SuccessFactors Growth Portfolio.

The solution helps to increase Tara's engagement by supporting her continuous growth journey, while increasing organizational agility thanks to accurate and comprehensive view of skills and proficiency levels across the employee base.
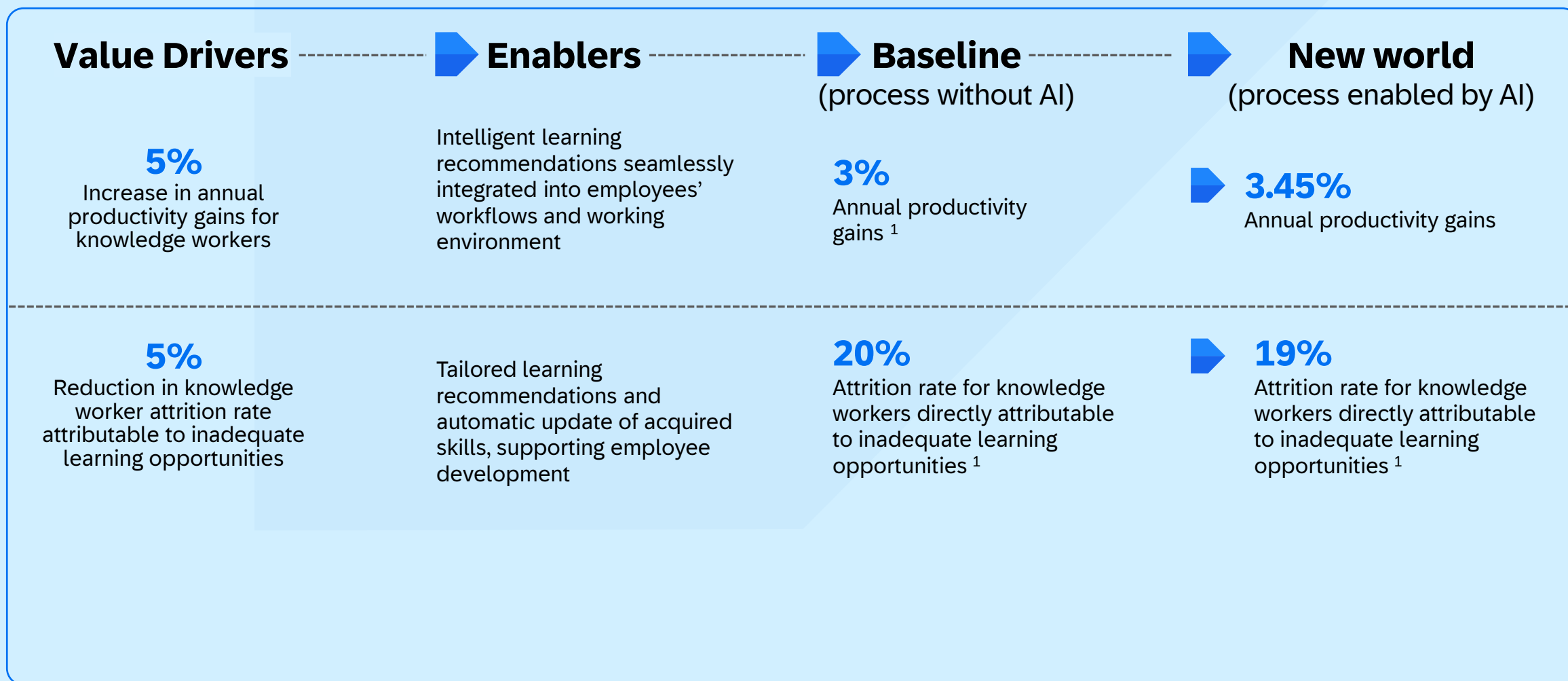
5%
Increase in annual productivity gains for knowledge workers

5%
Reduction in knowledge worker attrition rate attributable to inadequate learning opportunities

SAP SuccessFactors

Learning & Viva with Co-Pilot

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
5% Increase in annual productivity gains for knowledge workers	Intelligent learning recommendations seamlessly integrated into employees' workflows and working environment	**3%** Annual productivity gains [1]	**3.45%** Annual productivity gains
5% Reduction in knowledge worker attrition rate attributable to inadequate learning opportunities	Tailored learning recommendations and automatic update of acquired skills, supporting employee development	**20%** Attrition rate for knowledge workers directly attributable to inadequate learning opportunities [1]	**19%** Attrition rate for knowledge workers directly attributable to inadequate learning opportunities [1]

1 Source: SAP expert estimation

SAP SuccessFactors

Learning & Viva with Co-Pilot

Assumptions

Profile: Consumer Products company with 10,000 employees, 910 of which are knowledge workers

Average fully loaded annual cost per FTE (in €)	50,808
Average annual increase in productivity thanks to learning	3%
Knowledge worker attrition rate	9%
Cost of attrition per knowledge worker (as % of Avg FTE cost)	30%
Cost of attrition per knowledge worker (in €)	15,242
% of knowledge worker attrition directly attributable to inadequate learning	20%

Annual benefits: €81,836

€69,352
Increase in annual productivity savings thanks to learning
(from €1,387,046 to €1,317,694)

€12,483
Reduction in cost of knowledge worker attrition attributable to inadequate learning
(from €249,668 to €237,185)

Numbers may not add up due to rounding.

SAP SuccessFactors

AI-Assisted Skills Matching for Applicant Screening

### Challenge - - - - - - - - - Solution - - - - - - - - - Benefits

Tara

HR Recruiting Specialist

As a HR Recruiting Specialist, I have to to match candidates' skills to job requirements precisely and effectively to expedite the recruitment process and ensure candidate adequacy."

Frank

People Manager

"As a manager, I want to focus exclusively on well-qualified candidates to fill open positions quickly."
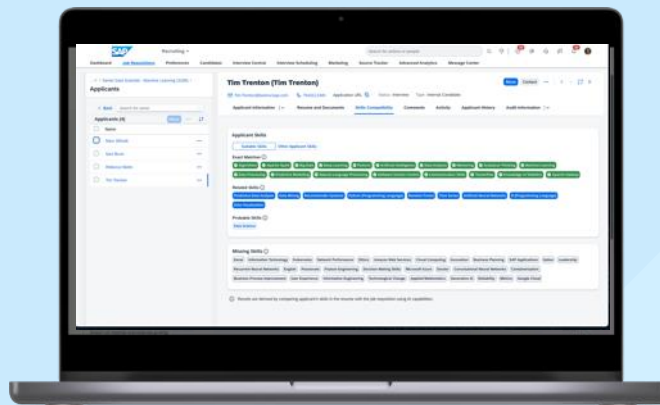
AI-assisted skills matching for assisted applicant screening provides visibility into the applicant's skills and how they match the skills required for the job. The AI-assisted Skills Matching feature not only identifies exact matches but also additional relevant skills related to the skills in the job description. It also suggests job-relevant skills that the applicants may have knowledge about or that they could easily acquire.

This feature reduces the recruiter's time for skills matching and helps recruiters and hiring managers make informed decisions using the skills insights provided during the applicant screening and hiring process.

Up to 90%
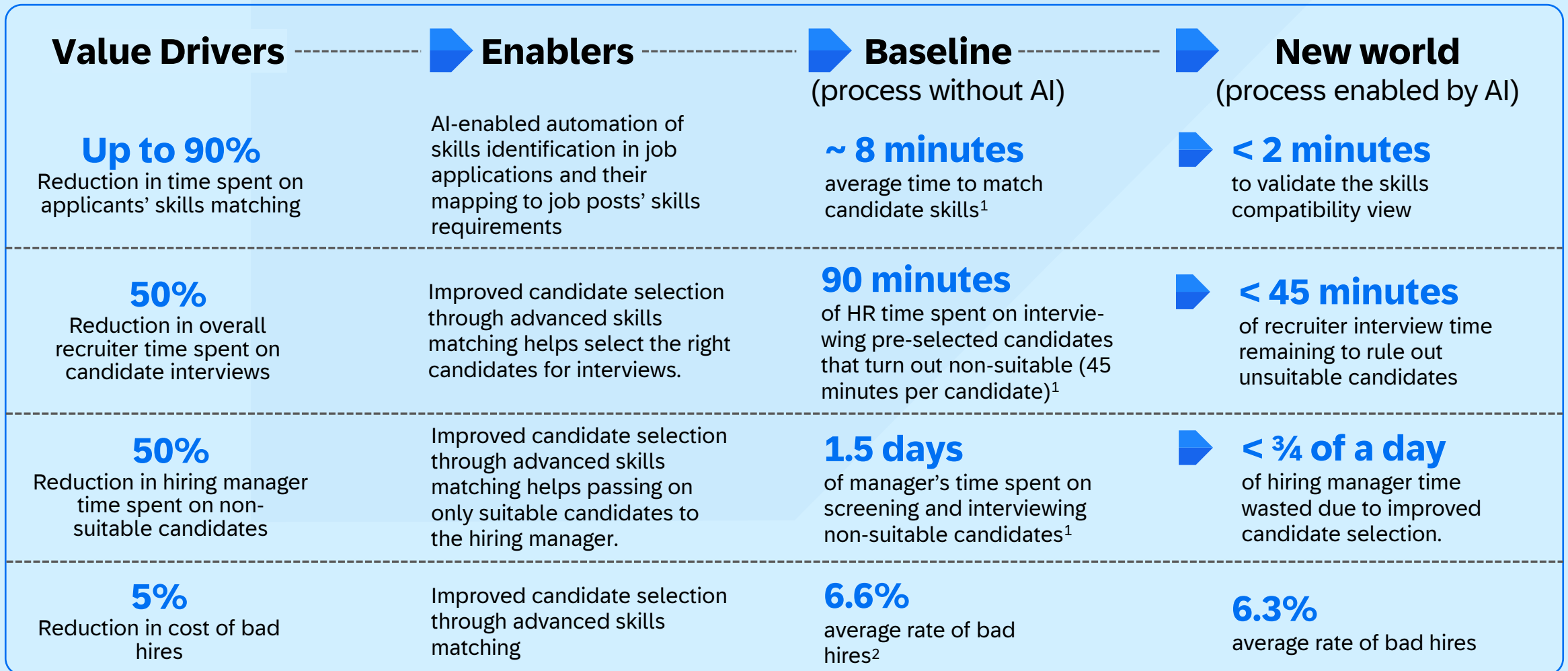Reduction in time spent on applicants' skills matching

50%
Reduction in overall recruiter time spent on candidate interviews

50%
Reduction in hiring manager time spent on non-suitable candidates

5%
Reduction in cost of bad hires

SAP SuccessFactors

AI-Assisted Skills Matching for Applicant Screening

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
Up to 90% Reduction in time spent on applicants' skills matching	AI-enabled automation of skills identification in job applications and their mapping to job posts' skills requirements	**~ 8 minutes** average time to match candidate skills[1]	**< 2 minutes** to validate the skills compatibility view
50% Reduction in overall recruiter time spent on candidate interviews	Improved candidate selection through advanced skills matching helps select the right candidates for interviews.	**90 minutes** of HR time spent on interviewing pre-selected candidates that turn out non-suitable (45 minutes per candidate)[1]	**< 45 minutes** of recruiter interview time remaining to rule out unsuitable candidates
50% Reduction in hiring manager time spent on non-suitable candidates	Improved candidate selection through advanced skills matching helps passing on only suitable candidates to the hiring manager.	**1.5 days** of manager's time spent on screening and interviewing non-suitable candidates[1]	**< ¾ of a day** of hiring manager time wasted due to improved candidate selection.
5% Reduction in cost of bad hires	Improved candidate selection through advanced skills matching	**6.6%** average rate of bad hires[2]	**6.3%** average rate of bad hires

1 Source: SAP Expert Estimation
2 Source: SAP VLM benchmark

SAP SuccessFactors

AI-Assisted Skills Matching for Applicant Screening

Assumptions

Profile: Consumer Products company with 10,000 employees, and 1,110 new hires per year.

Average number of applications per job posting	15
Average fully loaded annual cost per FTE (in €)	50,808
% of job applications received through candidate profile	80%
Average time to match skills (in mins)	8
Recruiter's average interview time, min per candidate (in mins)	45
Average total time spent by a manager on selection process per open position (in days)	3

Annual benefits: €373,828

€39,845
reduction of cost of recruitment specialists time on skills matching (from €61,300 to €21,455) .

€57,469
savings from reducing recruiters' time on interviewing non-suitable candidates (from €114,938 to €57,469).

€220,682
reduction of hiring manager's time on unsuitable candidates (from €441,363 to €220,682).

€55,832
reduction of the costs of bad hires (from €1,116,648 to €1,060,816).

Numbers may not add up due to rounding.

PUBLIC

SAP SuccessFactors
AI-Assisted Skills Architecture

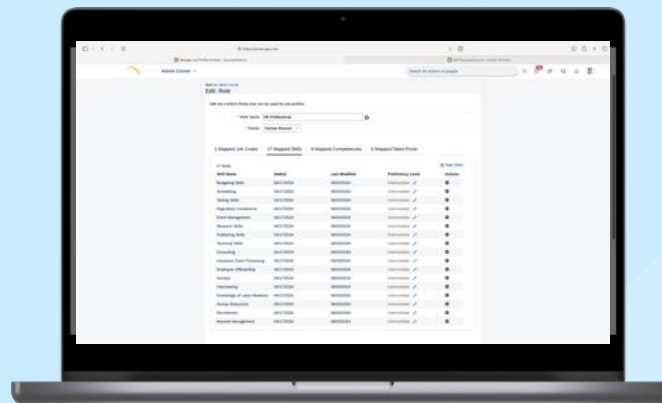## Challenge ----------- Solution ----------- Benefits

Tara
HR Recruiting Specialist

"As a HR professional, I need to be able to extract to build a skills architecture based on existing job profiles to ensure consistency of across the organization. "

90%
Reduction in HR time spent on building skills architecture from existing job profiles

The AI-assisted skills architecture creation feature in SAP SuccessFactors creates an AI-based skills library by extracting skills from job profiles in Job Profile Builder. This feature also enables AI to associate skills with jobs and add all the skills to the Attributes Library. If you don't have a skills library, this feature facilitates the creation of one by extracting relevant information from the job roles.
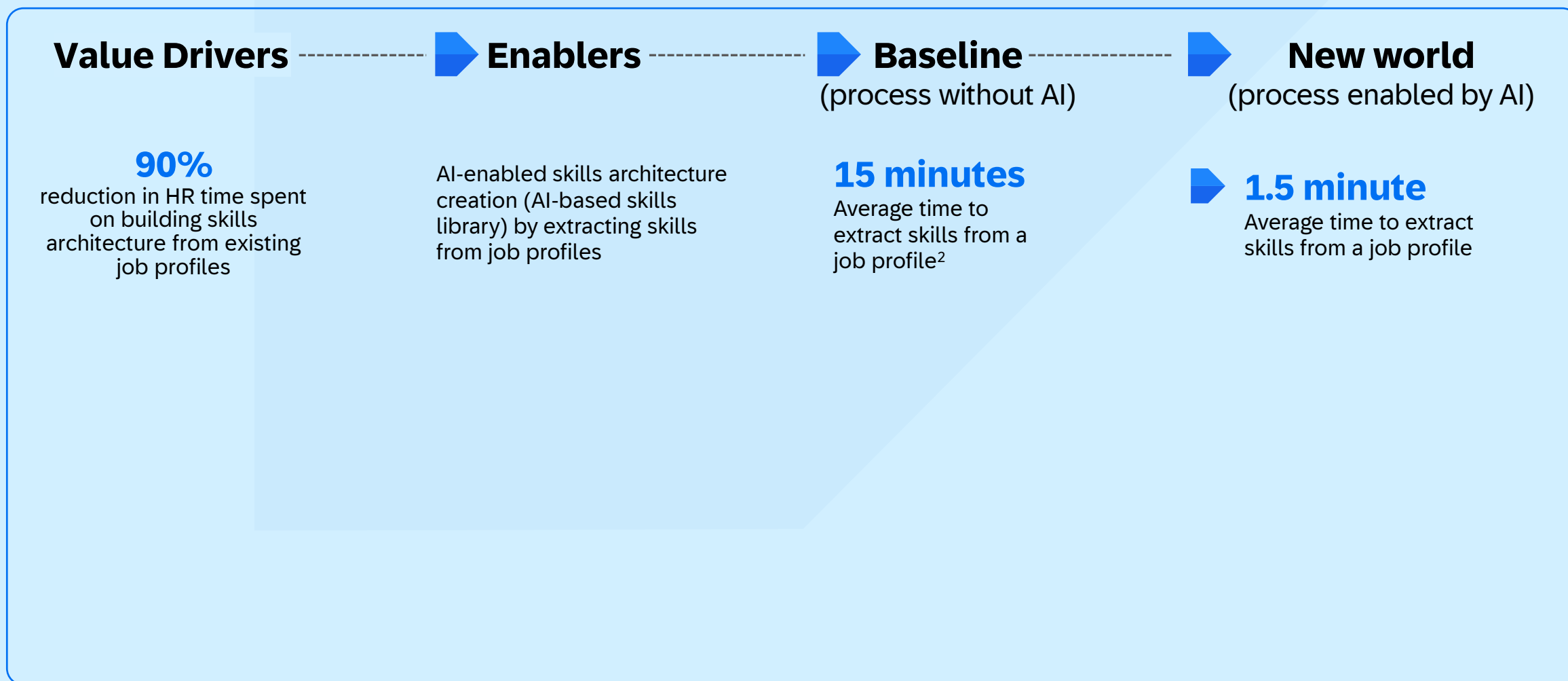
The feature automates the skills extraction task and significantly reduces HR time and effort spent creating and maintaining skills architecture.

SAP SuccessFactors

AI-Assisted Skills Architecture

Value Drivers - - - - ▶ **Enablers** - - - - ▶ **Baseline**
(process without AI) - - - - ▶ **New world**
(process enabled by AI)

90%
reduction in HR time spent on building skills architecture from existing job profiles

AI-enabled skills architecture creation (AI-based skills library) by extracting skills from job profiles

15 minutes
Average time to extract skills from a job profile[2]

▶ **1.5 minute**
Average time to extract skills from a job profile

1 Source: SAP Expert Estimation
2 Source: SAP VLM benchmark

SAP SuccessFactors

AI-Assisted Skills Architecture

Assumptions

Profile: Consumer Products company with 10,000 employees

Number of job profiles to be reviewed	5,000
Average time to extract skills from a job profile (in mins)	15
Hourly cost of HR FTE (in €)	27.61
Time saved by automating skills extraction	90%

One-time benefit: €31,064

€31,064
productivity savings from AI-assisted skills extraction from existing job profiles (from €34,516 to €3,452).

Numbers may not add up due to rounding.

SAP SuccessFactors
AI-assisted Q&A – Joule (with RAG)

Challenge - - - - - - - - - - **Solution** - - - - - - - - - - **Benefits**
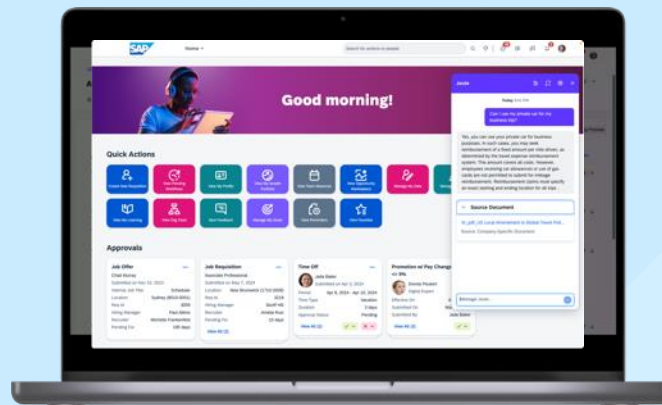
John
Employee

"Occasionally, I waste a lot of time on finding answers to policy questions. When asking HR, it also takes its time to answer a query… "

Jane
HR Specialist

"As a HR specialist, I spent too much time answering trivial policy questions, instead on working on more substantial HR issues."

Joule helps employees directly retrieve relevant HR Policy information (structured and unstructured) and ranks and summarizes relevant HR Policy information to help employees quickly locate the desired content. Like a real assistant, Joule offers a guided experience to streamline the entire process.

Improved employee self-reliance significantly reduces the time employees spend researching HR policies and the number of inquiries sent to HR. It also decreases the time HR specialists spend researching and replying to received HR policy inquiries.
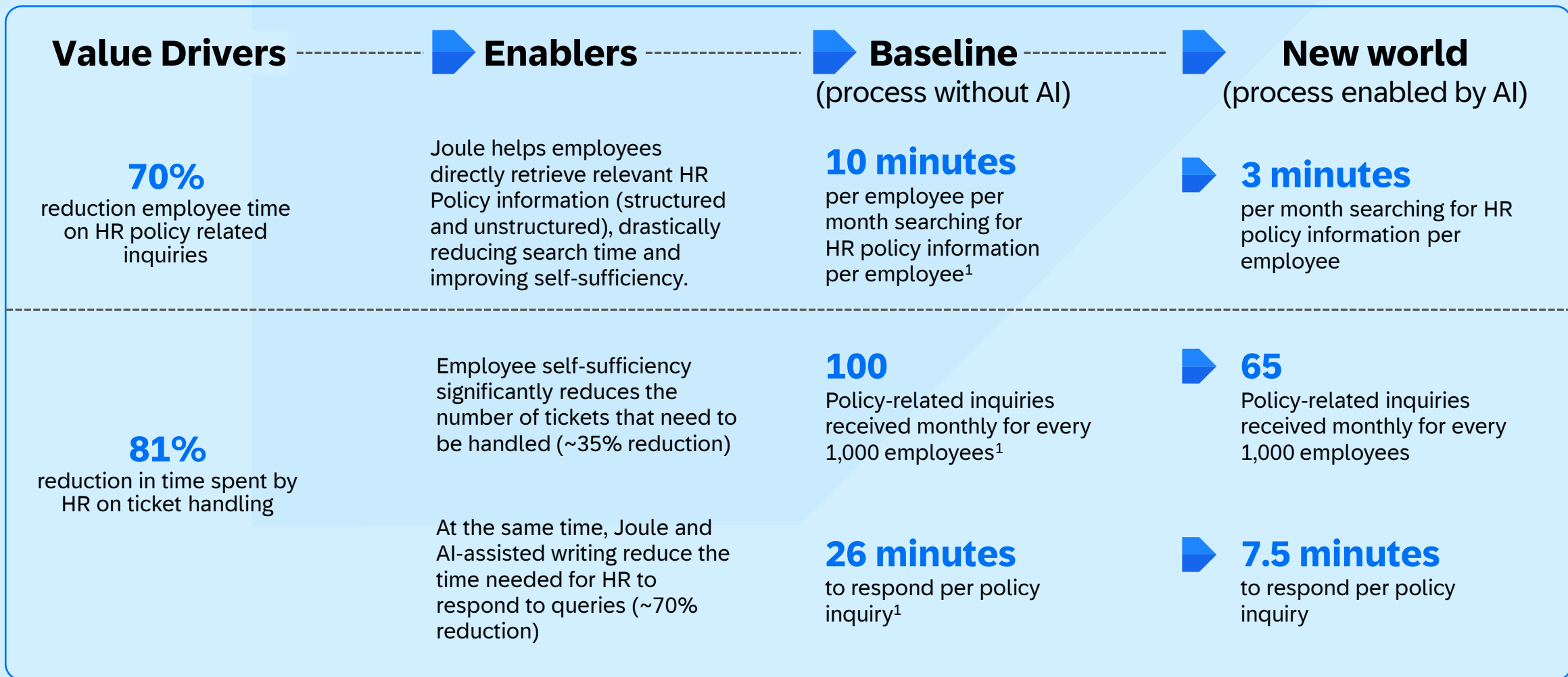
70%
Reduction in employee time needed to investigate HR policies

81%
Reduction in time spent by HR on ticket handling

Increased
Employee and HR staff satisfaction

SAP SuccessFactors

AI-assisted Q&A – Joule (with RAG)

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
70% reduction employee time on HR policy related inquiries	Joule helps employees directly retrieve relevant HR Policy information (structured and unstructured), drastically reducing search time and improving self-sufficiency.	**10 minutes** per employee per month searching for HR policy information per employee[1]	**3 minutes** per month searching for HR policy information per employee
81% reduction in time spent by HR on ticket handling	Employee self-sufficiency significantly reduces the number of tickets that need to be handled (~35% reduction)	**100** Policy-related inquiries received monthly for every 1,000 employees[1]	**65** Policy-related inquiries received monthly for every 1,000 employees
	At the same time, Joule and AI-assisted writing reduce the time needed for HR to respond to queries (~70% reduction)	**26 minutes** to respond per policy inquiry[1]	**7.5 minutes** to respond per policy inquiry

1 Source: SAP Expert Estimation

PUBLIC

SAP SuccessFactors

AI-assisted Q&A – Joule (with RAG)

Assumptions

Profile: Consumer Products company with 10,000 employees

Time spent investigating various policies per month per employee (in mins)	10
Number of policy related inquiries received per month	1,000
Average time needed to research and respond to a global policy inquiry (in mins)	10
Average time needed to research and respond to a local policy inquiry (minutes)	30
Average fully loaded annual cost per HR FTE (in €)	50,808

Annual benefits: €147,802

€32,215
saving from reduction of time employees spend on researching HR policies (from €46,021 to €13,806)

€115,587
reduction of HR help-desk cost through reduction of HR policy related queries and improved efficiency in ticket handling. (from €143,587 to €28.000)

Numbers may not add up due to rounding.

SAP SuccessFactors

Assisted Person Insights - Compensation Discussions
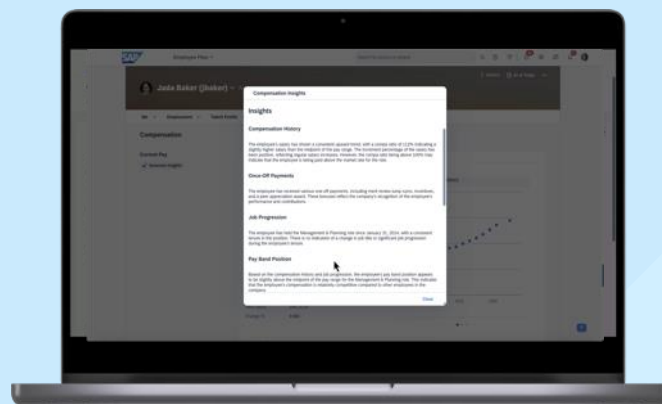
Challenge

Frank

People Manager

"As a people manager I need insights in my team's compensation situation so I may conduct effective compensation discussions that will motivate the team and reduce voluntary turnover."

Solution

Using generative AI capabilities, managers can now generate insights into an employee's compensation and talking points to guide discussions about compensation. The AI-generated insights display important information on year-to-year changes to compensation, job progression, and pay band position. These insights can identify general discrepancies, anomalies, or patterns in an employee's compensation and employment history, as well as specific discrepancies, such as pay equity or equality gaps based on gender, age, or other criteria.

This significantly reduces Frank's time spent preparing for compensation discussions and has a positive impact on lowering compensation-related voluntary turnover.

Benefits

~90%
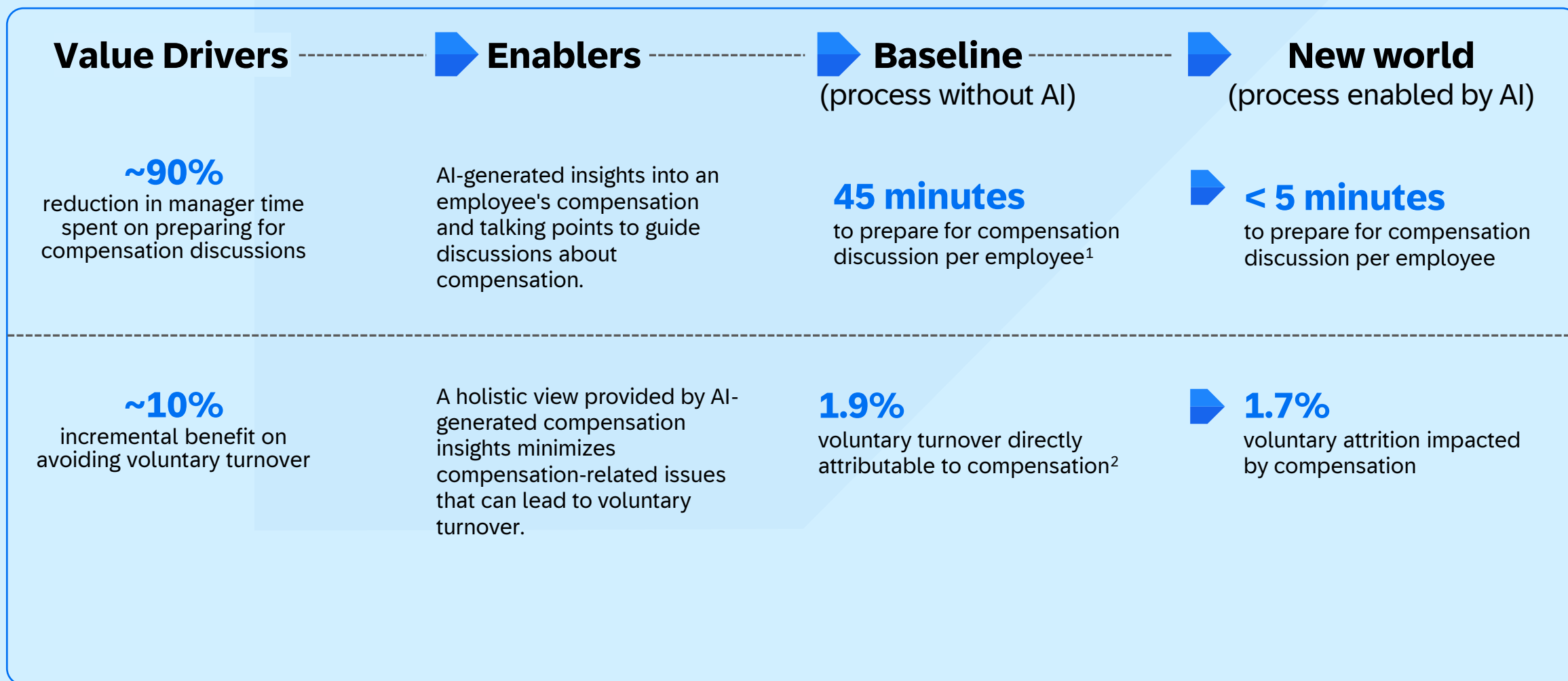reduction in manager time spent on preparing for compensation discussions

~10%
incremental benefit on avoiding voluntary turnover

Enhanced
Objectivity and transparency for people managers

Increased
Employee satisfaction

SAP SuccessFactors

Assisted Person Insights - Compensation Discussions

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
~90% reduction in manager time spent on preparing for compensation discussions	AI-generated insights into an employee's compensation and talking points to guide discussions about compensation.	**45 minutes** to prepare for compensation discussion per employee[1]	**< 5 minutes** to prepare for compensation discussion per employee
~10% incremental benefit on avoiding voluntary turnover	A holistic view provided by AI-generated compensation insights minimizes compensation-related issues that can lead to voluntary turnover.	**1.9%** voluntary turnover directly attributable to compensation[2]	**1.7%** voluntary attrition impacted by compensation

1 Source: SAP Expert Estimation
2 Source: SAP VLM benchmark

SAP SuccessFactors

Assisted Person Insights - Compensation Discussions

Assumptions

Profile: Consumer Products company with 10,000 employees, 9% voluntary turnover rate

Number of employees in the process	5,000
Time to prepare employee compensation discussion document (in mins)	45
New time to generate and review compensation insights using AI (in mins)	5
Average loaded people manager FTE cost (in €)	101,615
Average fully loaded annual cost per FTE (in €)	50,808
Compensation management impact on voluntary turnover	20%

Annual benefits: €406,010

€202,747
savings from reducing manager time on preparing for compensation discussions (from €227,806 to €25,059)

€203,263
savings from further reducing voluntary attrition rate (from 2,032,627 to €1,829,365)

Numbers may not add up due to rounding.

SAP SuccessFactors
Assisted Development Goals
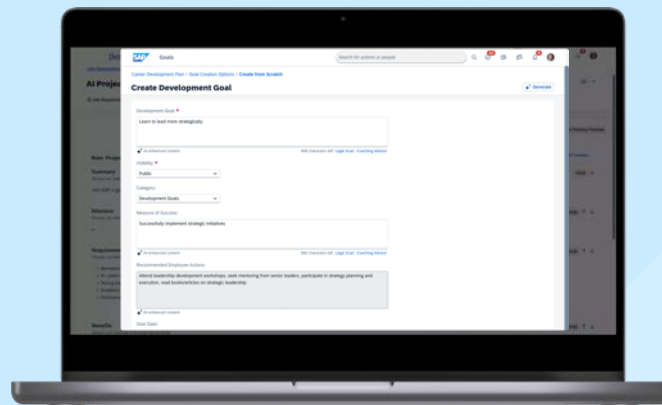
Challenge ----- ### Solution ----- ### Benefits

Niels
Employee

"As an employee, I want to be able to prepare my development goals effectively, so they measurably contribute to my and organization's success."

Employees can use generative AI capabilities to create personal goals, including development goals. The generative AI creates content based on an employee's description of what they want to achieve. Upon content review, if users update their input and regenerate content, they can compare the original content with AI-generated content and choose which one to use.

The feature reduces the time employees spend creating their personal development goals and helps the goals be more concise, measurable, and aligned across the organization.
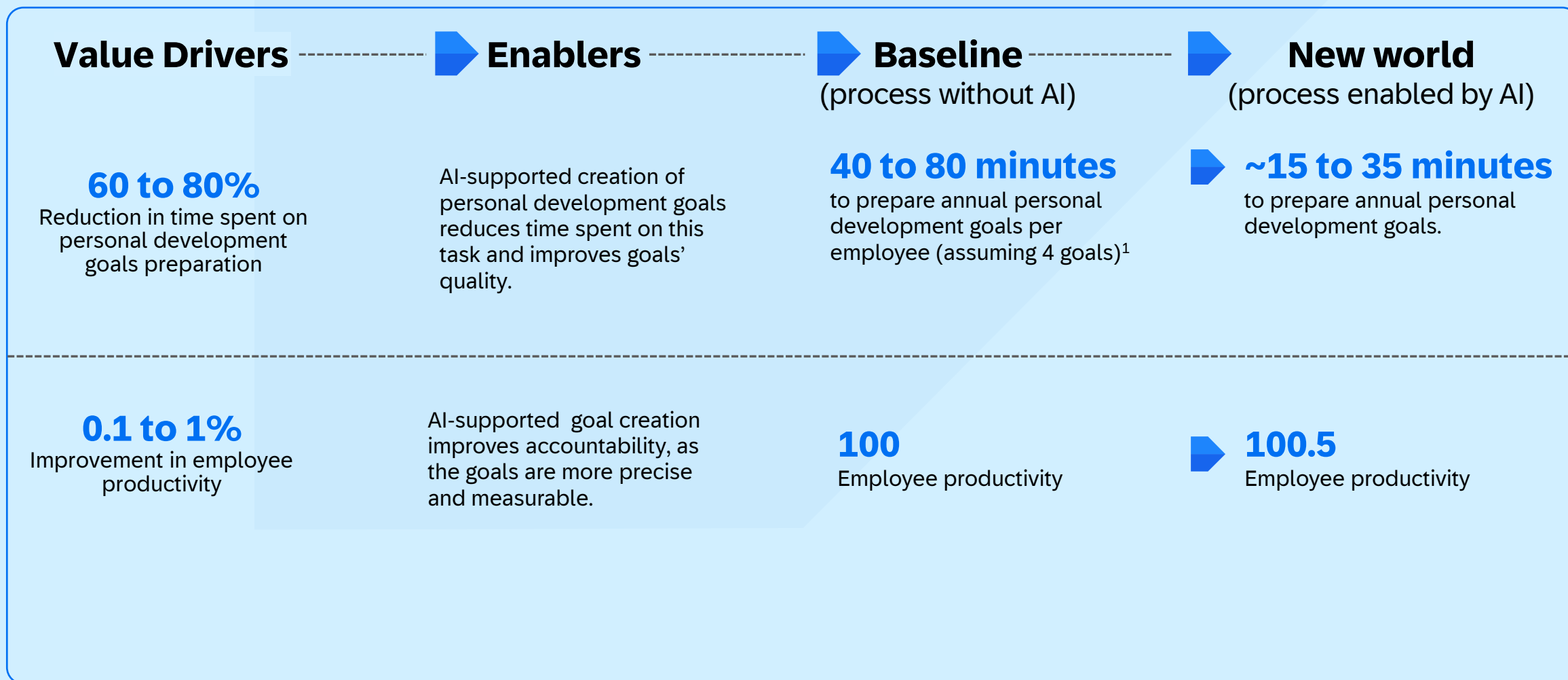
60 to 80%
Reduction in time spent on personal development goals preparation

0.1 to 1%
Improvement in employee productivity due to increased employee accountability

Enhanced
Communication and collaboration between managers and team members

SAP SuccessFactors

Assisted Development Goals

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
60 to 80% Reduction in time spent on personal development goals preparation	AI-supported creation of personal development goals reduces time spent on this task and improves goals' quality.	**40 to 80 minutes** to prepare annual personal development goals per employee (assuming 4 goals)[1]	**~15 to 35 minutes** to prepare annual personal development goals.
0.1 to 1% Improvement in employee productivity	AI-supported goal creation improves accountability, as the goals are more precise and measurable.	**100** Employee productivity	**100.5** Employee productivity

1 Source: SAP Expert Estimation

SAP SuccessFactors

Assisted Development Goals

Assumptions

Profile: Consumer Products company with 10,000 employees

Number of employees in the process	5,000
Average number of development goals per employee	4
Time spent on development goal creation from scratch (in mins)	10
Time spent on development goal creation from an existing one (in mins)	5
Percentage of development goals created from scratch	20%
Average fully loaded annual cost per FTE (in €)	50,808

Annual benefits: €430,255

€87,442
savings from reducing employee time on personal goals creation (from €131,163 to €43,721).

€342,813
productivity improvement of the employees impacted by improved goals (from €68,562,500 to €68,219,688)

Numbers may not add up due to rounding.

SAP SuccessFactors

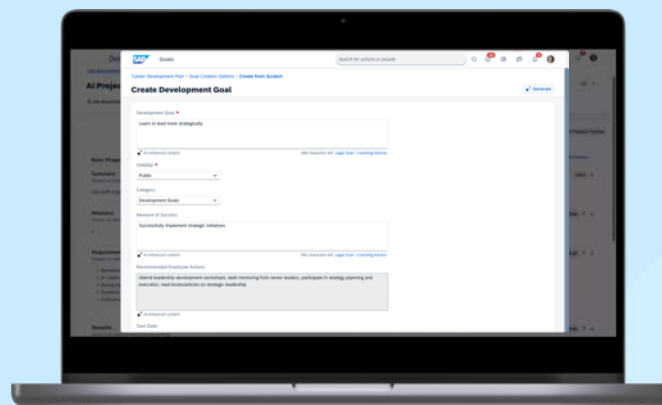## Assisted Performance Goals

Challenge — Solution — Benefits

Niels

Employee

"As an employee, I want to be able to prepare my performance goals effectively, so they measurably contribute to my and organization's success."

Employees can use generative AI capabilities to create personal goals, including performance goals. The generative AI creates content based on an employee's description of what they want to achieve. Upon content review, if users update their input and regenerate content, they can compare the original content with AI-generated content and choose which one to use.

The feature reduces the time employees spend creating their personal performance goals and helps the goals be more concise, measurable, and aligned across the organization.
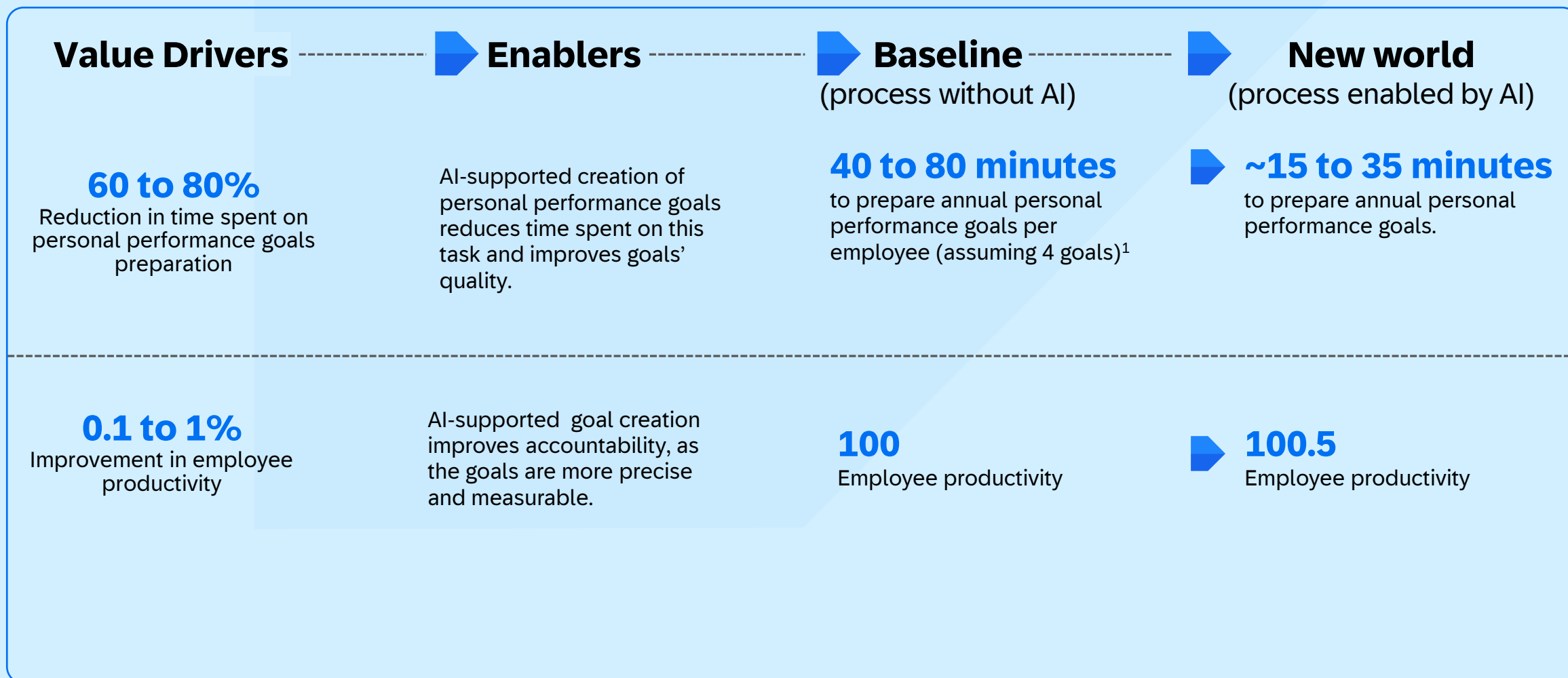
60 to 80%
Reduction in time spent on personal performance goals preparation

0.1 to 1%
Improvement in employee productivity due to increased employee accountability

Enhanced
Communication and collaboration between managers and team members

SAP SuccessFactors

Assisted Performance Goals

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
60 to 80% Reduction in time spent on personal performance goals preparation	AI-supported creation of personal performance goals reduces time spent on this task and improves goals' quality.	**40 to 80 minutes** to prepare annual personal performance goals per employee (assuming 4 goals)[1]	**~15 to 35 minutes** to prepare annual personal performance goals.
0.1 to 1% Improvement in employee productivity	AI-supported goal creation improves accountability, as the goals are more precise and measurable.	**100** Employee productivity	**100.5** Employee productivity

1 Source: SAP Expert Estimation

SAP SuccessFactors

Assisted Writing (incl. Assisted Give Feedback)

Challenge --------- **Solution** --------- **Benefits**
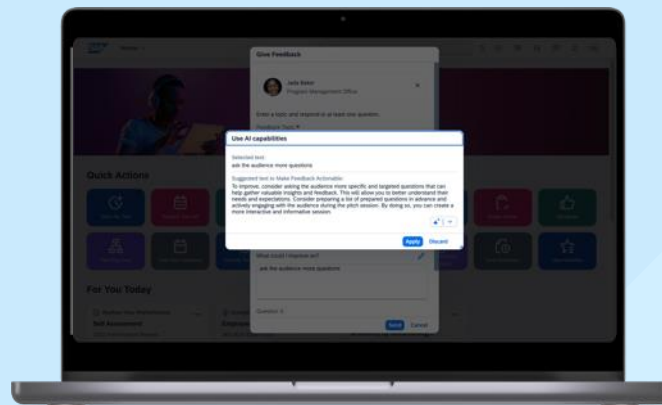

Frank
People Manager

"As a people manager, I must provide feedback to my members. I want to spend less time writing feedback to my reports while improving its quality and having more time for in-person discussion."

AI-assisted writing is an interactive tool that uses generative AI capabilities to assist managers in providing employee feedback. The solution works with multiple feedback modules (360 Review, Performance Management, Goal Management, Career Development, etc.).

Besides reducing a manager's time preparing the written feedback, the feature also ensures improved readability and a consistent tone (professional, personable, or constructive) to suit the communication needs of different audience groups in the organization.

~65%
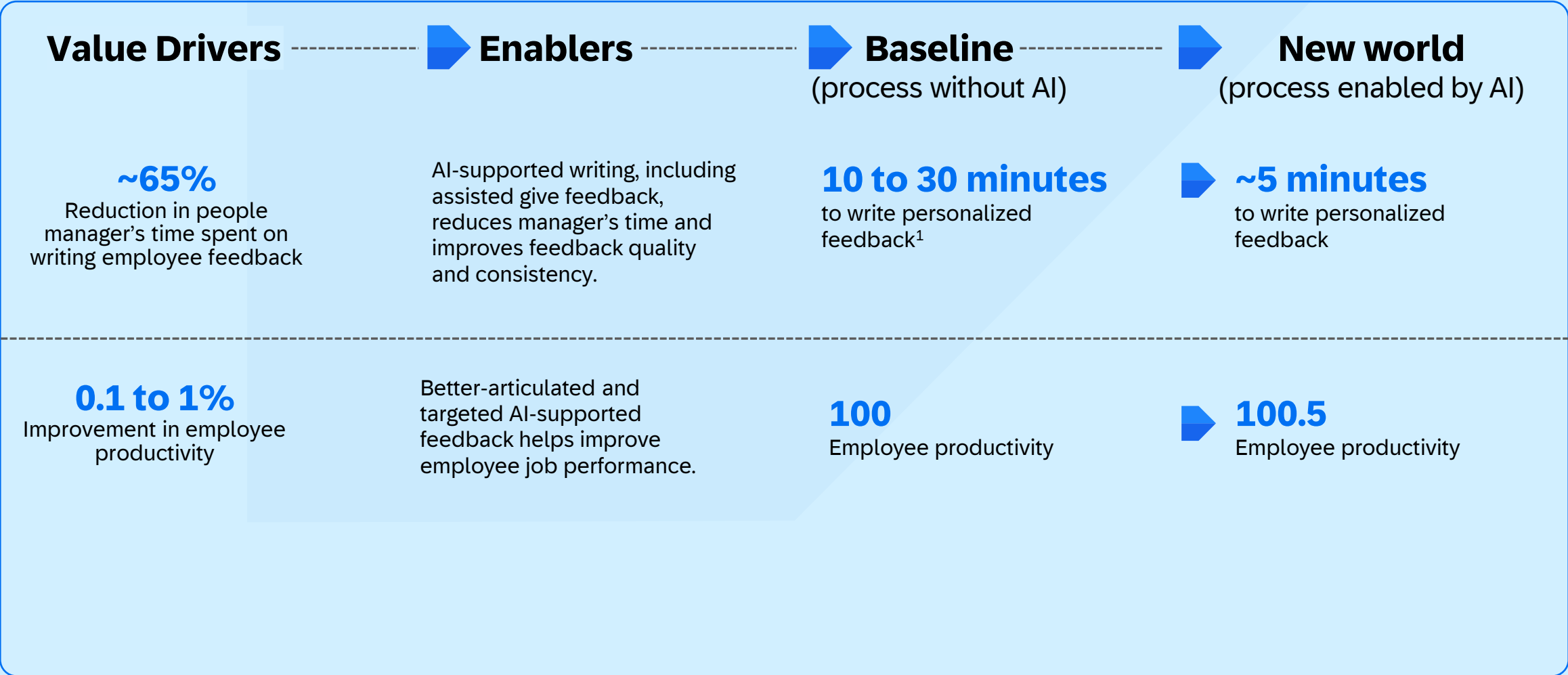Reduction in people manager's time spent on writing employee feedback

0.1 to 1%
Improvement in employee productivity

Increased
employee satisfaction

SAP SuccessFactors

Assisted Writing (incl. Assisted Give Feedback)

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
~65% Reduction in people manager's time spent on writing employee feedback	AI-supported writing, including assisted give feedback, reduces manager's time and improves feedback quality and consistency.	**10 to 30 minutes** to write personalized feedback[1]	**~5 minutes** to write personalized feedback
0.1 to 1% Improvement in employee productivity	Better-articulated and targeted AI-supported feedback helps improve employee job performance.	**100** Employee productivity	**100.5** Employee productivity

1 Source: SAP Expert Estimation

SAP SuccessFactors

Assisted Writing (incl. Assisted Give Feedback)

Assumptions

Profile: Consumer Products company with 10,000 employees

Number of employees in the process	5,000
Number of employee review cycles per year that require written feedback	2
Time to create new employee feedback from scratch (in mins)	30
Time to create employee feedback from an existing one (in mins)	10
Percentage of feedbacks created from scratch	20%
Average fully loaded annual cost per FTE (in €)	50,808
Average loaded people manager FTE cost (in €)	101,615

Annual benefits: €150,490

€86,980
savings from reducing manager time on writing employee feedback (from €135,303 to €48,322)

€63,509
productivity improvement of the employees impacted (from €25,403,778 to €25,467,287)

Numbers may not add up due to rounding.

SAP Enable Now

Cross/Training and Adoption - AI-assisted authoring

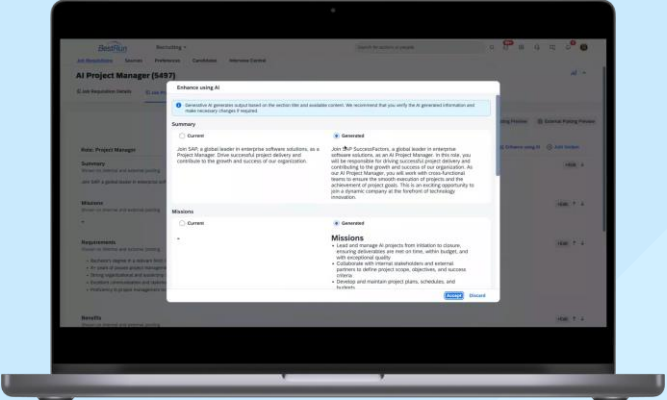**Challenge** - - - - - - - - - - - - **Solution** - - - - - - - - - - - - **Benefits**

Anna
Enablement Content Author

"As an enablement content author, I want to create user-friendly training material by using clear and concise texts to convey enablement messages."

SAP Business AI in SAP User Enablement summarizes and simplifies manual text input, applies brand guidelines, and suggests text while allowing for further fine-tuning of the enablement documentation.

The solution empowers Anna to save significant time while producing and maintaining the enablement content. It also improves training user satisfaction with better content quality, and consistent tone and style across the entire content.
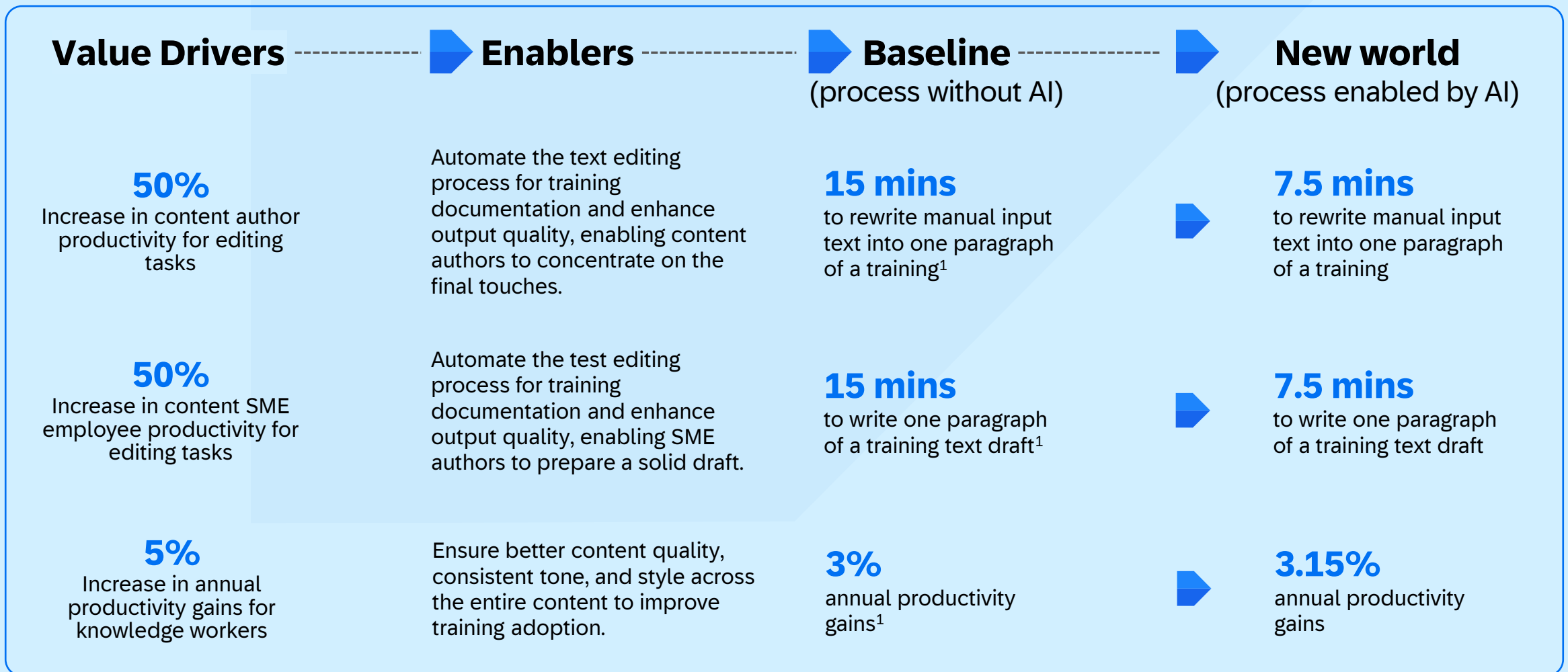
50%
Increase in content author & SME employee productivity for editing tasks

5%
Increase in annual productivity gains for knowledge workers

Improved
training user satisfaction

SAP Enable Now

Cross/Training and Adoption - AI-assisted authoring

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
50% Increase in content author productivity for editing tasks	Automate the text editing process for training documentation and enhance output quality, enabling content authors to concentrate on the final touches.	**15 mins** to rewrite manual input text into one paragraph of a training[1]	**7.5 mins** to rewrite manual input text into one paragraph of a training
50% Increase in content SME employee productivity for editing tasks	Automate the test editing process for training documentation and enhance output quality, enabling SME authors to prepare a solid draft.	**15 mins** to write one paragraph of a training text draft[1]	**7.5 mins** to write one paragraph of a training text draft
5% Increase in annual productivity gains for knowledge workers	Ensure better content quality, consistent tone, and style across the entire content to improve training adoption.	**3%** annual productivity gains[1]	**3.15%** annual productivity gains

1 Source: SAP expert estimation

SAP Enable Now

Cross/Training and Adoption - AI-assisted authoring

Assumptions

Profile: Consumer Products company with 10,000 employees

Total employees	10,000
Number of employees working on training content (% of total employees)	0.33%
Number of content authors (% of employees working on training content)	10%
Number of SME authors (% of employees working on training content)	90%
Average number of authoring transactions per content author FTE per year	2,500
Average number of authoring transactions per SME author FTE per year	400
Average time spent on content authoring transaction (in mins)	15
Average fully loaded annual cost per FTE (in €)	50,808
Number of working days per year	230
Knowledge workers (% of employees)	9.10%
Average annual increase in productivity due to learning	3%

Annual benefits: € 138,834

€ 28,476
Reduction in time spent on authoring transactions by content authors (from € 56,952 to € 28,476)

€ 41,005
Reduction in time spent on authoring transactions by SME authors (from € 82,010 to € 41,005)

€ 69,353
Increase in annual productivity savings due to learning
(from €1,387,058 to €1,456,411)

Annual costs: € 542

Unit of measure	Conversion factor	Quantity
Transactions	1 Editing Task = 1 Trans.	20,130
AI units	1 Trans. = 0.0038 AI unit	77
€	1 AI unit = €7 (list price)	542

>255x ROI

Cost and ROI numbers exclude possible implementation/adoption costs.
Numbers may not add up due to rounding.

SAP Intelligent Product Recommendation

Reimagine the customer experience for complex configurable products
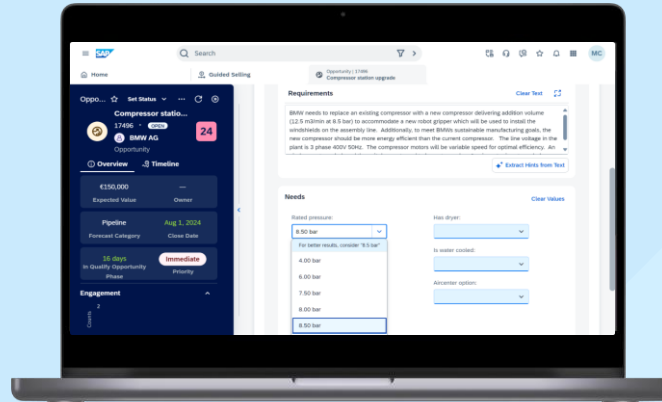
Challenge

Tara

Sales Representative

"As a sales representative, I need an easy way of knowing what products can accommodate my customer's advanced needs, so I can offer a more personalized recommendation that increases revenue and profitability."

Solution

SAP Business AI as a Digital sales assistant leverages machine learning to streamline the quotation process for complex configurable products.

Thanks to this solution, Tara spends less time getting up to speed with technical product information and is able to efficiently advise her clients on the products and solutions that match their detailed requirements; this allows her to build loyalty and drive sustainable and profitable revenue growth.

Benefits

0.25%
Increased revenue

0.25%
Increased profits

10%
Reduction in cost of quoting process

20%
Reduction in cost of sales representative training

3%
Increase in revenue through faster time to productivity of new hires

SAP Intelligent Product Recommendation
Reimagine the customer experience for complex configurable products

Value Drivers

0.25%
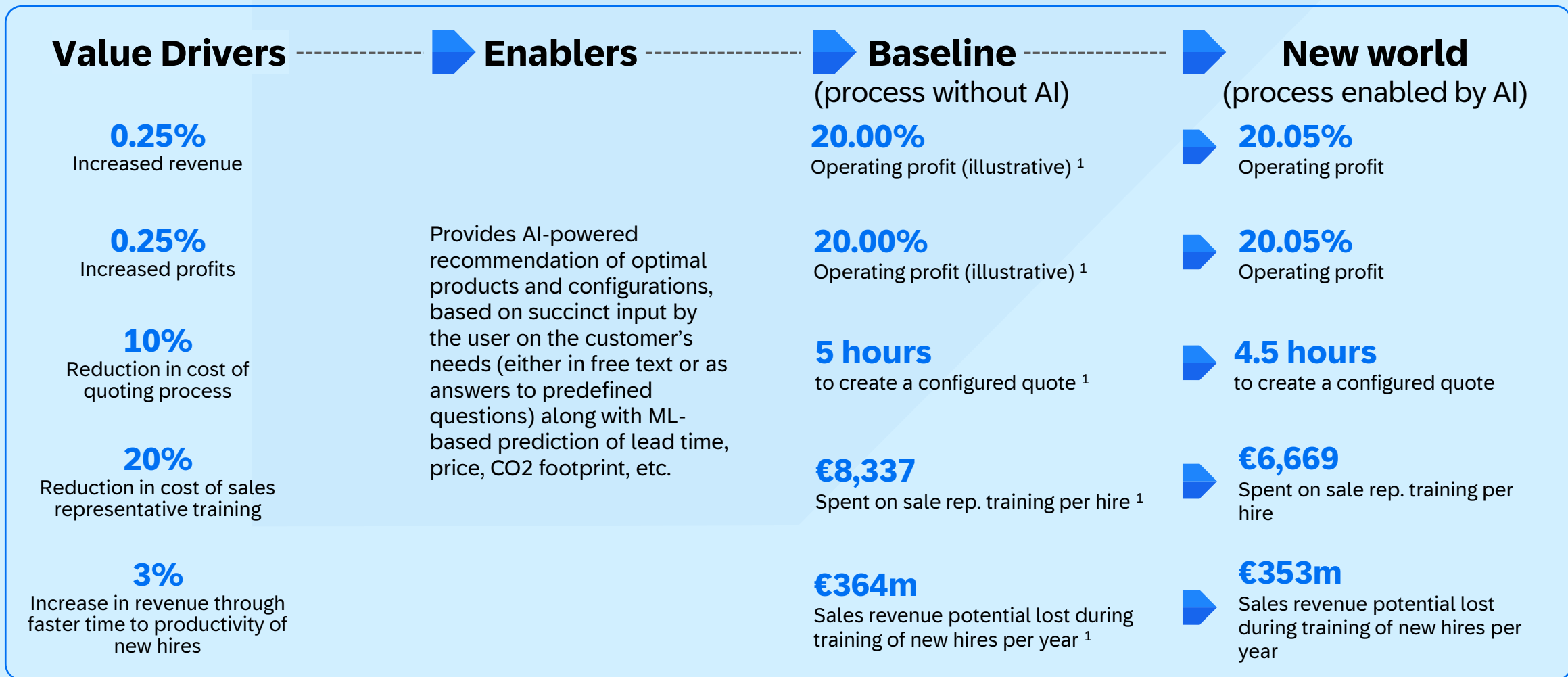Increased revenue

0.25%
Increased profits

10%
Reduction in cost of quoting process

20%
Reduction in cost of sales representative training

3%
Increase in revenue through faster time to productivity of new hires

Enablers

Provides AI-powered recommendation of optimal products and configurations, based on succinct input by the user on the customer's needs (either in free text or as answers to predefined questions) along with ML-based prediction of lead time, price, CO_2 footprint, etc.

Baseline
(process without AI)

20.00%
Operating profit (illustrative) [1]

20.00%
Operating profit (illustrative) [1]

5 hours
to create a configured quote [1]

€8,337
Spent on sale rep. training per hire [1]

€364m
Sales revenue potential lost during training of new hires per year [1]

New world
(process enabled by AI)

20.05%
Operating profit

20.05%
Operating profit

4.5 hours
to create a configured quote

€6,669
Spent on sale rep. training per hire

€353m
Sales revenue potential lost during training of new hires per year

[1] Source: SAP expert estimation

SAP Enterprise Service Management

Next-Gen Shared Service Automation
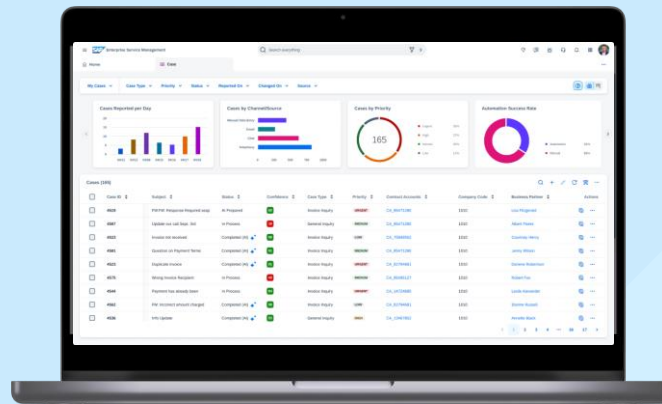
Challenge ---- ▶ Solution ---- ▶ Benefits

Tara

Shared Service Agent

"As a Service Agent I have to handle a high volume of complex requests in a very short timeframe to make my business partners satisfied. I need help to efficiently extract relevant information, identify the right solution and promptly answer to each inquiry."

SAP Enterprise Service Management (ESM) standardizes Service centers ticket managing processes, supports accurate requests handling and speeds up resolution and response time.

Supported by AI, Tara is able to save a significant amount of time and manual effort in answering inquiries and requests, thereby significantly improving the company's service management and user experience.

14%
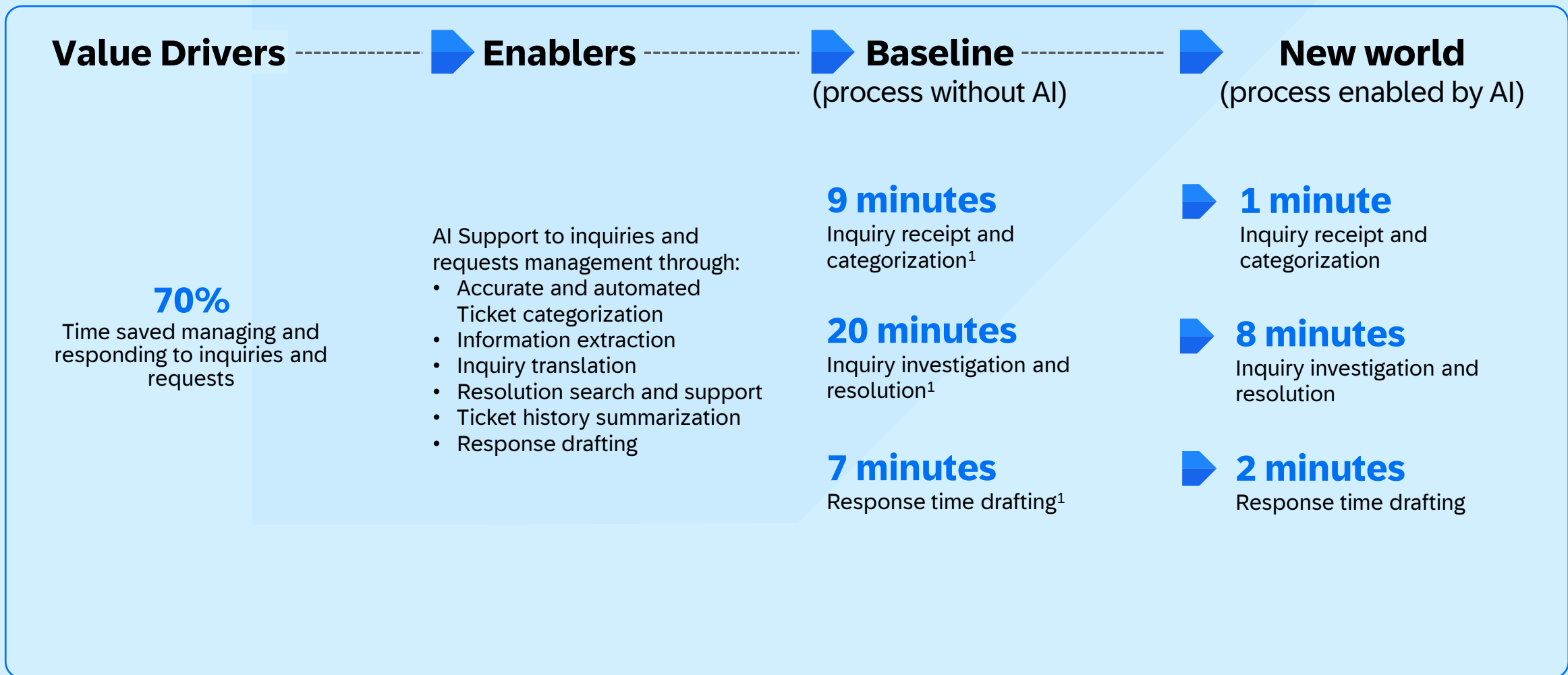Increase in overall Service Agents productivity

70%
Time saved managing and responding to inquiries and requests

Increased
business partner satisfaction

SAP Enterprise Service Management

Next-Gen Shared Service Automation

Value Drivers ----→ **Enablers** ----→ **Baseline**
(process without AI) ----→ **New world**
(process enabled by AI)

70%
Time saved managing and responding to inquiries and requests

AI Support to inquiries and requests management through:
- Accurate and automated Ticket categorization
- Information extraction
- Inquiry translation
- Resolution search and support
- Ticket history summarization
- Response drafting

9 minutes
Inquiry receipt and categorization[1]

20 minutes
Inquiry investigation and resolution[1]

7 minutes
Response time drafting[1]

1 minute
Inquiry receipt and categorization

8 minutes
Inquiry investigation and resolution

2 minutes
Response time drafting

1 Source: SAP expert estimation

PUBLIC

SAP Enterprise Service Management

Next-Gen Shared Service Automation

Assumptions

Profile: Consumer Products company with €10bn in revenue

# of Shared Service Agent FTEs	540
Average fully loaded annual cost per FTE (in €)	50,808
% of shared service center FTE time spent on E-mail communication	20%

Annual benefits: €3,839,500

€3,839,500
Reduction in annual cost of service agents for E-mail communication
(from €5,485,00 to €1,645,500)

Numbers may not add up due to rounding.

CX AI Toolkit: Service

Empowering Business with Generative AI:
Transforming Service Process Efficiency and Increasing Customer Satisfaction

Challenge --------------- **Solution** --------------- **Benefits**

Tara
Customer Support Specialist

"As a customer support specialist, I want to have faster and better insight into my customer enquiries, so I can be prepared to assist and resolve any questions and increase customer satisfaction."
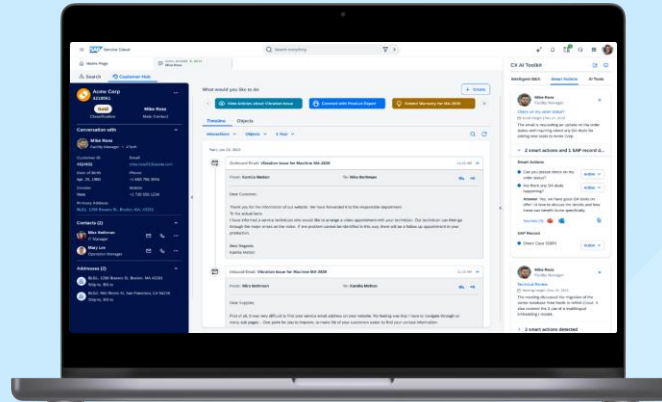
SAP CX AI Toolkit for Service provides a more thorough overview of the customer, by generating an intelligent customer profile based on connected CRM data and AI insights that can generate answers to customer questions and draft them into email responses.

The solution empowers Tara to save significant time and manual effort in searching for a trusted answer to customer questions, by allowing GenAI to highlight the account overview, the service case and draft intelligent responses.
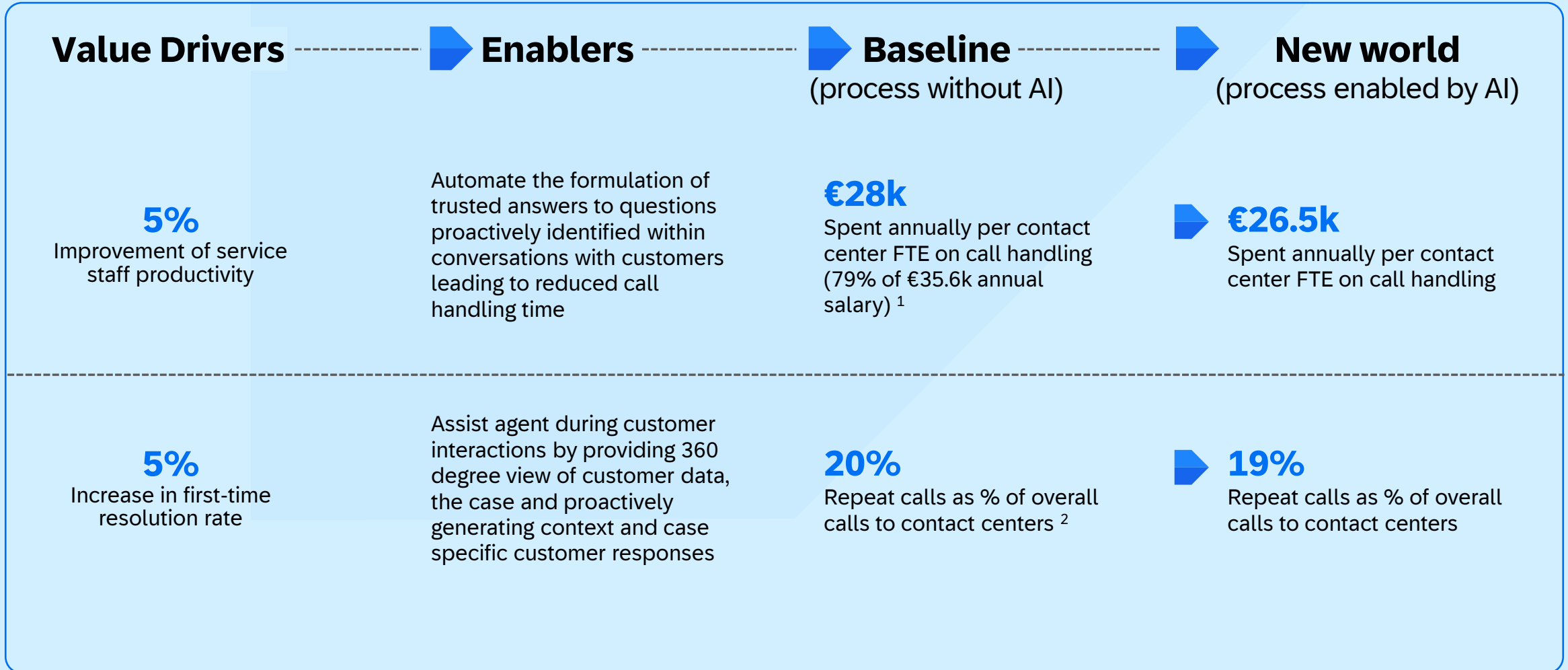
5%
Improvement of service staff productivity

5%
Increase in first-time resolution rate

10%
Improvement in Customer satisfaction

CX AI Toolkit: Service

Empowering Business with Generative AI:
Transforming Service Process Efficiency and Increasing Customer Satisfaction

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
5% Improvement of service staff productivity	Automate the formulation of trusted answers to questions proactively identified within conversations with customers leading to reduced call handling time	**€28k** Spent annually per contact center FTE on call handling (79% of €35.6k annual salary) [1]	**€26.5k** Spent annually per contact center FTE on call handling
5% Increase in first-time resolution rate	Assist agent during customer interactions by providing 360 degree view of customer data, the case and proactively generating context and case specific customer responses	**20%** Repeat calls as % of overall calls to contact centers [2]	**19%** Repeat calls as % of overall calls to contact centers

1 Source: SAP VLM benchmark
2 Source: SAP Expert Estimation

PUBLIC

CX AI Toolkit: Service

Empowering Business with Generative AI:
Transforming Service Process Efficiency and Increasing Customer Satisfaction

Assumptions

Profile: Consumer Products company with €10bn in revenue

Total number of contact center FTE	1,619
Contact center FTE utilization rate	79%
Average fully loaded cost per contact center employee (in €)	35,565
% of inbound contact center calls that are repeat calls	20%
Average fully loaded annual cost per FTE (in €)	50,808

Annual benefits: €2,716,062

€2,263,385
Decrease in annual cost of call handling by contact center FTE (from €45,267,705 to €43,004,320)

€452,677
Decrease in annual cost incurred from repeat calls (from €9,053,541 to € 8,600,864)

Annual costs: € 75,600

Unit of measure	Conversion factor	Quantity
Transaction	1 transaction = 1 feature used	1.35M
AI units	1 features used = 0.008 AI unit	10,800
€	1 AI unit = €7 (list price)	75,600

~35x ROI

Estimate

Cost and ROI numbers exclude possible implementation/adoption costs.

Numbers may not add up due to rounding.

CX AI Toolkit: Sales

Empowering Business with Generative AI: Transforming Sales Process Efficiency and Effectiveness

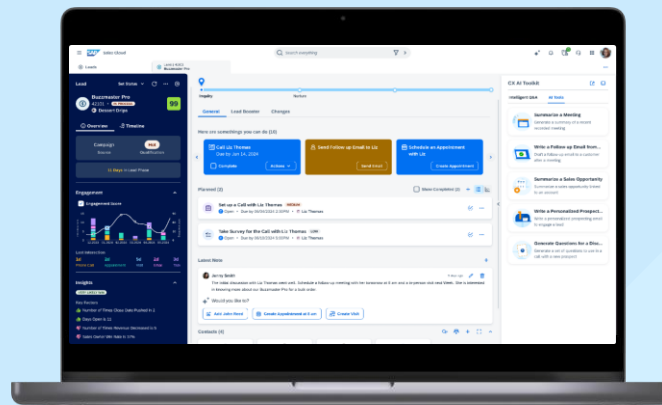### Challenge - - - - - - - - - ### Solution - - - - - - - - - ### Benefits

Tara

Sales Specialist

"As a sales specialist, I want to be able to be best prepared for account planning, customer interactions, and make sure I answer any question of my customer promptly and with highest precision."

SAP CX AI Toolkit for Sales provides a more thorough overview of the customer, by generating an intelligent customer profile based on connected CRM data and AI insights that can generate better background and answers any customer email inquiry faster and better.

The solution empowers Tara to save significant time and manual effort in searching for a trusted answer to customer questions, by allowing GenAI to draft context specific intelligent responses.
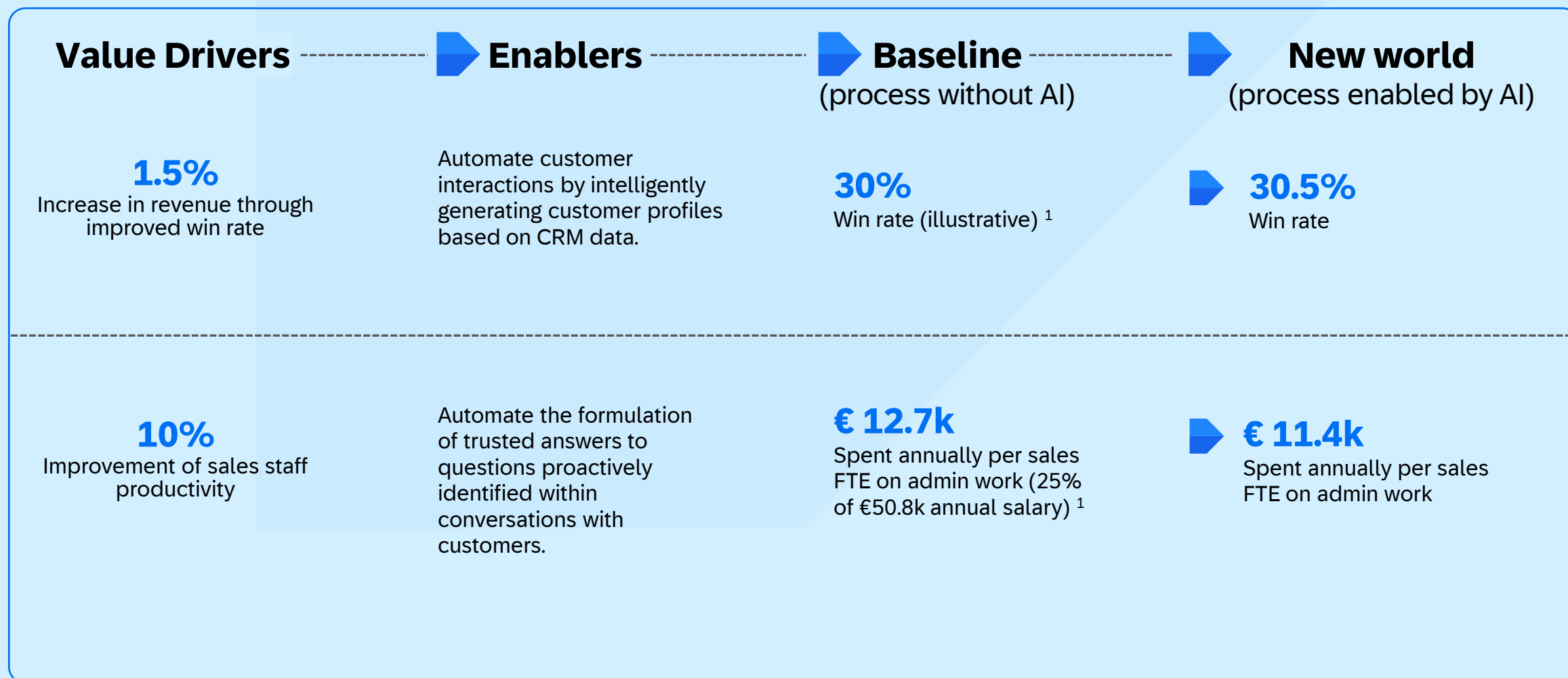
1.5%
Increase in revenue through improved win rate

10%
Improvement of sales staff productivity

10%
Improvement in Customer satisfaction

CX AI Toolkit: Sales

Empowering Business with Generative AI: Transforming Sales Process Efficiency and Effectiveness

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
1.5% Increase in revenue through improved win rate	Automate customer interactions by intelligently generating customer profiles based on CRM data.	**30%** Win rate (illustrative) [1]	**30.5%** Win rate
10% Improvement of sales staff productivity	Automate the formulation of trusted answers to questions proactively identified within conversations with customers.	**€ 12.7k** Spent annually per sales FTE on admin work (25% of €50.8k annual salary) [1]	**€ 11.4k** Spent annually per sales FTE on admin work

1 Source: SAP expert estimation

CX AI Toolkit: Sales

Empowering Business with Generative AI: Transforming Sales Process Efficiency and Effectiveness

Assumptions

Profile: Consumer Products company with €10bn in revenue

Total sales FTE	2,124
Average % of time spent in admin work per FTE	25%
Average fully loaded annual cost per FTE (in €)	50,808
% of revenue influenced by Sales Reps	30%
Average revenue per deal (in €)	€31,031
Win Rate (% of qualified leads where the sale is closed)	30%
Operating Margin	20%

Annual benefits: €11,698,483

€9,000,000
Increase in operating margin through higher win rate (from €600,000,000 to €609,000,000)

€2,698,483
Reduction in annual cost of admin work by Sales FTEs (from €26,984,829 to €24,286,346)

Annual costs: € 100,800

Unit of measure	Conversion factor	Quantity
Transaction	1 transaction = 1 feature used	1.8M
AI units	1 features used = 0.008 AI unit	14,400
€	1 AI unit = €7 (list price)	100,800

>115x ROI

Estimate

PUBLIC

Cost and ROI numbers exclude possible implementation/adoption costs.

Numbers may not add up due to rounding.

CX AI Toolkit: Commerce

Empowering Business with Generative AI: Transforming eCommerce Experience for Customers
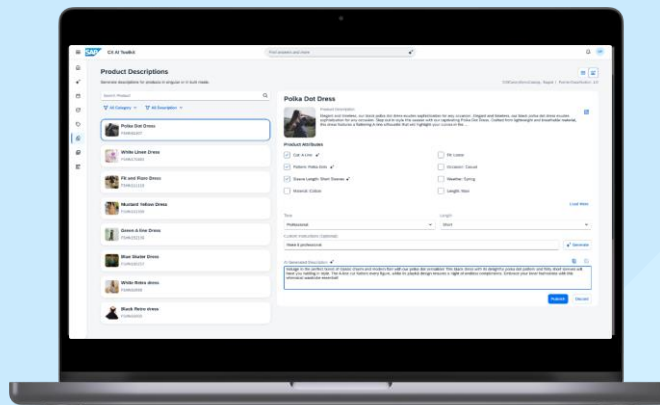
▶ Challenge ----- ▶ Solution ----- ▶ Benefits

Tara

Digital operations manager

"As a digital operations manager, I want to be able to offer our customers the most unique online experience, so I can grow my online sales."

SAP CX AI Toolkit for Commerce generates a unique customer experience by tailoring the product catalog to simplify searches, identifying gaps in catalog data and delivering dynamic descriptive product content.

The solution empowers Tara to simplify product discovery and improve her ability to personalize products at scale, for growing online sales.
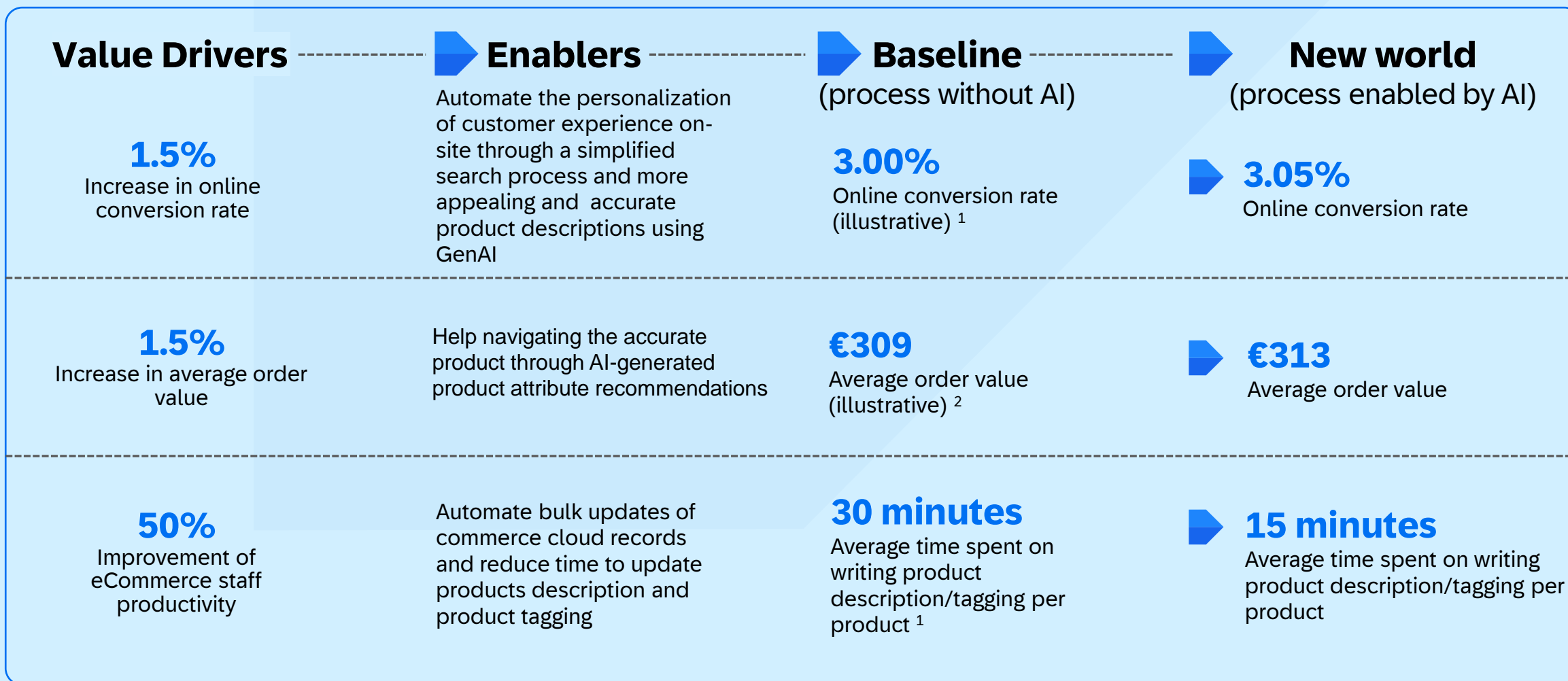
1.5%
Increase in online conversion rate

1.5%
Increase in average order value

50%
Improvement of eCommerce staff productivity

CX AI Toolkit: Commerce

Empowering Business with Generative AI: Transforming eCommerce Experience for Customers
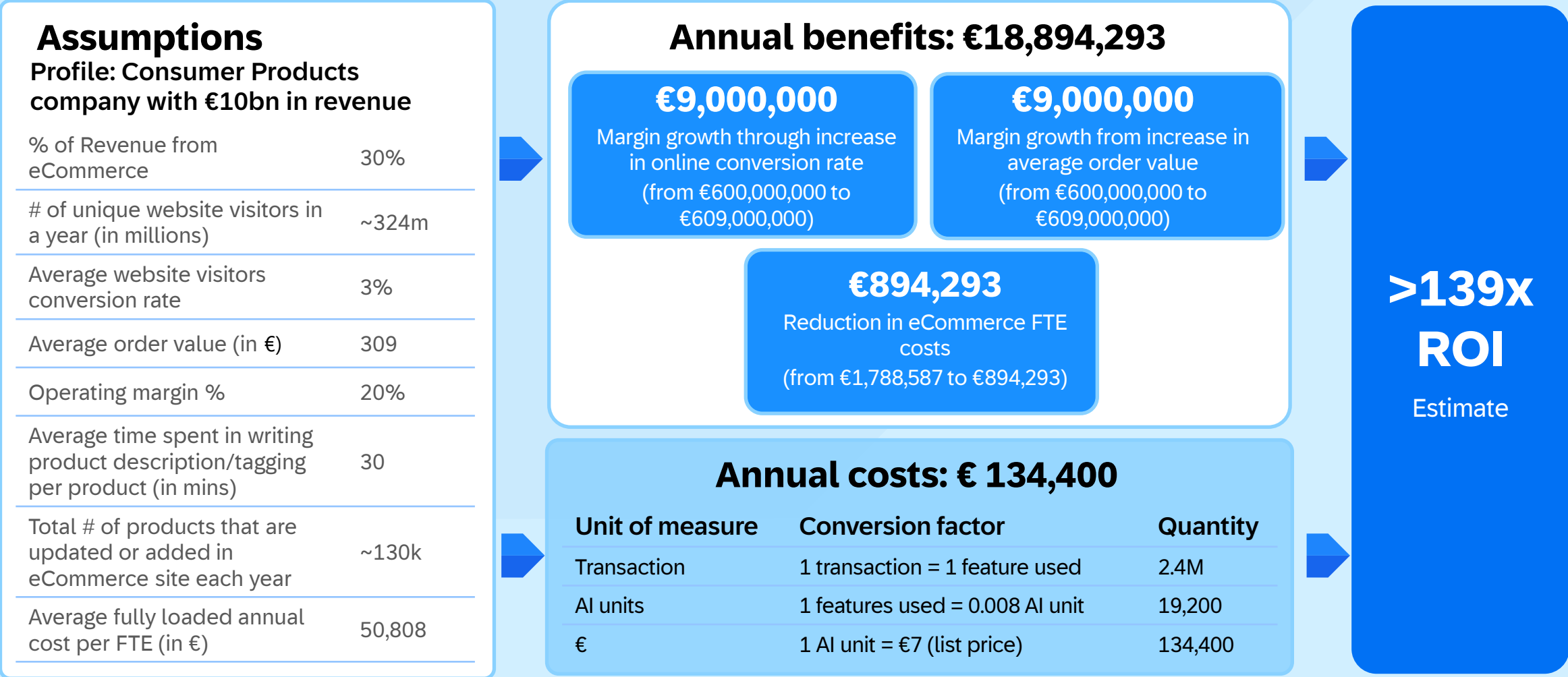
Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
1.5% Increase in online conversion rate	Automate the personalization of customer experience on-site through a simplified search process and more appealing and accurate product descriptions using GenAI	**3.00%** Online conversion rate (illustrative) [1]	**3.05%** Online conversion rate
1.5% Increase in average order value	Help navigating the accurate product through AI-generated product attribute recommendations	**€309** Average order value (illustrative) [2]	**€313** Average order value
50% Improvement of eCommerce staff productivity	Automate bulk updates of commerce cloud records and reduce time to update products description and product tagging	**30 minutes** Average time spent on writing product description/tagging per product [1]	**15 minutes** Average time spent on writing product description/tagging per product

1 Source: SAP Expert Estimation
2 Source: SAP VLM benchmark – Consumer Products industry

CX AI Toolkit: Commerce

Empowering Business with Generative AI: Transforming eCommerce Experience for Customers

Assumptions

Profile: Consumer Products company with €10bn in revenue

% of Revenue from eCommerce	30%
# of unique website visitors in a year (in millions)	~324m
Average website visitors conversion rate	3%
Average order value (in €)	309
Operating margin %	20%
Average time spent in writing product description/tagging per product (in mins)	30
Total # of products that are updated or added in eCommerce site each year	~130k
Average fully loaded annual cost per FTE (in €)	50,808

Annual benefits: €18,894,293

€9,000,000
Margin growth through increase in online conversion rate
(from €600,000,000 to €609,000,000)

€9,000,000
Margin growth from increase in average order value
(from €600,000,000 to €609,000,000)

€894,293
Reduction in eCommerce FTE costs
(from €1,788,587 to €894,293)

Annual costs: € 134,400

Unit of measure	Conversion factor	Quantity
Transaction	1 transaction = 1 feature used	2.4M
AI units	1 features used = 0.008 AI unit	19,200
€	1 AI unit = €7 (list price)	134,400

>139x ROI

Estimate

PUBLIC

Cost and ROI numbers exclude possible implementation/adoption costs.

Numbers may not add up due to rounding.

SAP Emarsys

AI-assisted Content Creation

Challenge - - - - - - - - **Solution** - - - - - - - - **Benefits**

Tara
Marketer

"As a marketer, I want to be able to efficiently create campaign content, so I can reach the widest audience of my target customers with maximum impact."
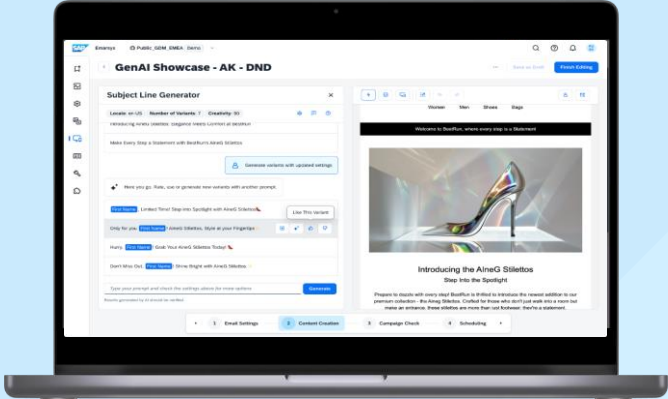
SAP Emarsys generates personalized content for every part of a marketer's omnichannel campaign, by leveraging contextual input, campaign performance and audience feedback.
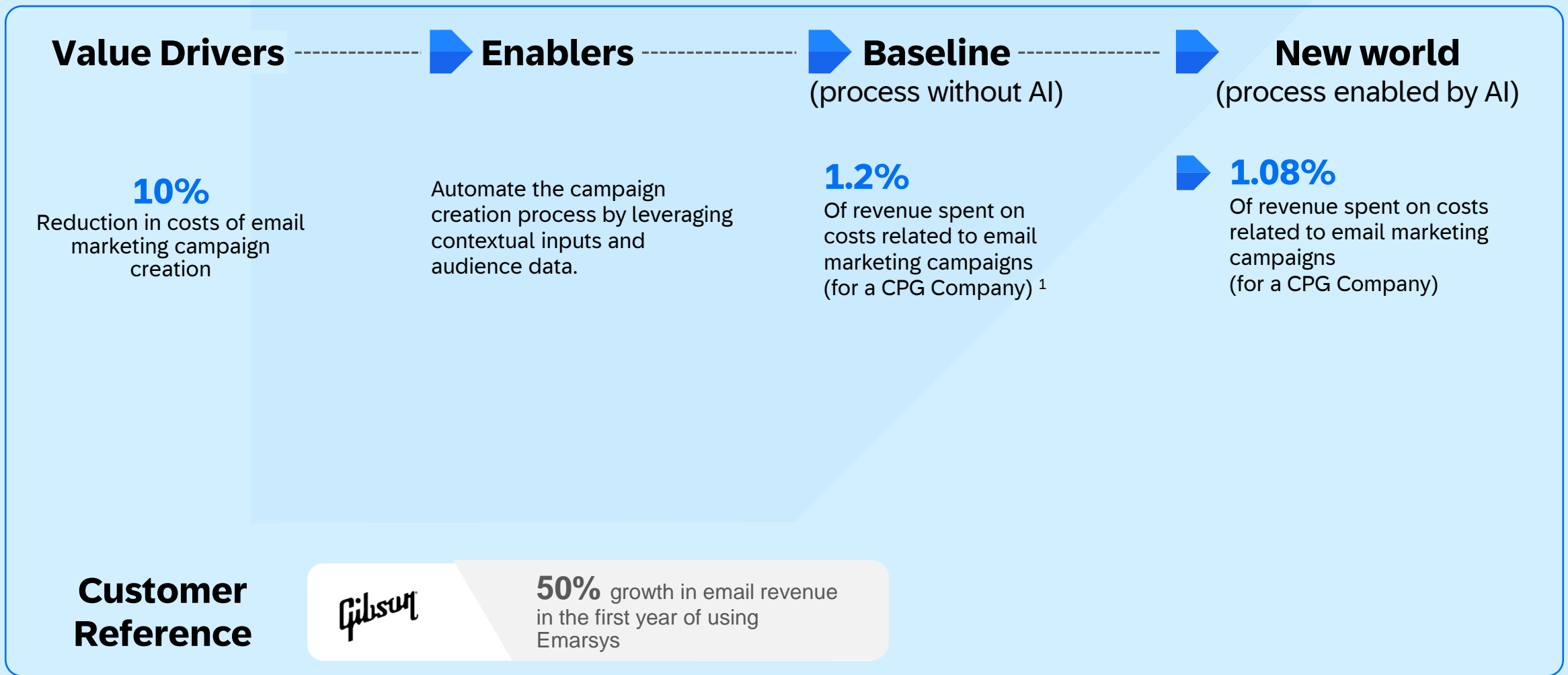
The solution empowers Tara to save significant time and manual effort in creating a refined and compelling marketing campaign.

10%
Reduction in cost of email marketing campaign creation

20%
Increased return on marketing investments (ROMI)

SAP Emarsys

AI-assisted Content Creation

Value Drivers ----▶ **Enablers** ----▶ **Baseline**
(process without AI) ----▶ **New world**
(process enabled by AI)

10%
Reduction in costs of email marketing campaign creation

Automate the campaign creation process by leveraging contextual inputs and audience data.

1.2%
Of revenue spent on costs related to email marketing campaigns (for a CPG Company) [1]

▶ **1.08%**
Of revenue spent on costs related to email marketing campaigns (for a CPG Company)

Customer Reference

Gibson

50% growth in email revenue in the first year of using Emarsys

1 Source: SAP expert estimation

SAP Emarsys

AI-assisted Content Creation

Assumptions

Profile: Consumer Products company with €10bn in revenue

Marketing spend as a % of revenue	25.2%
Digital Marketing spend as a percentage of marketing spend	61.1%
eMail marketing budget as a percentage of Digital Marketing Spend (%)	7.8%

Annual benefits: €12,005,050

€12,005,050
Reduction in annual cost of email marketing campaign creation
(from € € 120,050,502 to €108,045,452)

Numbers may not add up due to rounding.

SAP Sales Cloud Version 2

Lead Booster – Increase Lead Generation Effectiveness

Challenge ----- **Solution** ----- **Benefits**

Tara
Sales Representative

"As a Sales rep, I need to increase my efficiency and effectiveness in converting leads to opportunities."
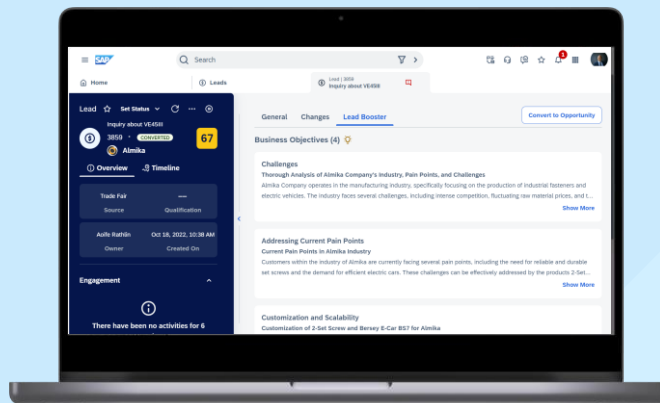
SAP Lead Booster generates tailored information that is up-to date and with a high buying propensity, so most likely to be of interest to the customer.

This empowers Tara to get a better understanding of the customer needs and increases the likelihood of successful identification of an opportunity.

2.5%
Increase in lead conversion rate [1]

1 Benefits apply to B2B Companies

SAP Sales Cloud Version 2

Lead Booster – Increase Lead Generation Effectiveness

Value Drivers ---▶ **Enablers** ---▶ **Baseline**
(process without AI) ---▶ **New world**
(process enabled by AI)

2.5%
increase in lead conversion rate

Enhances the sales pitch by aligning benefits of the product offerings to the strategic goals of the account that are most relevant to the lead

13.9%
Lead conversion rate (illustrative) [1]

▶ **14.3%**
Lead conversion rate

1 Source: SAP benchmark
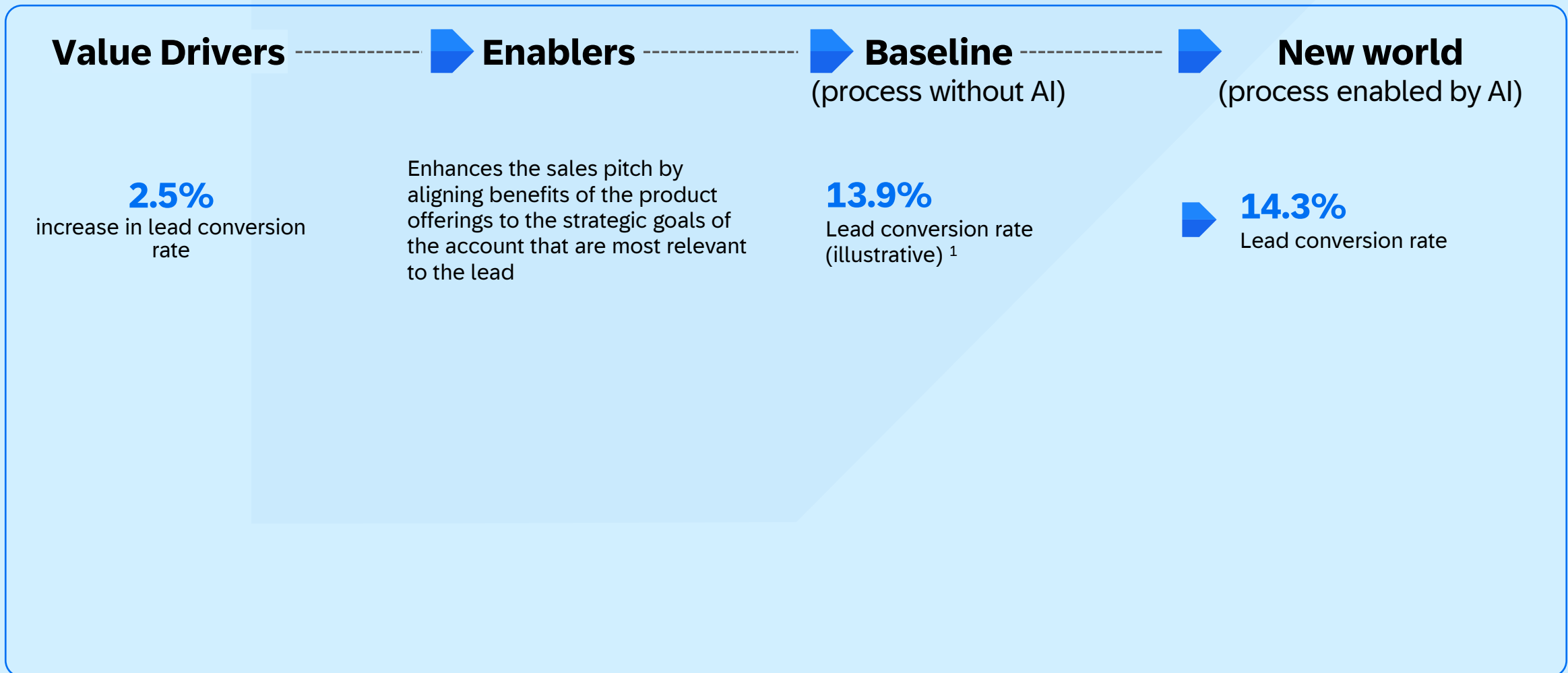
SAP Sales Cloud Version 2

Lead Booster - increase Lead Generation Effectiveness

Assumptions

Profile: Consumer Products company with €10bn in revenue

% of revenue influenced by Sales Reps	30%
Average order value (B2B, in €)	31,031
Average lead conversion rate	13.9%
Operating Margin	20%

Annual benefits: €15,000,000

€15,000,000
Increase in operating margin through higher lead conversion rate
(from €600,000,000 to €615,000,000)

Annual costs: € 34,034

Unit of measure	Conversion factor	Quantity
Transactions	1 sales lead = 1 transaction	694,521
AI units	1000 sales lead = 7 AI units	4,862
€	1 AI unit = €7 (list price)	34,034

>439x ROI

Estimate

Cost and ROI numbers exclude possible implementation/adoption costs.

Numbers may not add up due to rounding.

SAP Sales Cloud Version 2

Email Draft Recommender – Reduce time to draft responses based on previous interactions

Challenge ---------- **Solution** ---------- **Benefits**

Tara

Sales Representative
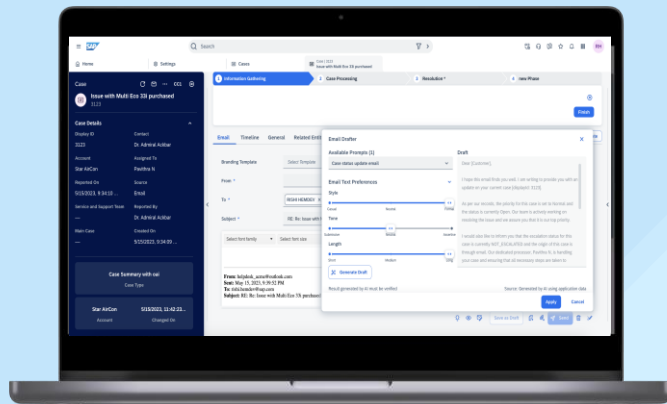
"As a Sales rep, I need to reflect quickly and comprehensively on the email history and context with a customer when answering their requests so I can avoid unnecessary iterations and be more productive with other tasks."

SAP Email Draft Recommender generate a response email based on the previous email reply and purpose for which an email needs to be drafted.

It empowers Tara to streamline the sales and support process making it easier for her to focus on other sales tasks like deal closures.

80%
Time saved in drafting email responses for Sales reps

SAP Sales Cloud Version 2

Email Draft Recommender – Reduce time to draft responses based on previous interactions

Value Drivers ----▶ **Enablers** ----▶ **Baseline**
(process without AI) ----▶ **New world**
(process enabled by AI)

80%
Time saved in drafting email responses for Sales reps

Generates emails response based on the previous interactions and the purpose for which an email needs to be sent, including correct spelling and grammar

15 mins
Average time to review and draft one email (illustrative) [1]

▶ **3 mins**
Average time to review and draft one email

PUBLIC

1 Source: SAP expert estimation
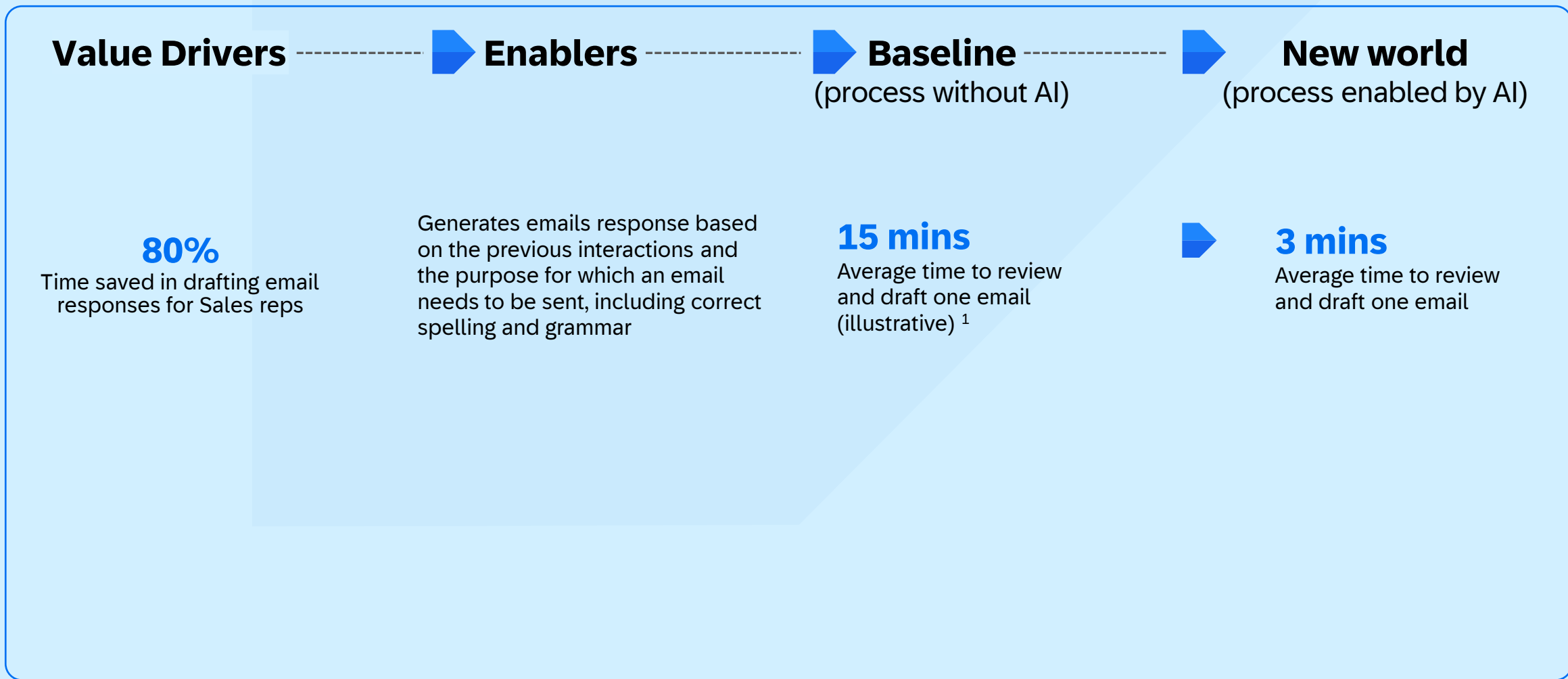
SAP Sales Cloud Version 2

Email Draft Recommender – Reduce time to draft responses based on previous interactions

Assumptions

Profile: Consumer Products company with €10bn in revenue

Total Sales FTE	2,124
Working days per year	230
Sales emails per Sales FTE per working day	7
% of time spent on emails that can be accelerated	25%
Average time to review and draft one email (in mins)	15
Average annual fully loaded cost per sales FTE (in €)	50,808

Annual benefits: €4,722,345

€4,722,345
Time saved in drafting email responses for Sales Staffs
(from €5,902,931 to €1,180,586)

Annual costs: €41,902

Unit of measure	Conversion factor	Quantity
Transactions	Emails that can be accelerated through AI = 1 transaction	855,101
AI units	1000 emails = 7 AI units	5,986
€	1 AI unit = €7 (list price)	41,902

>111x ROI

Estimate

Cost and ROI numbers exclude possible implementation/adoption costs.

Numbers may not add up due to rounding.

SAP Sales Cloud Version 2

Account Synopsis – Facilitate targeted and relevant sales conversations while saving time in account planning/reviews

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
50% Time saved in account planning for Sales reps	Equips the sales team with knowledge of the account's competitive landscape that help facilitating targeted and relevant sales conversations	**60 mins** Average time spent by Sales FTE in planning and reviewing each account (illustrative)[1]	**30 Minutes** Average time spent by Sales FTE in planning and reviewing each account
0.5% Increase in cross-sell and up-sell rate	Help sales reps in facilitating targeted and relevant sales conversations by addressing specific pain points and knowing the knowledge of the account's competitive landscape	**8.50%** Cross-sell/up-sell rate (illustrative)[2]	**8.54%** Cross-sell/up-sell rate

1 Source: SAP expert estimation   2 Source: SAP benchmark

SAP Sales Cloud Version 2

Account Synopsis – Facilitate targeted and relevant sales conversations while saving time in account planning/reviews

Assumptions

Profile: Consumer Products company with €10bn in revenue

Total Sales FTE	2,124
No. of sales accounts assigned to each Sales FTE	30
No. of accounts reviews in a year by Sales FTE	2
Average time spent by Sales FTE in planning for each account review (in hr)	1
Average annual fully loaded cost per sales FTE (in €)	50,808
Cross-sell/up-sell revenue as a % of total revenue for sales	8.5%
Operating Margin	20%

Annual benefits: €2,609,880

€1,759,880
Time saved in account planning for Sales Staffs
(from €3,519,760 to €1,759,880)

€850,000
Increase in operating margin through increased cross sell and up sell opportunities
(from €170,000,000 to €170,850,000)

Annual costs: € 6,246

Unit of measure	Conversion factor	Quantity
Transactions	No. of sales account owned and reviewed by a sales FTE in a year = 1 transaction	127,468
AI units	1000 sales accounts reviewed twice in a year = 7 AI units	892
€	1 AI unit = €7 (list price)	6,246

>416x ROI

Estimate

Cost and ROI numbers exclude possible implementation/adoption costs.

Numbers may not add up due to rounding.

SAP Sales Cloud Version 2

Survey Trend Summary – Provide contextual guidance on improving the sales rep's store visits

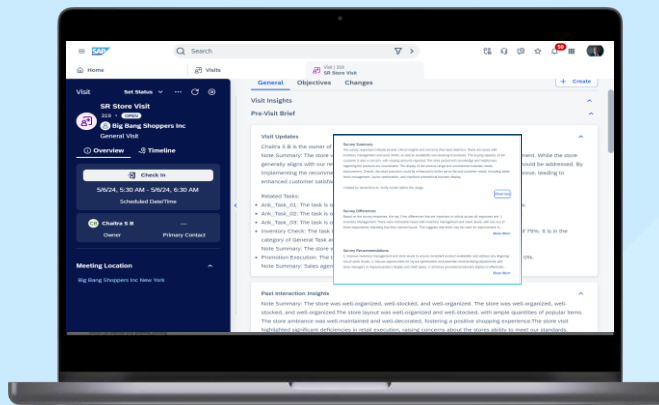### Challenge ---- ▶ Solution ---- ▶ Benefits

Tara

Sales Representative

"As a sales rep, I need to compare responses from multiple surveys to obtain contextual guidance on improving my sales visits"

SAP Survey Trend Summary helps sales personnel to plan and record site visits and associated activities. It also gives a quick summary of multiple site specific surveys conducted and creates recommendations for improvement.

It empowers Tara to identify the key differences from the last 3 visits and give important recommendations that help her in planning her next site visit.

50%
Time saved in compiling and analyzing the store surveys

Higher
customer satisfaction

SAP Sales Cloud Version 2

Survey Trend Summary – Provide contextual guidance on improving the sales rep's store visits

Value Drivers ----- **Enablers** ----- **Baseline**
(process without AI)
----- **New world**
(process enabled by AI)

50%
Time saved in compiling and analyzing the store surveys

Help sales reps start the visit preparation by summarization past surveys in the same store and highlighting differences

48 min
Average time spent by Sales reps in analyzing and compiling survey data (illustrative) [1]

24 min
Average time spent by Sales reps in analyzing and compiling survey data
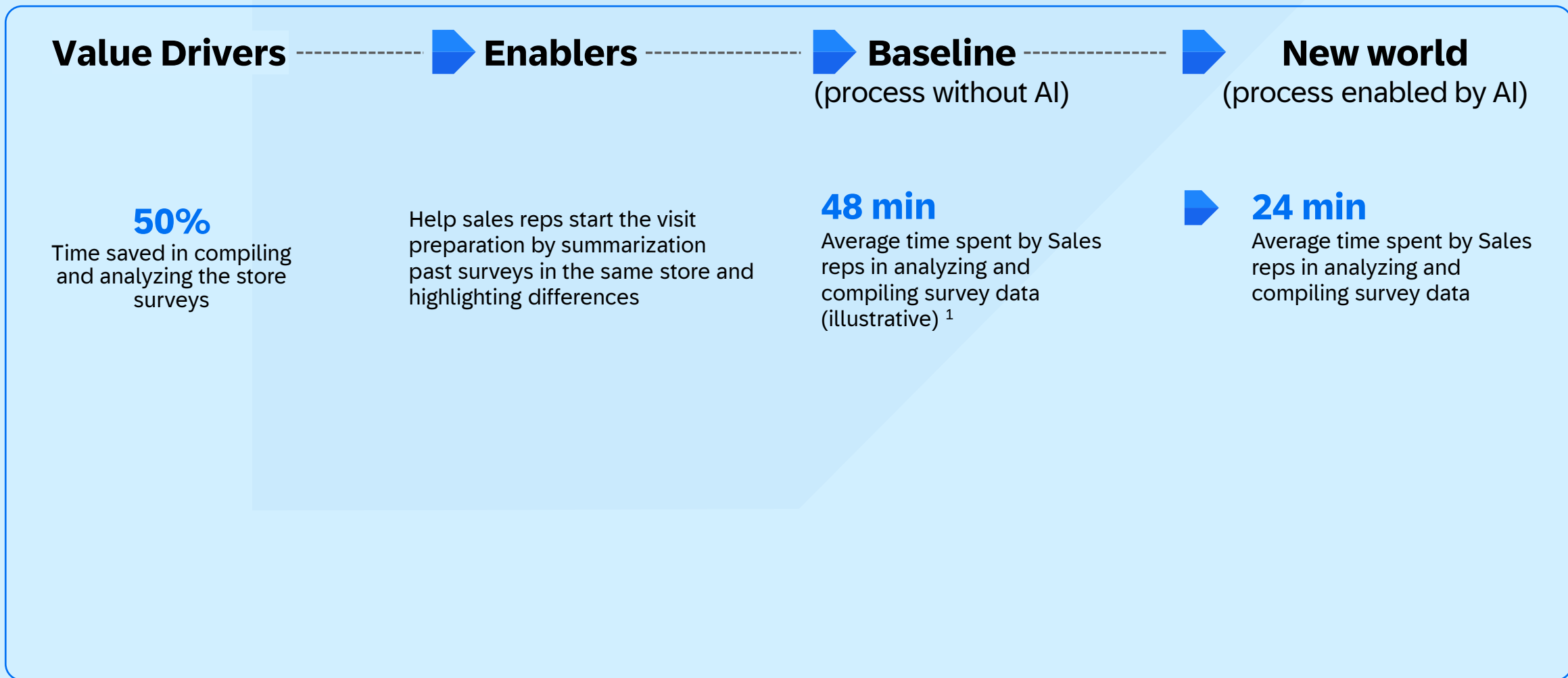
SAP Sales Cloud Version 2

Survey Trend Summary – Provide contextual guidance on improving the sales rep's store visits

Assumptions

Profile: Consumer Products company with €10bn in revenue

Total Sales FTE	2,124
Average % of Sales FTEs involved in store visits and conducting surveys	5%
Average time spent in compiling and analyzing surveys	10%
Average annual fully loaded cost per sales FTE (in €)	50,808
Customer stores per Sales FTE	30

Annual benefits: €269,848

€269,848
Time saved in compiling and analyzing surveys
(from €539,697 to €269,848)

Annual costs: € 1,876

Unit of measure	Conversion factor	Quantity
Transactions	1 store survey = 1 transaction	38,241 (considering 5% sales reps doing 1 survey each month for 30 customers)
AI units	1000 surveys = 7 AI units	268
€	1 AI unit = €7 (list price)	1,876

>142x ROI

Estimate

Cost and ROI numbers exclude possible implementation/adoption costs.

Numbers may not add up due to rounding.

SAP Service Cloud Version 2

Case Summarization – Increase Customer Service Process Efficiency
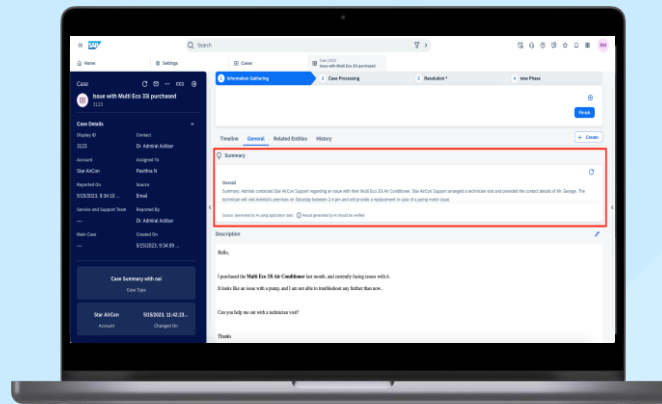
Challenge

Tara

Contact Center Agent

"As a Service Agent, I need to quickly read the entire history of customer conversation to serve them faster and resolve their queries in less time."

Solution

SAP Case Summarization helps generating a summary from all the inbound and outbound interactions between the customer and the service agent on a case.

It saves time for Tara by displaying the summary of past interactions, empowering her to resolve queries quicker and with higher precision.

Benefits

25%
improvement in service staff productivity

10%
Increase in first-call resolution rate

SAP Service Cloud Version 2

Case Summarization – Increase Customer Service Process Efficiency

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
25% improvement in service staff productivity	Help service agents in quickly reading the entire history of customer cases when it is being handed over from one processor or team to another	**1.9 mins** time spent on reading case interactions (illustrative) [1]	**1.4 mins** time spent on reading case interactions
10% increase in first call resolution rate	Help service agents in appropriately answering and resolving customer queries	**33%** % repeat calls (illustrative) [2]	**29%** % repeat calls

1 Source: SAP Expert Estimation
2 Source: SAP VLM benchmark

SAP Service Cloud Version 2

Case Summarization – Increase Customer Service Process Efficiency

Assumptions

Profile: Consumer Products company with €10bn in revenue

Total number of contact center FTE	1,619
Contact center FTE utilization rate	79%
Average customer contacts (calls) for which cases are created	25%
Avg. customer service call handle time for complex cases (in min)	9.4
Average time invested by agent in reading customer case interactions (in mins)	1.9
Average annual fully loaded cost per service FTE (in €)	50,808
% of calls that are repeat calls	32.7%

Annual benefits: €2,928,145

€816,083
Cost savings due to time saved in reading case summary for Service FTEs
(from €3,264,333 to €2,448,250)

€2,112,062
Cost savings due to reduction in repeat calls
(from €21,120,618 to €19,008,556)

Annual costs: € 182,927

Unit of measure	Conversion factor	Quantity
Transactions	1 customer case = 1 transaction	3,733,203
AI units	1000 customer cases = 7 AI units	26,132
€	1 AI unit = €7 (list price)	182,927

~15x ROI

Estimate

Cost and ROI numbers exclude possible implementation/adoption costs.

Numbers may not add up due to rounding.

SAP Service Cloud Version 2

Email Draft Recommender – Reduce time to draft responses based on previous interactions

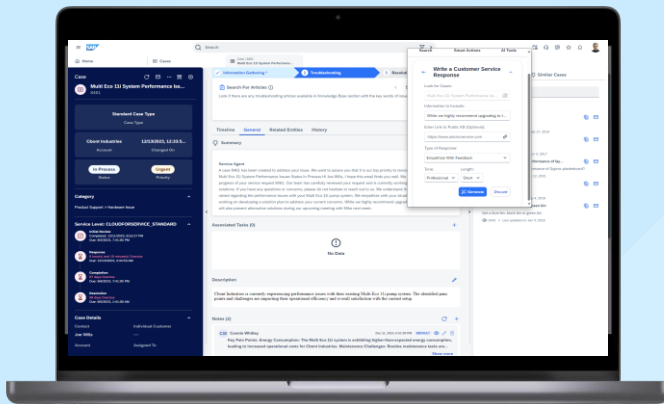### Challenge — — — — — — ▶ Solution — — — — — — ▶ Benefits

Tara

Contact Center Agent

"As a Service Agent, I need to send many emails. If I could save time and effort in drafting those I could remain more focused on resolving customer cases."

80%
Time saved in drafting email responses for Service agents

SAP Email Draft Recommender generates a response email based a purpose selected by the user in the context of on the previous email replies.

It empowers Tara to streamline the service and support process and interaction with a customer, and is making it easier for her to focus on other tasks such as processing cases.

SAP Service Cloud Version 2

Email Draft Recommender – Reduce time to draft responses based on previous interactions

Value Drivers ---▶ **Enablers** ---▶ **Baseline**
(process without AI) ---▶ **New world**
(process enabled by AI)

80%
Time saved in drafting email responses for Service agents

Generates emails response based on the previous interactions and the purpose for which an email needs to be sent with correct spellings and grammar

15 mins
Average time to review and draft one email (illustrative) [1]

▶ **3 mins**
Average time to review and draft one email

1 Source: SAP expert estimation
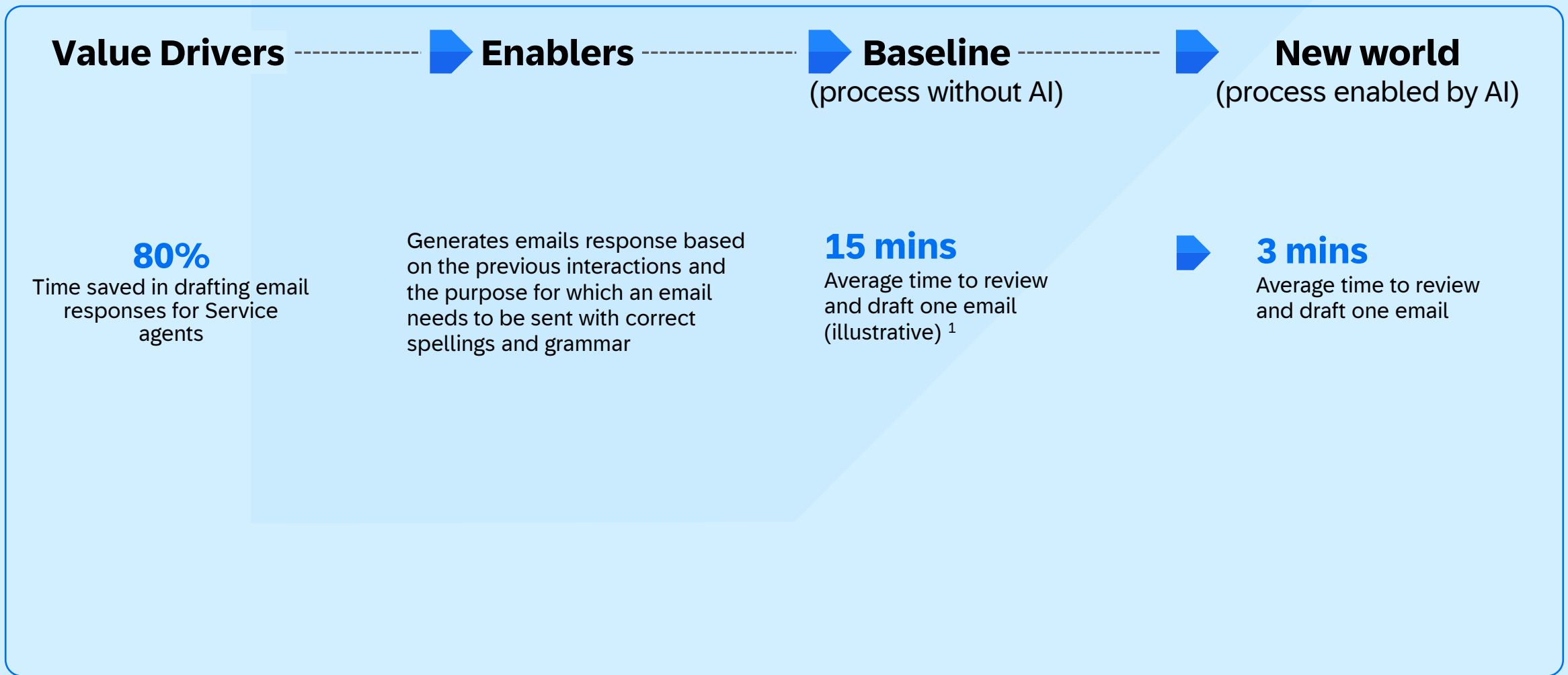
SAP Service Cloud Version 2

Email Draft Recommender – Reduce time to draft responses based on previous interactions

Assumptions

Profile: Consumer Products company with €10bn in revenue

Total number of Service FTE	1,748
Contact center FTE utilization rate	79%
No. of email per service staff in a year	3,724
Average time to review and draft one email (in mins)	15
% of time spent on emails that can be accelerated	25%
Average fully loaded cost per service FTE (in mins)	50,808

Annual benefits: €7,065,552

€7,065,552
Time saved in drafting email responses for Service Agents
(from €8,831,940 to €1,766,388)

Annual costs: €79,759

Unit of measure	Conversion factor	Quantity
Transactions	No. of emails that can be accelerated through AI = 1 transaction	1,627,733
AI units	1000 emails = 7 AI units	11,394
€	1 AI unit = €7 (list price)	79,759

>87x ROI

Estimate

Cost and ROI numbers exclude possible implementation/adoption costs.

Numbers may not add up due to rounding.

SAP Service Cloud Version 2

Account Synopsis – Improves business relationships by showing an understanding of the account's journey while identifying opportunities for collaboration
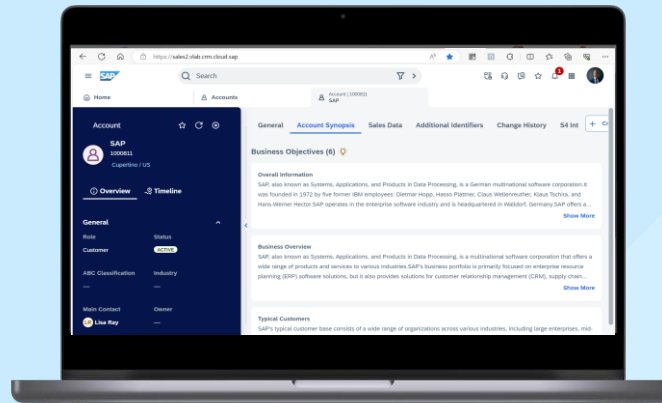
Challenge ---------- Solution ---------- Benefits

Tara
Contact Center Agent

"As a Service Agent, my goal is to improve business relationships and identify possible future opportunities at every touchpoint"

SAP Account Synopsis assists sales team to gather information in real-time and to get a holistic view of the sales account in different dimensions such as business, culture, competitive landscape, etc.

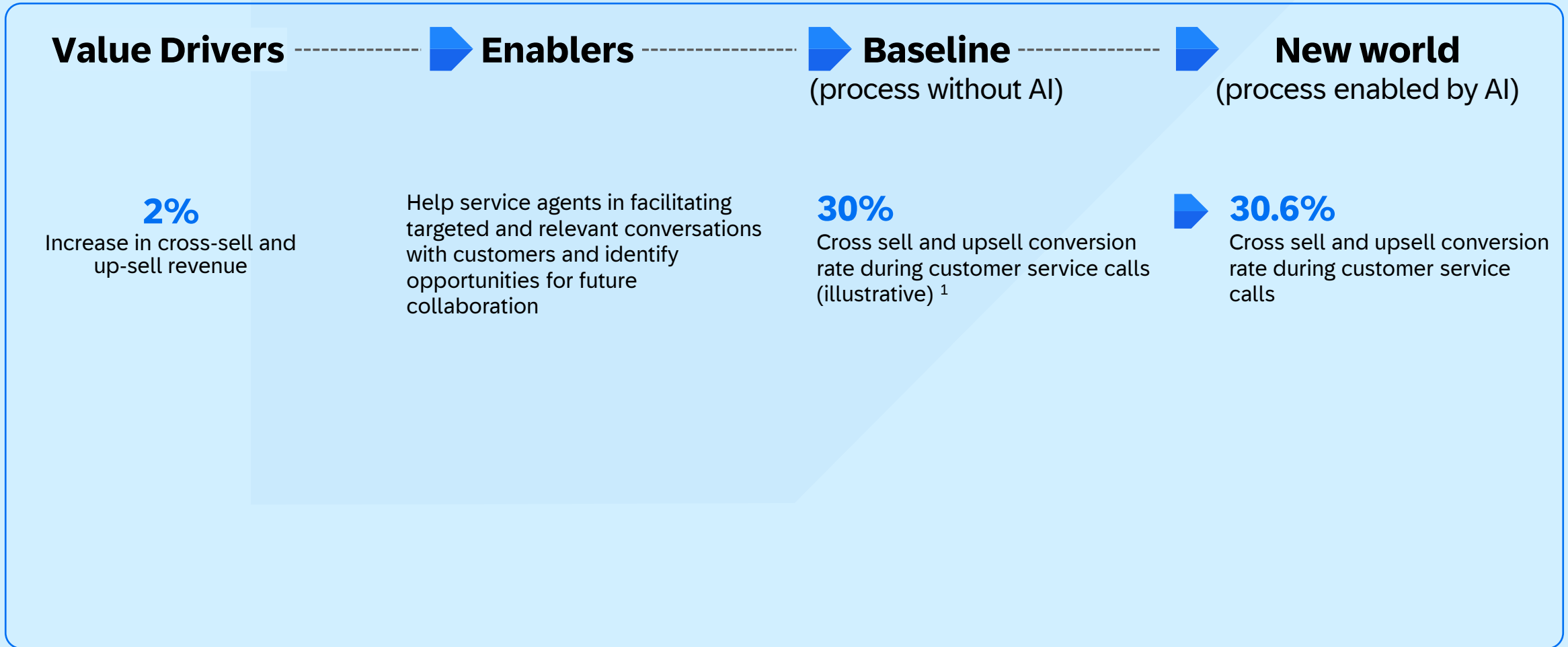It empowers Tara to capture and present the account's business strategies and to identify future opportunities.

2%
Increase in cross-sell and up-sell revenue

Higher
Customer satisfaction through better addressing of customer needs

SAP Service Cloud Version 2

Account Synopsis – Improves business relationships by showing an understanding of the account's journey while identifying opportunities for collaboration

Value Drivers ----→ **Enablers** ----→ **Baseline**
(process without AI) ----→ **New world**
(process enabled by AI)

2%
Increase in cross-sell and up-sell revenue

Help service agents in facilitating targeted and relevant conversations with customers and identify opportunities for future collaboration

30%
Cross sell and upsell conversion rate during customer service calls (illustrative) [1]

30.6%
Cross sell and upsell conversion rate during customer service calls

1 Source: SAP expert estimation

SAP Service Cloud Version 2

Account Synopsis – Improves business relationships by showing an understanding of the account's journey while identifying opportunities for collaboration

Assumptions

Profile: Consumer Products company with €10bn in revenue

Total number of contact center FTE	1,619
Total number of contact center FTE	79%
Avg. customer service call handle time (in min)	4.7
Average % of cross sell and upsell opportunities during service related customer calls	10%
Cross sell and upsell conversion rate during customer service calls	30%
Average revenue per customer (in €)	463
Operating Margin	20%

Annual benefits: €1,659,872

€1,659,872
Increase in operating margin through increased cross sell and up sell opportunities
(from €82,993,581 to €84,653,453)

Annual costs: € 146,342

Unit of measure	Conversion factor	Quantity
Transactions	No. of cross sell and upsell opportunities in a year = 1 transaction	2,986,562
AI units	1000 cross sell and up sell opportunities = 7 AI units	20,906
€	1 AI unit = €7 (list price)	146,342

>10x ROI

Estimate

Cost and ROI numbers exclude possible implementation/adoption costs.

Numbers may not add up due to rounding.

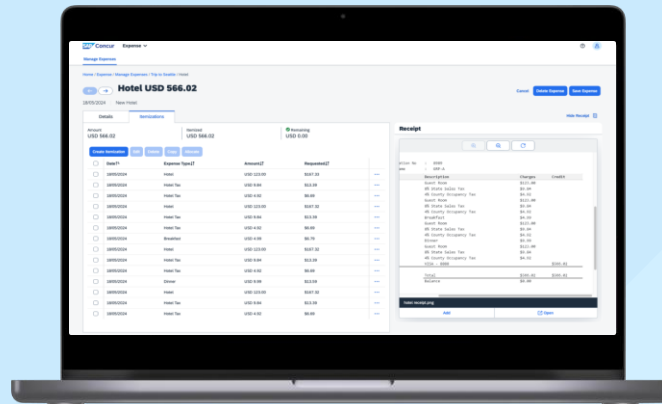# SAP Concur ExpenseIt

Faster Itemization of Hotel Receipts

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
75% Reduction in time to input hotel receipt data	Automate the collection, analysis and relay of relevant hotel receipt information into an expense report through the uploading of hotel folios' picture.	**30 minutes** For hotel receipt data entry [1]	**7.5 minutes** For hotel receipt data entry
93% Reduction in time spent on approvals for rejected reports	Generate accurate itemization of hotel folios through the use of a generative AI model, avoiding errors and preventing rejection of the expense report	**14%** expense report rejection rate	**1%** Of reports sent back

Customer References

Chobani — **75%** reduction of time spent on expenses

BARCLAYS

1 Source: SAP expert estimation

SAP Concur Request

Intelligent trip cost estimates

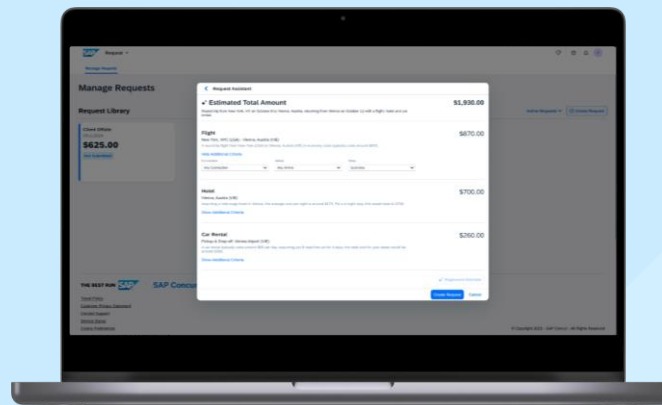**Challenge** ---------- **Solution** ---------- **Benefits**

Tara
Business traveler

"As a business traveler, I want to be able to efficiently create accurate trip cost estimates, so I can plan the trip faster."

83%
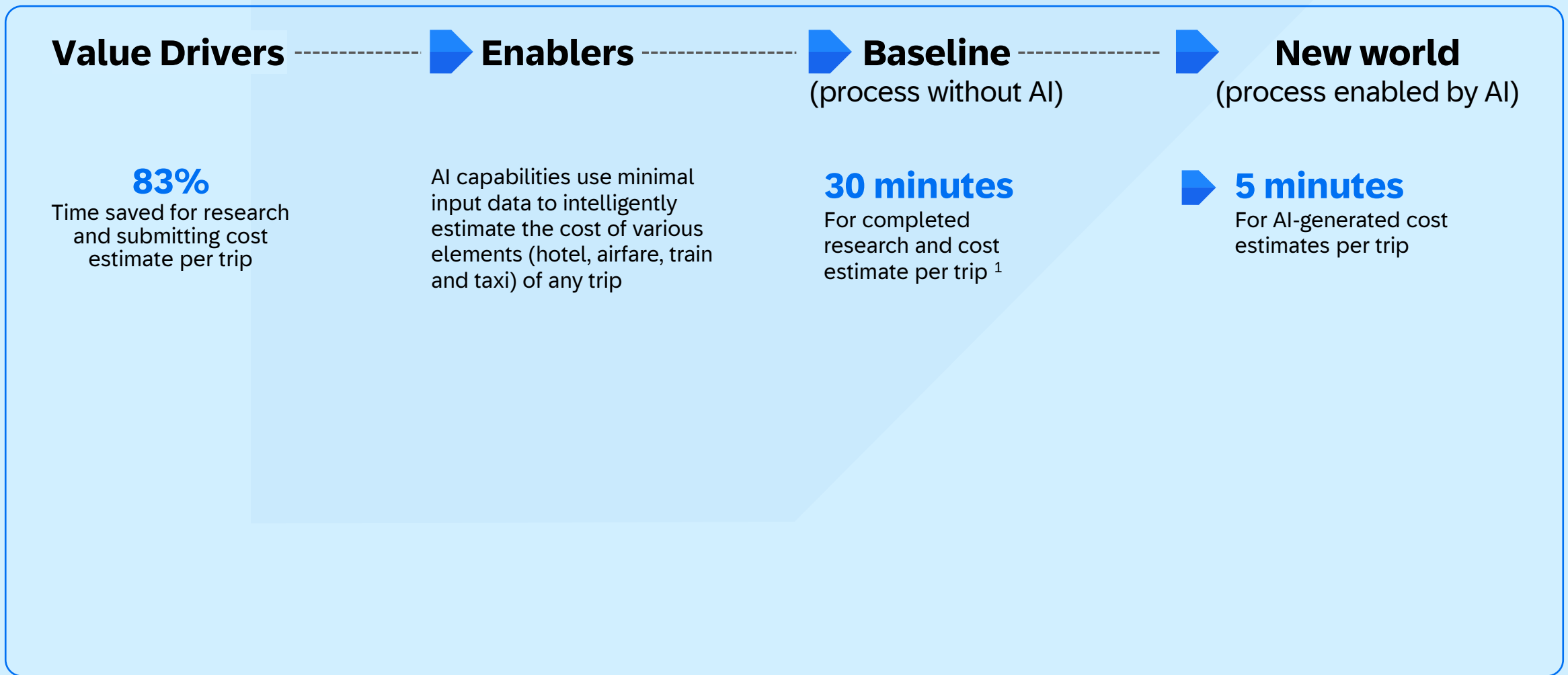Time saved for research and submitting cost estimate per trip

SAP Concur Request Assistant enables the generation of estimated travel costs based on minimal input and allows users to make adjustments.

The solution empowers Tara to save significant time and manual effort in accurately estimating the cost of each component of a trip request to her manager.

SAP Concur Request

Intelligent trip cost estimates

Value Drivers - - - - - ▶ **Enablers** - - - - - ▶ **Baseline**
(process without AI) - - - - - ▶ **New world**
(process enabled by AI)

83%
Time saved for research and submitting cost estimate per trip

AI capabilities use minimal input data to intelligently estimate the cost of various elements (hotel, airfare, train and taxi) of any trip

30 minutes
For completed research and cost estimate per trip [1]

▶ **5 minutes**
For AI-generated cost estimates per trip

1 Source: SAP expert estimation

SAP Concur Request

Intelligent trip cost estimates

Assumptions

Profile: Consumer Products company with 10,000 employees

Average number of expense reports per year per employee	3
% of travel requests requiring pre-travel authorizations	15.4%
Average time to submit a travel request (in mins)	30
Average fully loaded annual cost per FTE (in €)	50,808

Annual benefits: €54,707

€54,707
Reduction in annual cost of creating travel requests
(from €65,912 to €11,205)

Numbers may not add up due to rounding.

SAP Ariba Category Management

Generative AI-powered content recommendations in category tools

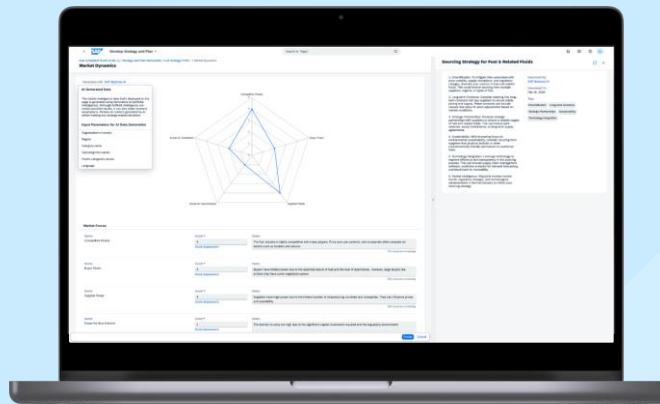**Challenge** — — — **Solution** — — — **Benefits**

Tara
Category Manager

"As a category manager, I want to be able to efficiently analyze my portfolio products and their markets so I can have a deeper understanding of market demand and trends and build my category portfolio effectively."

Category Management for SAP Ariba collects, digitizes and standardizes using GenAI all relevant information from various knowledge bases to provide initial recommendations per category.

The solution empowers Tara to save significant time and manual effort to create market analysis reports and develop an intelligently structured category strategy.
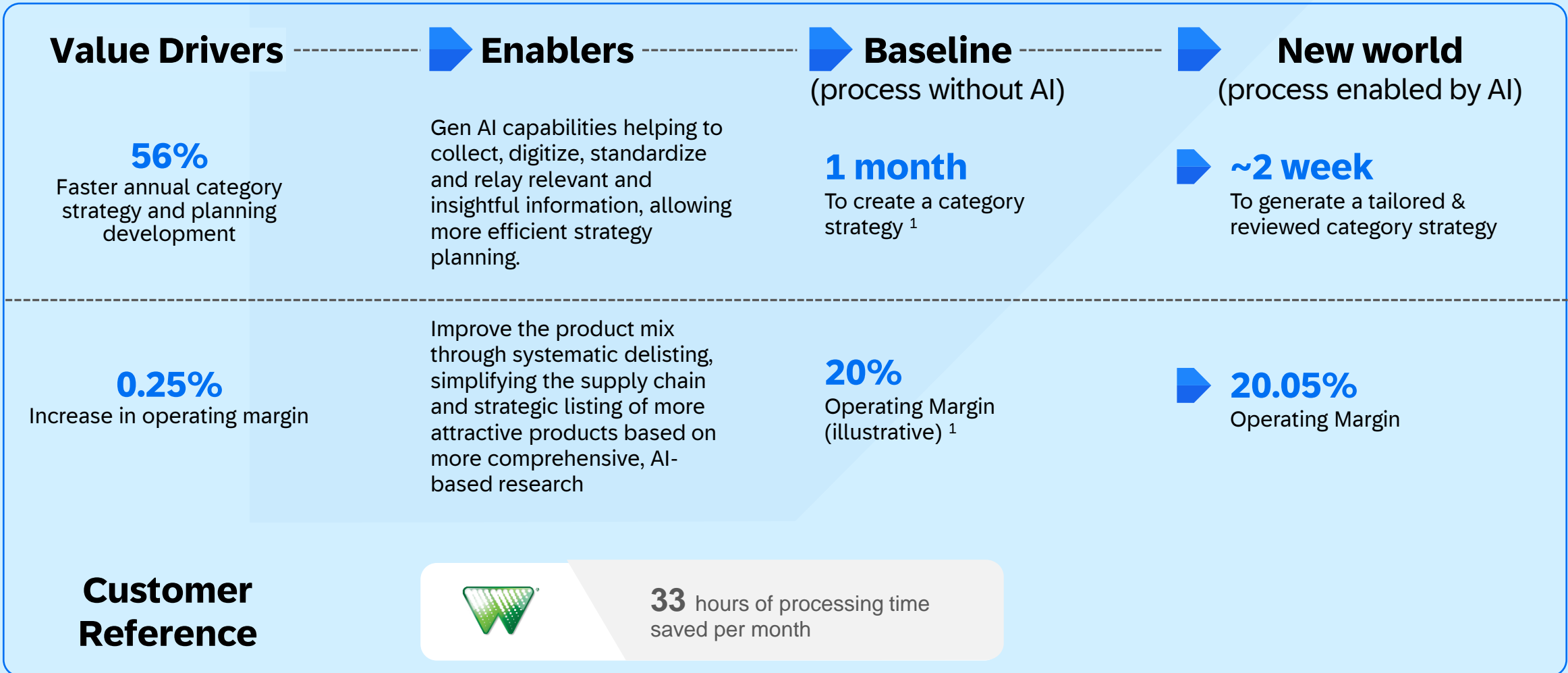
56%
Faster annual category strategy and planning development

0.25%
Increase in operating margin for retail companies

Improved
response time and accuracy

PUBLIC

SAP Ariba Category Management

Generative AI-powered content recommendations in category tools

Value Drivers	**Enablers**	**Baseline** (process without AI)	**New world** (process enabled by AI)
56% Faster annual category strategy and planning development	Gen AI capabilities helping to collect, digitize, standardize and relay relevant and insightful information, allowing more efficient strategy planning.	**1 month** To create a category strategy [1]	**~2 week** To generate a tailored & reviewed category strategy
0.25% Increase in operating margin	Improve the product mix through systematic delisting, simplifying the supply chain and strategic listing of more attractive products based on more comprehensive, AI-based research	**20%** Operating Margin (illustrative) [1]	**20.05%** Operating Margin

Customer Reference

33 hours of processing time saved per month

1 Source: SAP expert estimation

SAP Ariba Category Management
Generative AI-powered content recommendations in category tools

Assumptions

Profile: Consumer Products company with €10bn in revenue

Total # of procurement FTEs	378
% of procurement FTEs doing category management activities	25%
Average procurement FTE cost per year (in €)	65,092
Time spent on Category Strategy and Planning development (in months)	1
Operating income (in €)	2,000,000,000

Annual benefits: €5,286,940

€286,940
Reduction in annual cost of Category Strategy and Planning development (from € 512,393 to € 225,453)

€5,000,000
Increased operating margin (from € 2,000,000,000 to €2,005,000,000)

Annual costs: €4,000

Unit of measure	Conversion factor	Quantity
Clicks	1 category strategy planning effort is 1 click	4,000 [1]
Paid-for clicks	Total clicks (4,000) minus base price Ariba CatMan entitlement (2,000)	2,000
AI units	4 clicks = 1 AI unit	500
€	1 AI unit = €7 (list price)	3,500

>1,000x ROI
Estimate

Cost and ROI numbers exclude possible implementation/adoption costs. Numbers may not add up due to rounding.

PUBLIC

1 Assuming 120 Category managers, managing 2-3 categories; performing 10-15 strategy sessions per category
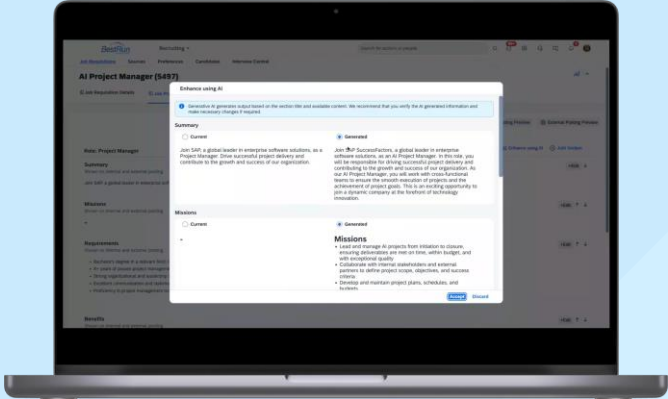
SAP Business Network

Generative AI capabilities for suppliers to enhance product information on the network catalog

Challenge ————— Solution ————— Benefits

Tara
Supplier

"As a supplier, I would love to provide accurate product descriptions for everything we sell. This enables our buyers to know exactly what they are buying"

SAP Business AI in SAP Business Network generates detailed and accurate product descriptions of suppliers' catalog items.

The solution reduces the amount of time Tara spends on creating product descriptions and ultimately also helps the buyer truly understand the purchased item.
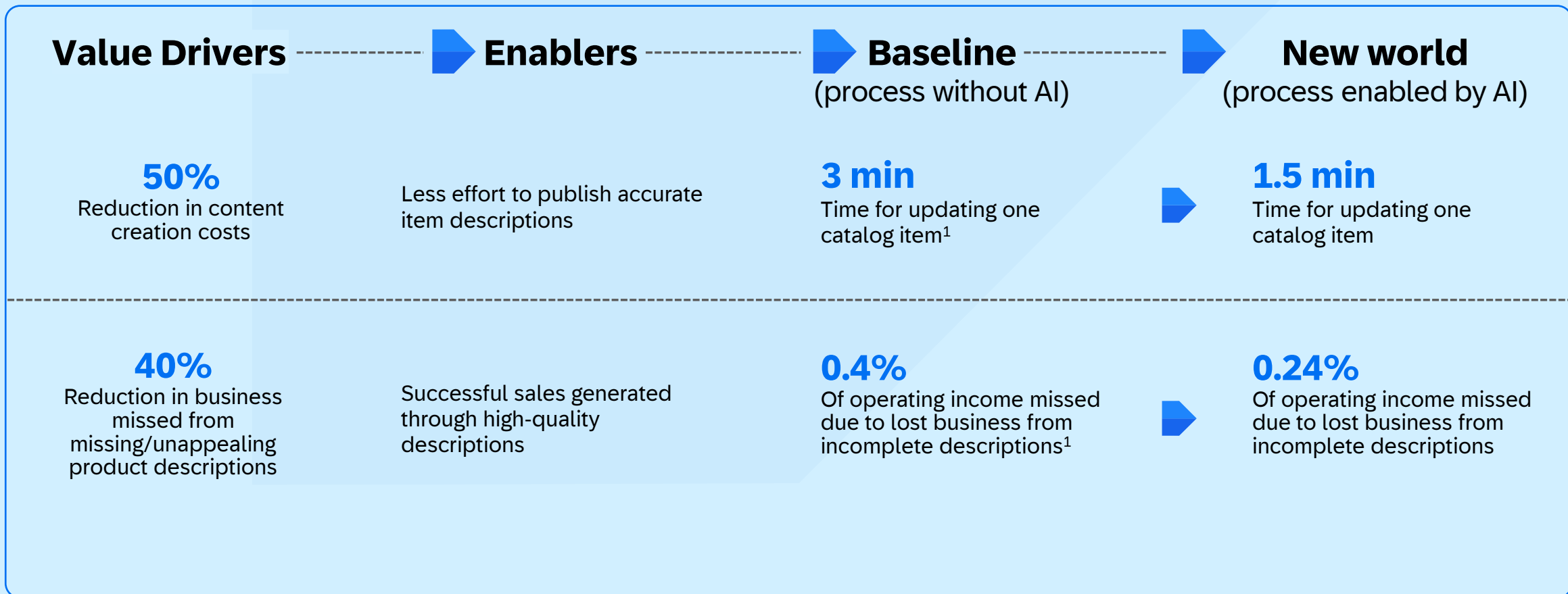
50%
Reduction in content creation costs

40%
Reduction in business missed from missing/unappealing product descriptions

Accurate
supplier product descriptions

SAP Business Network

Generative AI capabilities for suppliers to enhance product information on the network catalog

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
50% Reduction in content creation costs	Less effort to publish accurate item descriptions	**3 min** Time for updating one catalog item[1]	**1.5 min** Time for updating one catalog item
40% Reduction in business missed from missing/unappealing product descriptions	Successful sales generated through high-quality descriptions	**0.4%** Of operating income missed due to lost business from incomplete descriptions[1]	**0.24%** Of operating income missed due to lost business from incomplete descriptions

1 Source: SAP expert estimation

SAP Business Network

Generative AI capabilities for suppliers to enhance product information on the network catalog

Assumptions

Profile: Consumer Products Supplier on SAP Business Network with €10bn in revenue

Number of Catalog items	80,970
Average time to create description for 1 line item (in mins)	3
Working days per year	230
Average fully loaded annual cost per FTE (in €)	50,808
Ratio of sales conducted through SAP Business Networks	20%
Ratio of incomplete catalog descriptions in catalogs	20%
Ratio of missed out sales due to incomplete / unappealing catalog description	10%

Annual benefits: €3,255,893

€55,893
Reduction in content creation costs (from €111,787 to €55,893)

€3,200,000
in profits on avoided loss of Sales due to missing or incomplete documentation (from €8,000,000 to 4,800,000)

Numbers may not add up due to rounding.

SAP Business Network
Enhanced responses to discovery postings using generative AI

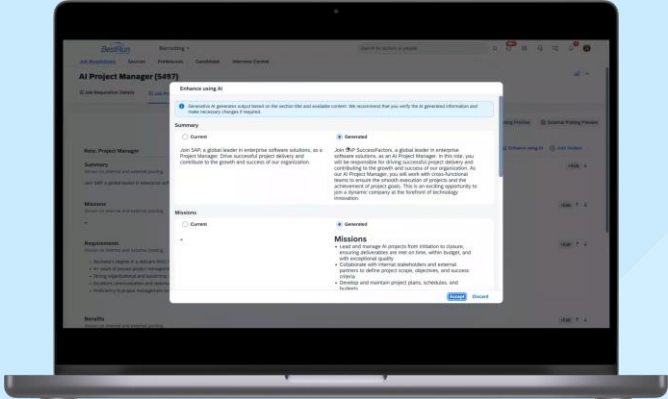**Challenge** - - - - - - - - - - - - **Solution** - - - - - - - - - - - - **Benefits**

Tara
Supplier

"As a supplier, I would like to respond to our buyers' requests with accurate information in a timely manner"

SAP Business AI in SAP Business Network generates accurate responses to buyers' request for information.

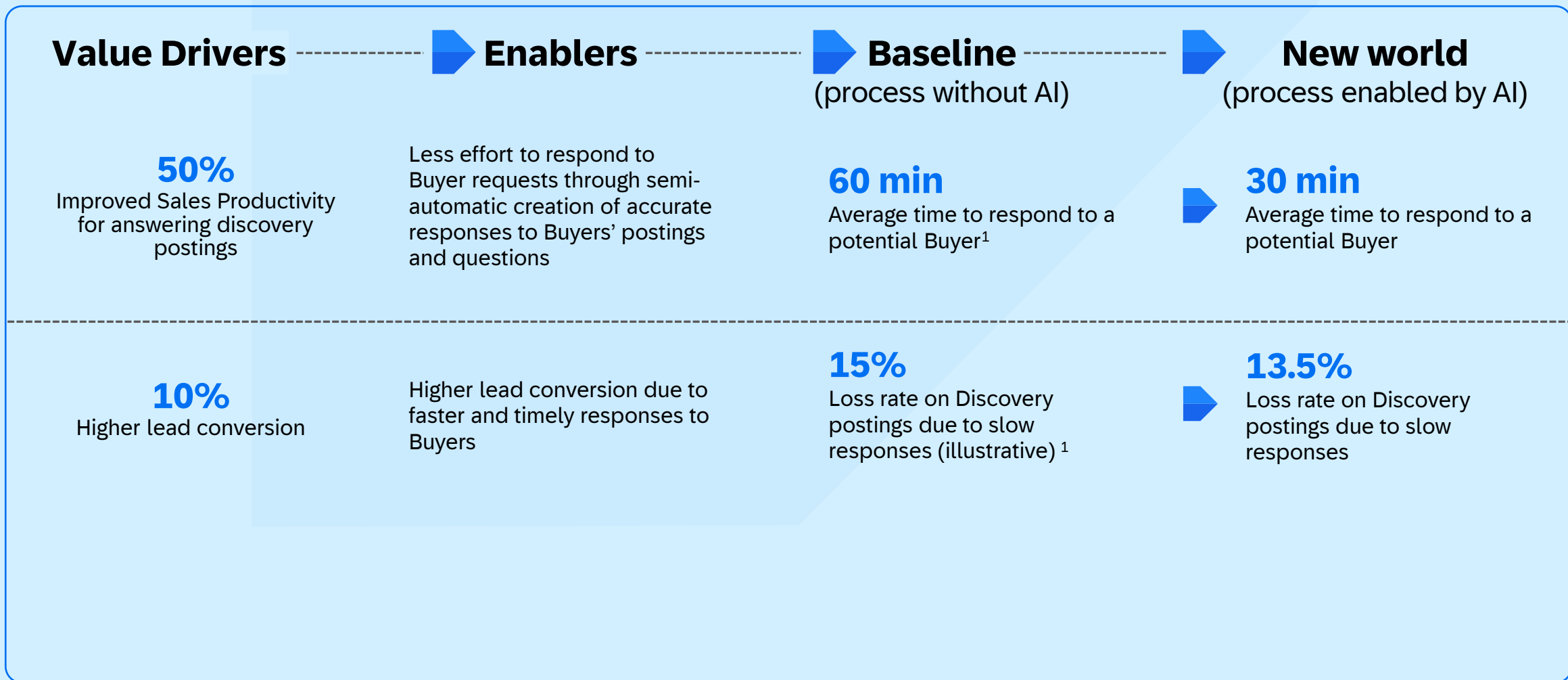The solution reduces the amount of time Tara spends on answering questions and creating detailed responses.

50%
Improved Sales Productivity for answering discovery postings

10%
Higher lead conversion

SAP Business Network

Enhanced responses to discovery postings using generative AI

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
50% Improved Sales Productivity for answering discovery postings	Less effort to respond to Buyer requests through semi-automatic creation of accurate responses to Buyers' postings and questions	**60 min** Average time to respond to a potential Buyer[1]	**30 min** Average time to respond to a potential Buyer
10% Higher lead conversion	Higher lead conversion due to faster and timely responses to Buyers	**15%** Loss rate on Discovery postings due to slow responses (illustrative) [1]	**13.5%** Loss rate on Discovery postings due to slow responses

1 Source: SAP expert estimation

SAP Business Network

Enhanced responses to discovery postings using generative AI

Assumptions

Profile: Consumer Products Supplier on SAP Business Network with €10bn in revenue

Number of supplier responses a year per 1B revenue	10,796
% of Sales executed through SAP Business Network Discovery	20%
Average time to respond to discovery posting (In mins)	60
Working days per year	230
Average fully loaded annual cost per FTE (in €)	50,808
Operating margin	20%
Current loss rate on Discovery postings due to slow response time	15%

Annual benefits: €6,298,098

€298,098
Reduction in cost for responding to discovery postings (from €596,196 to €298,098)

€6,000,000
Reduction in income lost due to slow discovery responses (from €60,000,000 to €54,000,000)

Numbers may not add up due to rounding.

SAP Fieldglass Services Procurement

AI-assisted SOW description creation

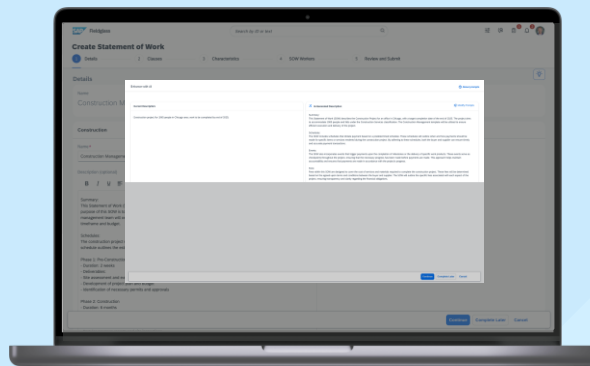**Challenge** — — — — — — **Solution** — — — — — — **Benefits**

Cassandra
Procurement Manager

"As a Procurement Manager, we need our suppliers to understand our complete requirements to ensure accurate service completion and delivery"

SAP Fieldglass' AI capabilities allow users to fast-track the collaboration process. By giving a series of basic inputs, it converts projects outlines and relevant keywords into an exhaustive SoW description.

Cassandra will boost her productivity and improve suppliers' understanding of requirements, enabling swift responses, higher quality and mitigating project risks.

71%
Reduction in time to create and process a new SOW description
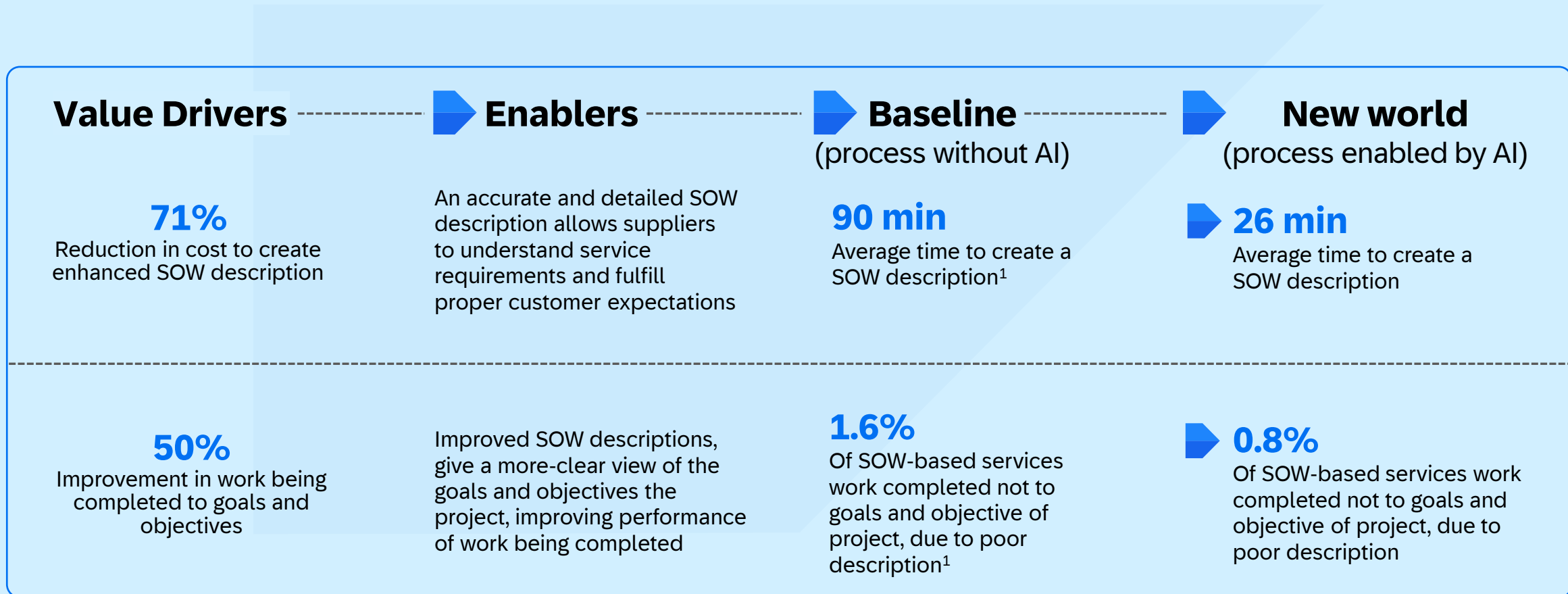
50%
Improvement in work being completed to goals and objectives

Lower
Risk of suppliers to fulfil contracted obligations

SAP Fieldglass Services Procurement

AI-assisted SOW description creation

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
71% Reduction in cost to create enhanced SOW description	An accurate and detailed SOW description allows suppliers to understand service requirements and fulfill proper customer expectations	**90 min** Average time to create a SOW description[1]	**26 min** Average time to create a SOW description
50% Improvement in work being completed to goals and objectives	Improved SOW descriptions, give a more-clear view of the goals and objectives the project, improving performance of work being completed	**1.6%** Of SOW-based services work completed not to goals and objective of project, due to poor description[1]	**0.8%** Of SOW-based services work completed not to goals and objective of project, due to poor description

1 Source: SAP expert estimation

SAP Fieldglass Services Procurement

AI-assisted SOW description creation

Assumptions

Profile: Consumer Products company with €10bn in revenue

Number of SOWs created per year	1,080
Estimated average time to create a completed SOW description (in mins)	90
Average fully loaded annual cost per FTE (in €)	50,808
Number of working days per year	230
Total SOW-based services spend as a % of revenue	2.5%
% of work not meeting goals / objectives	35%
% of targeted SOW outcome affected by description	4.7%

Annual benefits: €2,087,997

€31,747
Reduction in cost to create enhanced SOW descriptions (from €44,715 to €12,967)

€2,056,250
Cost savings gained through delivery of higher quality work and meeting objectives (from €4,112,500 to €2,056,250)

Annual costs: €1,211

Unit of measure	Conversion factor	Quantity
SOW Description	1 SOW description = 1 transaction	4,318
AI units	1 Transaction = 0.04 AI unit	173
€	1 AI unit = €7 (list price)	1,211

>1,000x ROI

Estimate

Cost and ROI numbers exclude possible implementation/adoption costs.
Numbers may not add up due to rounding.

PUBLIC

SAP Fieldglass Contingent Workforce Management

AI-assisted job description creation

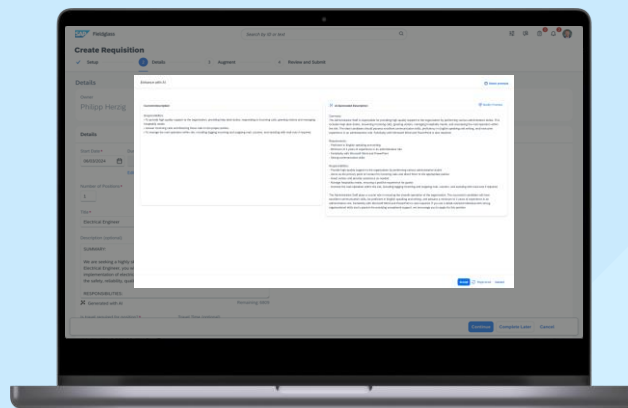## Challenge — — — — ▶ Solution — — — — ▶ Benefits

Sandra
Hiring Manager

"As a Hiring Manager, it is critical for our business to hire contingent workers with the right individuals with the right skillset and background"

SAP Fieldglass AI capabilities processes relevant data from the system, as determined by the user, to generate accurate and compelling job descriptions. This data can range from job title, existing descriptions, to specific skill or qualification data. Furthermore, it uses contextual prompts to provide clear instructions and mitigate unconscious bias.

The solution enables Sandra to create concise job descriptions that will result in better and most qualified hires for the open roles, while saving time.
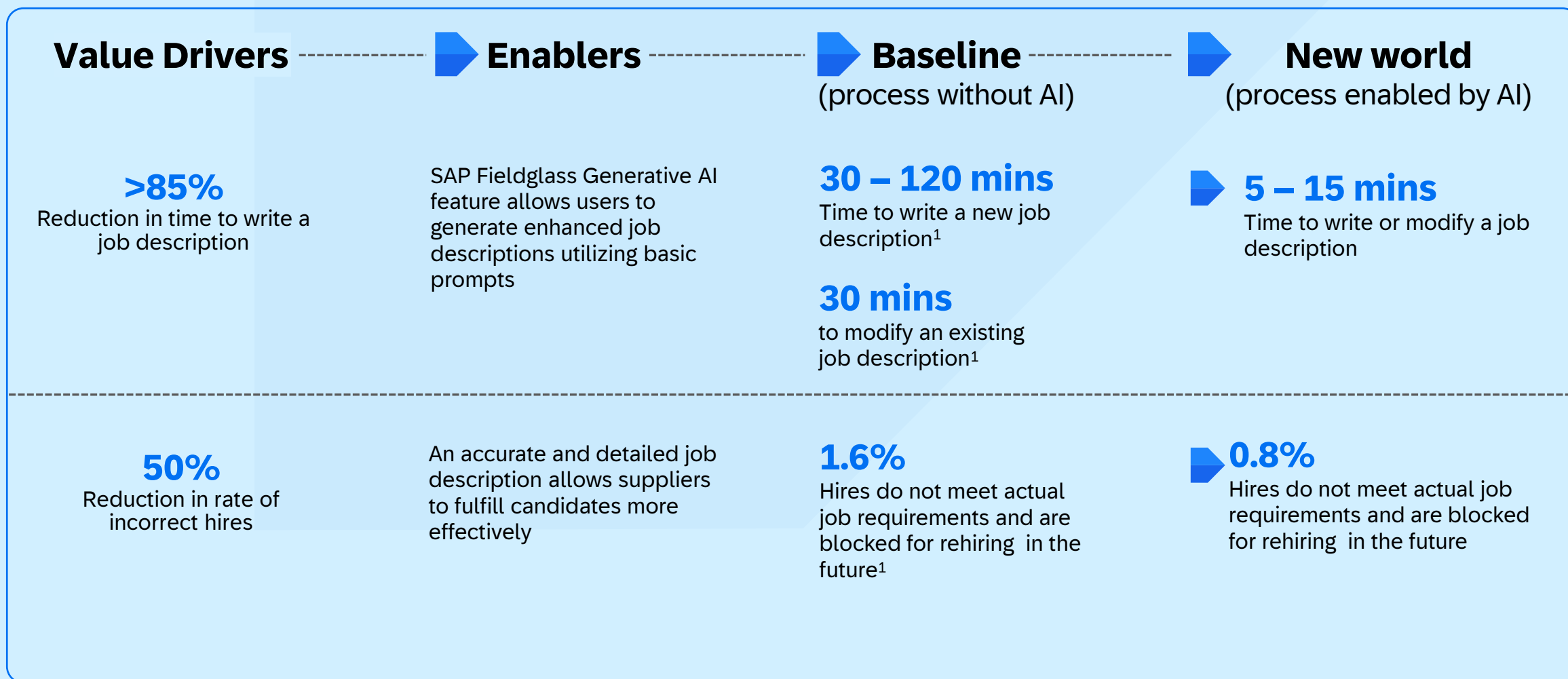
>85%
Reduction in time to write job descriptions

50%
Reduction in rate of incorrect hires

SAP Fieldglass Contingent Workforce Management
AI-assisted job description creation

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
>85% Reduction in time to write a job description	SAP Fieldglass Generative AI feature allows users to generate enhanced job descriptions utilizing basic prompts	**30 – 120 mins** Time to write a new job description[1] **30 mins** to modify an existing job description[1]	**5 – 15 mins** Time to write or modify a job description
50% Reduction in rate of incorrect hires	An accurate and detailed job description allows suppliers to fulfill candidates more effectively	**1.6%** Hires do not meet actual job requirements and are blocked for rehiring in the future[1]	**0.8%** Hires do not meet actual job requirements and are blocked for rehiring in the future

1 Source: SAP expert estimation

SAP Fieldglass Contingent Workforce Management
AI-assisted job description creation

Assumptions

Profile: Profile: Consumer Products with 10,000 employees

Contingent workers (as % of total workforce)	10.1%
Annual turnover of contingent workforce	25%
Time to create a job description (in mins)	30 – 120
Time to review an existing job description (in mins)	30
Average fully loaded annual cost per FTE (in €)	50,808
Rate of incorrect hires	35%
% of contingent workers with low performance and blocked for rehire	4.7%
Cost of lost productivity (as a % of "blocked for rehire" workers cost)	80%

Annual benefits: €678,683

€3,370
Average reduction in cost to create job descriptions
(from €4,531 to €1,162)

€675,313
Cost Savings by Reducing incorrect hires
(from €1,350,627 to €675,314)

Annual costs: €21

Unit of measure	Conversion factor	Quantity
Pages	1 description = 1 page	253
AI units	1 page = 0.01 AI unit	3
€	1 AI unit = €7 (list price)	21

>1,000x ROI

Estimate

Cost and ROI numbers exclude possible implementation/adoption costs.
Numbers may not add up due to rounding.

SAP Fieldglass Contingent Workforce Management
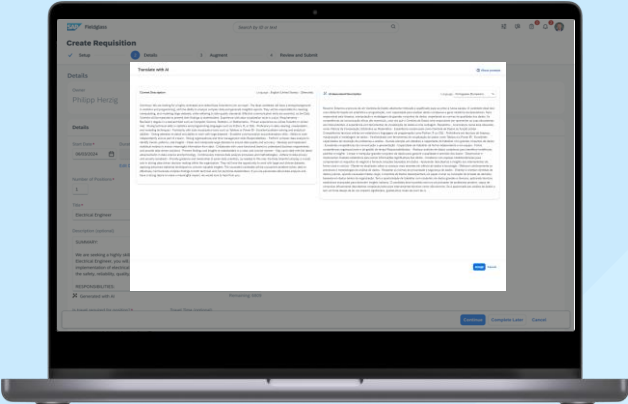
AI-assisted job description translation

Challenge - - - - - - - - - - - - - - - **Solution** - - - - - - - - - - - - - - - **Benefits**

Sandra
Hiring Manager

"As a Hiring Manager, it's crucial to communicate in the local language of the hiring region of our suppliers. This avoids misunderstandings about the required skills and background"

SAP Fieldglass AI capabilities elevates the job descriptions translations, within the usual job posting process. It auto-detects the description language and translates it to the user's language, supporting multiple languages. Rather than word-for-word translation, it employs smart prompts, ensuring the translated responsibilities and requirements are understandable..

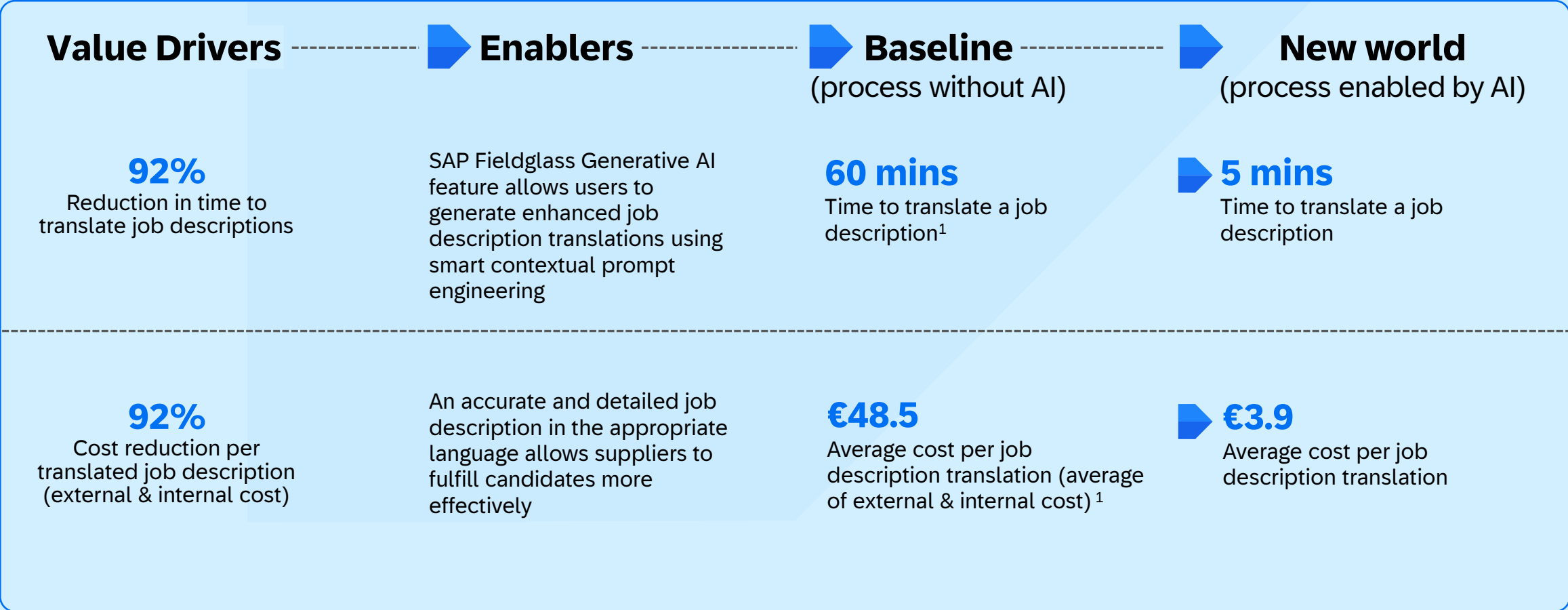Sandra will avoid misunderstandings with suppliers and attract more relevant potential candidates.

92%
Reduction in time to translate job descriptions

92%
Cost reduction per translated job description (external & internal cost)

SAP Fieldglass Contingent Workforce Management
AI-assisted job description translation

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
92% Reduction in time to translate job descriptions	SAP Fieldglass Generative AI feature allows users to generate enhanced job description translations using smart contextual prompt engineering	**60 mins** Time to translate a job description[1]	**5 mins** Time to translate a job description
92% Cost reduction per translated job description (external & internal cost)	An accurate and detailed job description in the appropriate language allows suppliers to fulfill candidates more effectively	**€48.5** Average cost per job description translation (average of external & internal cost) [1]	**€3.9** Average cost per job description translation

1 Source: SAP expert estimation

SAP Fieldglass Contingent Workforce Management
AI-assisted job description translation

Assumptions

Profile: Profile: Consumer Products with 10,000 employees

Contingent workers (as % of total workforce)	10.1%
Annual turnover of contingent workforce	25%
% of job descriptions that need to be translated into local context (%)	80%
Average cost to translate a job description – External Service (in €)	69.5
Average time to translate a job description – Internal Resource (in €)	27.6
Ratio of internal translations	50%

Annual benefits: €9,021

€9,021
Reduction in cost to translate job description to align with country requirements
(from €9,806 to €784)

Annual costs: €21

Unit of measure	Conversion factor	Quantity
Pages	1 description = 1 page	202
AI units	1 page = 0.01 AI unit	3
€	1 AI unit = €7 (list price)	21

>428x ROI

Estimate

Cost and ROI numbers exclude possible implementation/adoption costs.
Numbers may not add up due to rounding.

SAP Sustainability Footprint Management

Emission Factor Mapping

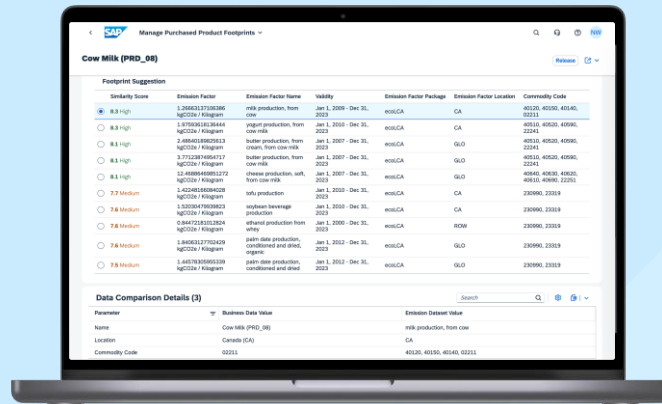### ▶ Challenge - - - - - - - - - - - - ▶ Solution - - - - - - - - - - - - ▶ Benefits

Tara

**Sustainability / ESG Analyst,
Carbon Accounting Lead**

"As a sustainability analyst, I want to efficiently map emission factors to products and activities,
so that I can calculate the most accurate product and corporate carbon footprints"

SAP Business AI in SAP Sustainability Footprint Management for emission factor mapping intelligently suggests emission factor mappings of purchased products or product groups, including an accuracy score.

The solution empowers Tara to map emission factors efficiently and accurately at scale, and save time on product and corporate carbon footprint calculations. Thus it enables to leverage insights and freed resources for climate action initiatives and sustainability performance management.
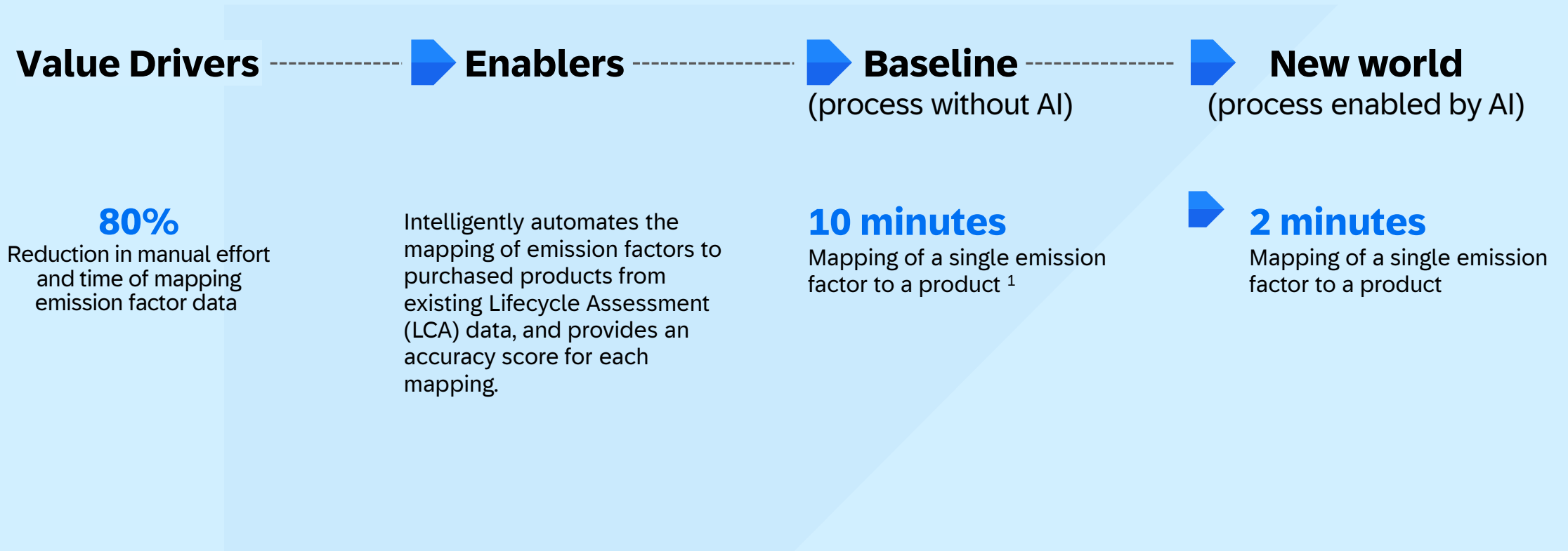
80%
Reduction in manual effort of mapping emission factors to products

Increased
accuracy for emission factor mapping

SAP Sustainability Footprint Management

Emission Factor Mapping

Value Drivers ------ ▶ **Enablers** ------ ▶ **Baseline**
(process without AI) ------ ▶ **New world**
(process enabled by AI)

80%
Reduction in manual effort and time of mapping emission factor data

Intelligently automates the mapping of emission factors to purchased products from existing Lifecycle Assessment (LCA) data, and provides an accuracy score for each mapping.

10 minutes
Mapping of a single emission factor to a product [1]

▶ **2 minutes**
Mapping of a single emission factor to a product

1 Source: SAP expert estimation

SAP Sustainability Footprint Management

Emission Factor Mapping

Assumptions

Profile: Consumer Products company with 10,000 employees

Sustainability FTEs as a % of Total Employees	0.1%
Sustainability FTEs involved in emission factors mapping	10%
Manual emission factors mapping as % of FTE time	75%
Additional external EF expert cost as % of internal costs	50%
Average fully loaded annual cost per FTE (in €)	50,808

Annual benefits: € 49,365

€ 49,365
Reduction in annual cost of emission factor mapping
(from € 61,706 to €12,341)

Numbers may not add up due to rounding.

SAP Sustainability Control Tower
Generate ESG Reports with AI

Planned (Q3/24)

Challenge ----- ### Solution ----- ### Benefits

Esteban

ESG Controller / Reporting Lead

"As an ESG Controller, I want to generate accurate sustainability reports efficiently, to report to internal and external stakeholders on company compliance and progress towards sustainability goals, while ensuring compliance with regulations and reporting standards."

SAP Business AI in Sustainability Control Tower utilizes best-practice reporting templates, generative AI text, and SCT calculated metrics to automatically create comprehensive sustainability reports.

The solution empowers Esteban to save significant time writing and updating ESG reports, with increased confidence in the accuracy of reported ESG data, thereby reducing administrative work and enabling Sustainability functions to focus on execution and sustainability management.

98%
Reduction in time needed to collect relevant ESG metrics

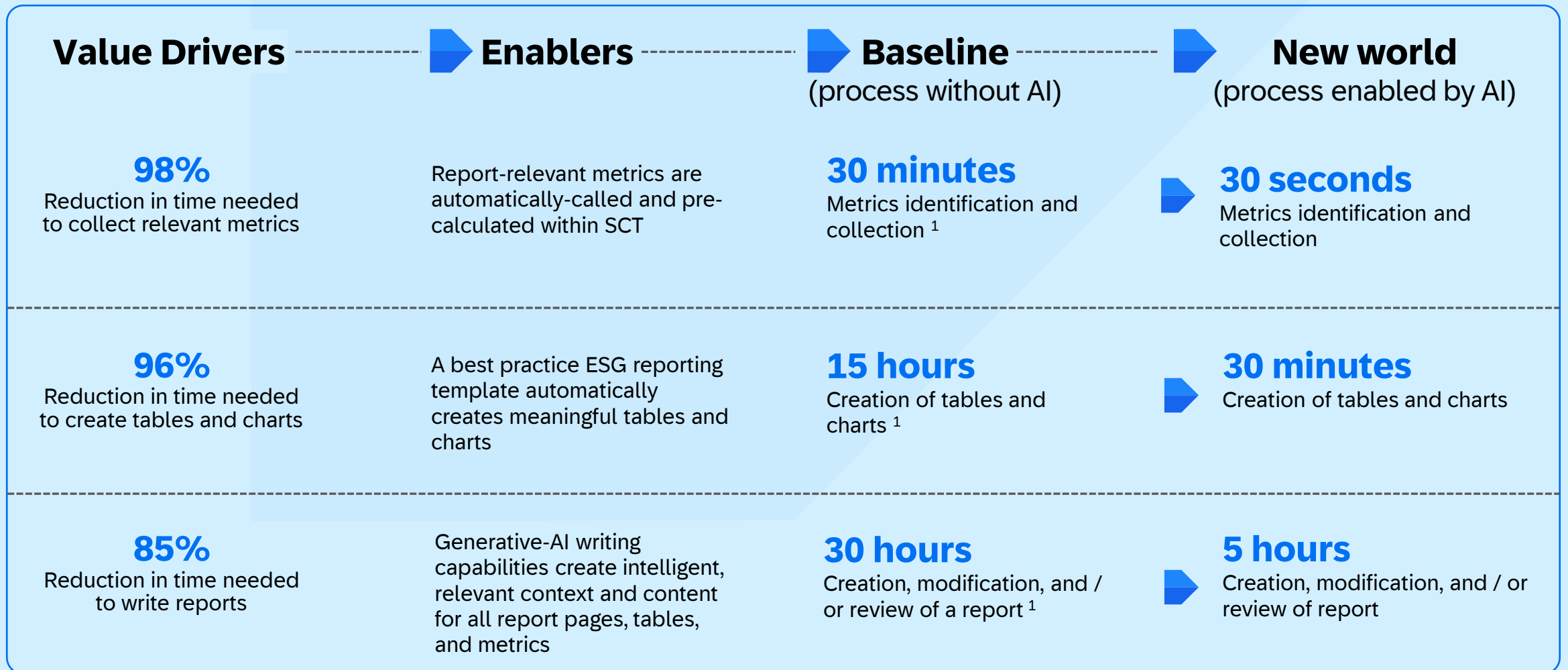**96%**
Reduction in time needed to create tables and charts

85%
Reduction in time needed to write reports

Enhanced
Accuracy of reported ESG data and quality of documentation

SAP Sustainability Control Tower

Generate ESG Reports with AI

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
98% Reduction in time needed to collect relevant metrics	Report-relevant metrics are automatically-called and pre-calculated within SCT	**30 minutes** Metrics identification and collection [1]	**30 seconds** Metrics identification and collection
96% Reduction in time needed to create tables and charts	A best practice ESG reporting template automatically creates meaningful tables and charts	**15 hours** Creation of tables and charts [1]	**30 minutes** Creation of tables and charts
85% Reduction in time needed to write reports	Generative-AI writing capabilities create intelligent, relevant context and content for all report pages, tables, and metrics	**30 hours** Creation, modification, and / or review of a report [1]	**5 hours** Creation, modification, and / or review of report

1 Source: SAP expert estimation

SAP Sustainability Control Tower

Generate ESG Reports with AI

Assumptions

Profile: Consumer Products company with 10,000 employees

Estimated number of yearly reports created for different purposes	120*
Average number of metrics included for each report	30
Number of charts per metric	1
Average time to collect data (in mins)	5
Average time to create charts (in mins)	30
Average time to write / update (in mins)	90
Average number of pages per report	20
Average fully loaded annual cost per FTE (in €)	50,808

Annual benefits: €151,493

€ 8,764
Reduction in cost to collect ESG metrics data
(from € 8,943 € to € 179)

€ 51,511
Reduction in cost to create report charts and graphs
(from €53,658 to € 2,147)

€ 91,218
Reduction in cost to write or update a sustainability report
(from €107,315 to € 16,097)

Annual costs: €2,016

Unit of measure	Conversion factor	Quantity
AI generated pages	1 report = 20 pages	2,400 pages
AI units	1 page = 0.12 AI Unit	288 AI Units
€	1 AI unit = € 7 (list price)	€ 2,016

74x ROI

Cost and ROI numbers exclude possible implementation/adoption costs. Numbers may not add up due to rounding.

* Reports can be generated several times per year (e.g., monthly, quarterly) and per several organizations (e.g., countries, BUs, legal entities)

SAP Build Code
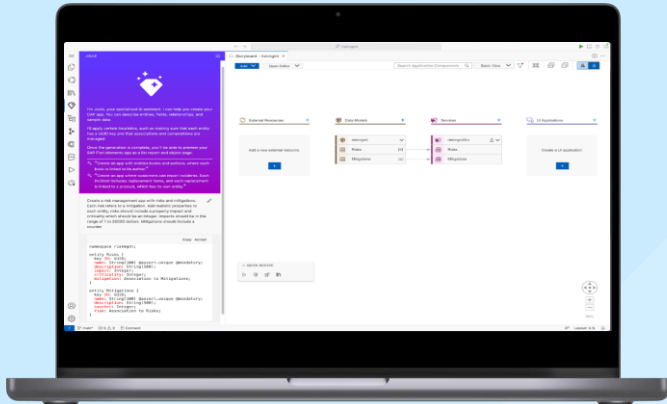
Code Generation

Challenge ---- ### Solution ---- ### Benefits

Tara

Software Developer

"As a software developer, I want to be able to efficiently code applications and concentrate on the value added coding part, so I can quicker deliver on my projects."

SAP pro-code offerings generate context specific CAP CDS data models, services, code frames, samples, test cases and data and much more, based on natural-language prompts integrated into the development environment.

The solution empowers Tara to save significant time and manual effort in coding an entire application herself, allowing her to focus on value-adding tasks and innovation.

30%
Reduction in application development costs

30%
faster application development

Improved
employee satisfaction

SAP Build Code

Code Generation

Value Drivers - - - - - ▶ **Enablers** - - - - - ▶ **Baseline** - - - - - ▶ **New world**
(process without AI)   (process enabled by AI)

30%
Reduction in application development cost

Generate code based on natural-language input and pre-trained code and data generation model, allowing for faster development, quicker migration to newer digital environments and improved development capacity for innovations.

0.5%
Of revenue spent on application development [1]

▶ **0.35%**
Of revenue spent on application development

Customer References

PARLE   pwc

1 Source: SAP expert estimation

SAP Build Code

Code Generation

Assumptions

Profile: Consumer Products company with €10bn in revenue

Annual IT costs (in €)	100,000,000
Application Development Costs as % of IT Costs	50%
% of Application Development effort spent on Application Development	40%
SAP footprint as a % of overall application landscape	40%

Annual benefits: €2,400,00

€2,400,000
Reduction in application development costs
(from €8,000,000 to €5,600,000)

Numbers may not add up due to rounding.

SAP Analytics Cloud just ask

Next-generation natural language query (NLQ) powered by AI

Challenge ---- ### Solution ---- ### Benefits

Tara

Business Analyst

"As a Analyst, I want to fully understand my internal and external data collected, so that I can create the best insights and draw most solid decisions for my company."
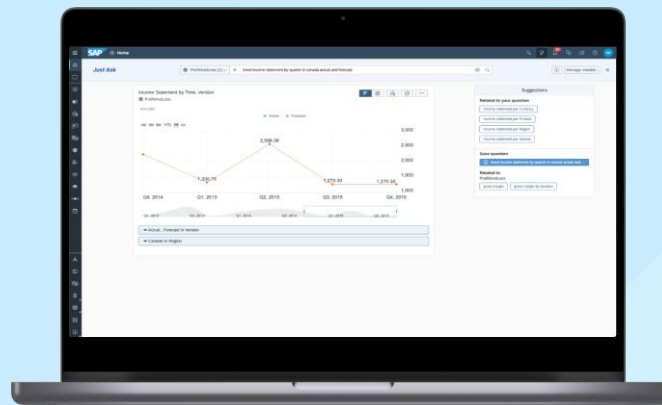
SAP Analytics Cloud just ask effortlessly aggregates the relevant data needed to answer prompts, with natural-language responses for easier AI-human comprehension.

The solution empowers Tara to save significant amount of time in understanding important insights from data collected throughout her organization and to facilitate the best fact-based decisions.
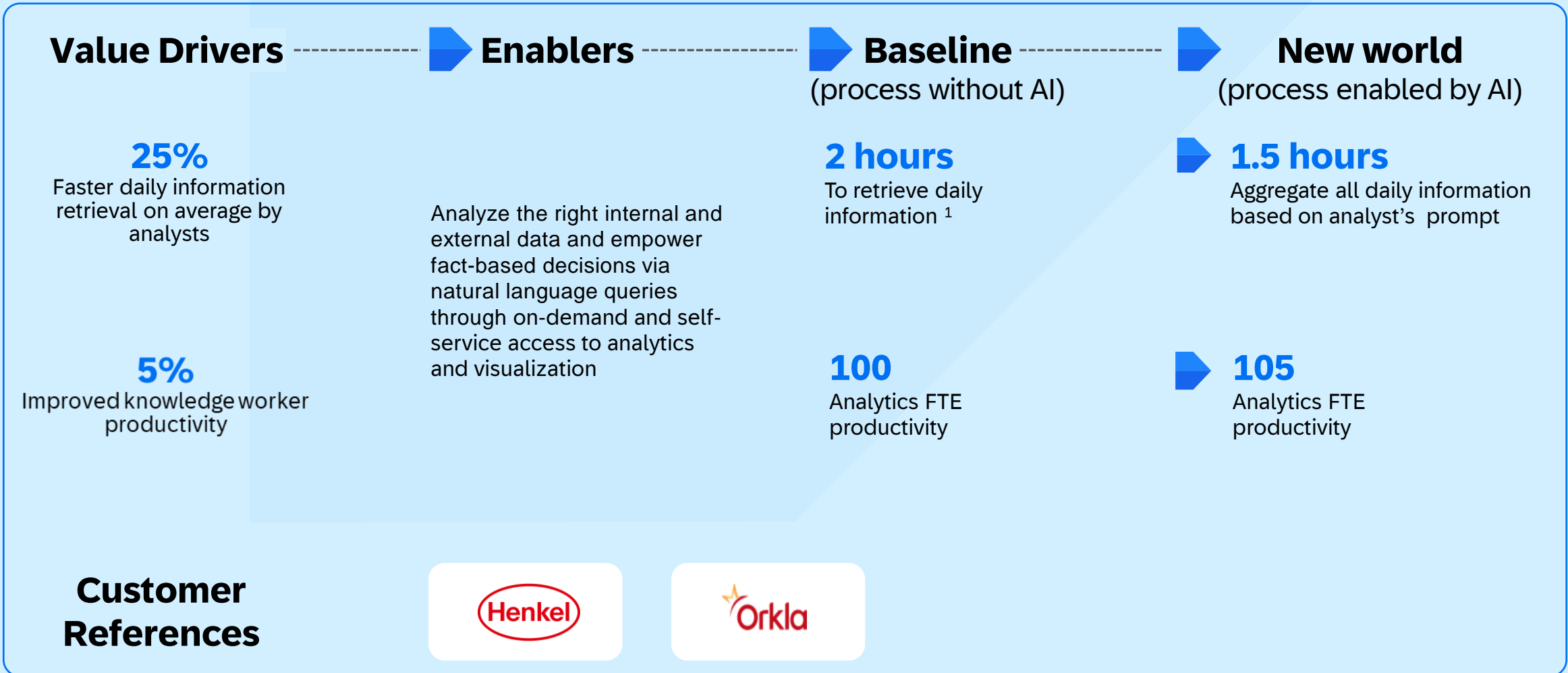
25%
Faster daily information retrieval on average by analysts

5%
Improved knowledge worker productivity

SAP Analytics Cloud just ask

Next-generation natural language query (NLQ) powered by AI

Value Drivers ----▶ **Enablers** ----▶ **Baseline**
(process without AI) ----▶ **New world**
(process enabled by AI)

25%
Faster daily information retrieval on average by analysts

Analyze the right internal and external data and empower fact-based decisions via natural language queries through on-demand and self-service access to analytics and visualization

2 hours
To retrieve daily information [1]

▶ **1.5 hours**
Aggregate all daily information based on analyst's prompt

5%
Improved knowledge worker productivity

100
Analytics FTE productivity

▶ **105**
Analytics FTE productivity

Customer References

Henkel

Orkla

1 Source: SAP expert estimation

SAP Analytics Cloud just ask

Next-generation natural language query (NLQ) powered by AI

Assumptions

Profile: Consumer Products company with €10bn in revenue

# of Analytics FTEs	71
Average fully loaded annual cost per FTE (in €)	50,808
Average improvement in productivity	5%

Annual benefits: €194,717

€194,717
Saved by improved analytics FTE productivity
(from €3,894,350 to €3,699,633)

PUBLIC

Numbers may not add up due to rounding.

SAP Community Chatbot:
Streamlined Expertise at Your Fingertips
Maximize Efficiency with AI-Powered SAP Knowledge Access

Challenge ----------- ## Solution ----------- ## Benefits

Jenney
Consultant

"As a consultant,
I want to know how I can quickly find
the SAP specific assets and knowledge
that I need, so I can enhance my
productivity."
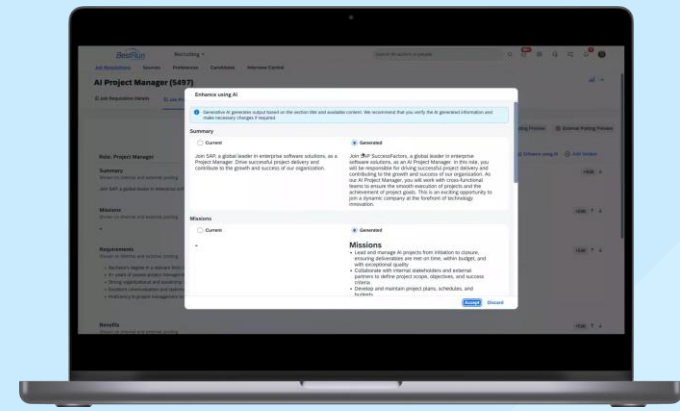
SAP Business AI in SAP Community Chatbot is embedded to allow the interaction with an real-time, natural language AI to request the retrieval of resources from SAP vast library of content.

The solution empowers Jenny to engage with SAP content more quickly driving up her and her colleagues productivity.

100%
Increased User Engagement
and Support Efficiency

100%
Increased accuracy and
speed in information
retrieval

SAP Community Chatbot:
Streamlined Expertise at Your Fingertips
Maximize Efficiency with AI-Powered SAP Knowledge Access

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
100% Increased User Engagement and Support Efficiency	Automates SAP user support embedded into internal systems.	**€184** Spend per knowledge worker/week on user interaction[1]	**€0** Spend per knowledge worker/week on user interaction
100% Increased accuracy and speed in information retrieval	Automates the curation, organization and personalization of SAP Content through AI capabilities.	**€92** Spend per knowledge worker/week on user information requests[1]	**€0** Spend per knowledge worker/week on user information requests

1 Source: SAP expert estimation

SAP Community Chatbot:
Streamlined Expertise at Your Fingertips
Maximize Efficiency with AI-Powered SAP Knowledge Access

Assumptions

Profile: Consumer Products company with 10,000 employees

# of knowledge workers	910
Average fully loaded annual cost per FTE (in €)	50,808
User interaction / week	1

Annual benefits: €288,968

€192,645
Reduction in annual cost associated with user engagement and support efficiency (from €192,645 to €0)

€96,323
Reduction in annual cost associated with accuracy and speed in info. retrieval (from €96,323 to €0)

Numbers may not add up due to rounding.

SAP Automation Pilot: Command Generation Assistant

Generate fully working DevOps & SRE automation flows based on a simple prompt

Challenge - Solution - Benefits

Tara
DevOps Engineer

"As a DevOps and Site Reliability Engineer, I want to be able to efficiently create DevOps automation flows, so I can foster quicker implementation of my projects."
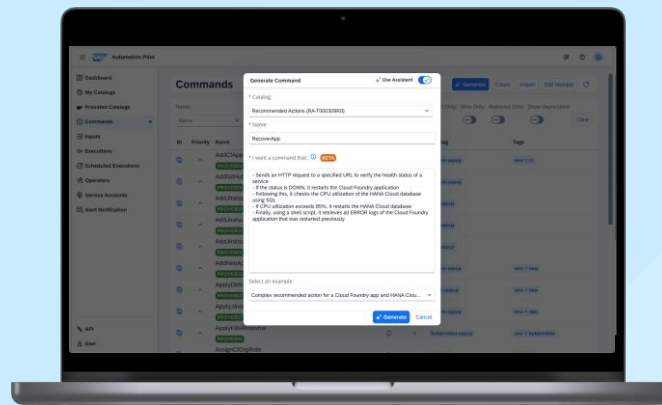
SAP Business AI in the SAP Automation Pilot allows for a natural-language request to convert the user's input and the LLM's coding skills to generate DevOps automation flows.

The solution empowers Tara to efficiently develop DevOps automation flows for faster implementation without the need for expertise in various SAP tools, coding or pursuing a long onboarding process.

75%
Increase in SAP application management productivity

70%
Reduction in time of onboarding new Application Management team members for DevOps tasks

SAP Automation Pilot: Command Generation Assistant

Generate fully working DevOps & SRE automation flows based on a simple prompt

Value Drivers - - - - ▶ **Enablers** - - - - ▶ **Baseline**
(process without AI) - - - - ▶ **New world**
(process enabled by AI)

75%
Increase in SAP application management productivity

Automate high-quality content generation based on limited user input and enhanced by LLM's coding skills

Generate fully working DevOps automation flows for customers' SAP landscapes that can be implemented immediately

100%
manual DevOps tasks in task chain – of which 50% are addressable [1]

▶ **62.5%**
Of DevOps task chain retaining manual
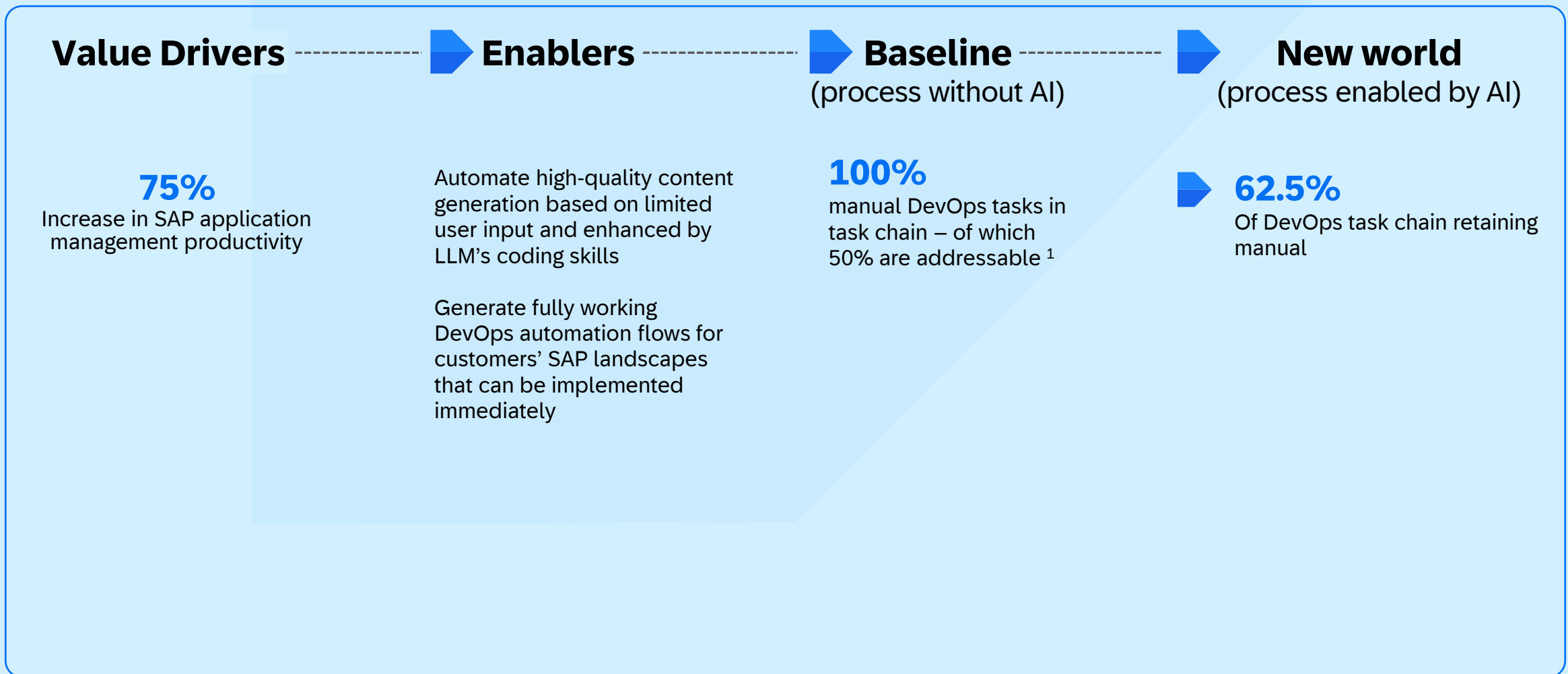
1 Source: SAP expert estimation

SAP Automation Pilot: Command Generation Assistant

Generate fully working DevOps & SRE automation flows based on a simple prompt

Assumptions

Profile: Consumer Products company with 10 managed systems

# managed systems	10
# of application management FTEs per managed system	0.2
Average fully loaded annual cost per FTE (in €)	50,808
% of Task Chain that can be automated	50%

Annual benefits: €38,106

€38,106

Reduction in annual cost of automatable SAP managed DevOps system Task Chains (from 50,808 to €12,702)

Numbers may not add up due to rounding.

SAP BTP Cockpit – Joule

Joule Direct navigation to apps, conversational search & insights on business objects

Challenge ---- Solution ---- Benefits

Tara

BTP Administrator

"As a BTP Administrator, I want to be able to execute my BTP tasks easy and efficiently so that I can be more productive during my working day."
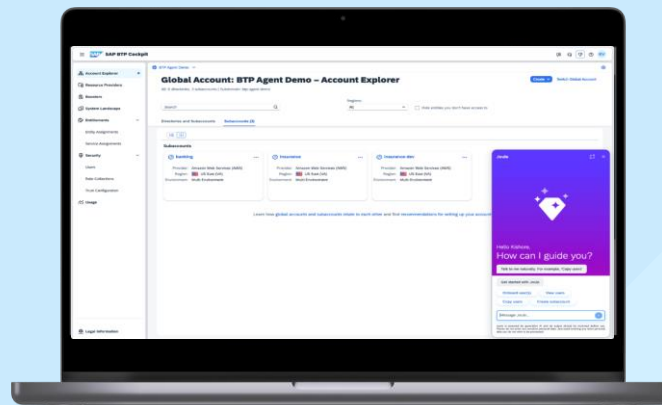
Joule for SAP BTP Cockpit automates administrative tasks and processes by providing AI capabilities to the BTP interface and enables intelligent and tailored user execution on-site.

The solution empowers Tara to save significant time and manual effort in navigating through all the information, applications and metrics available on BTP finding the relevant information she needs for her individual tasks.
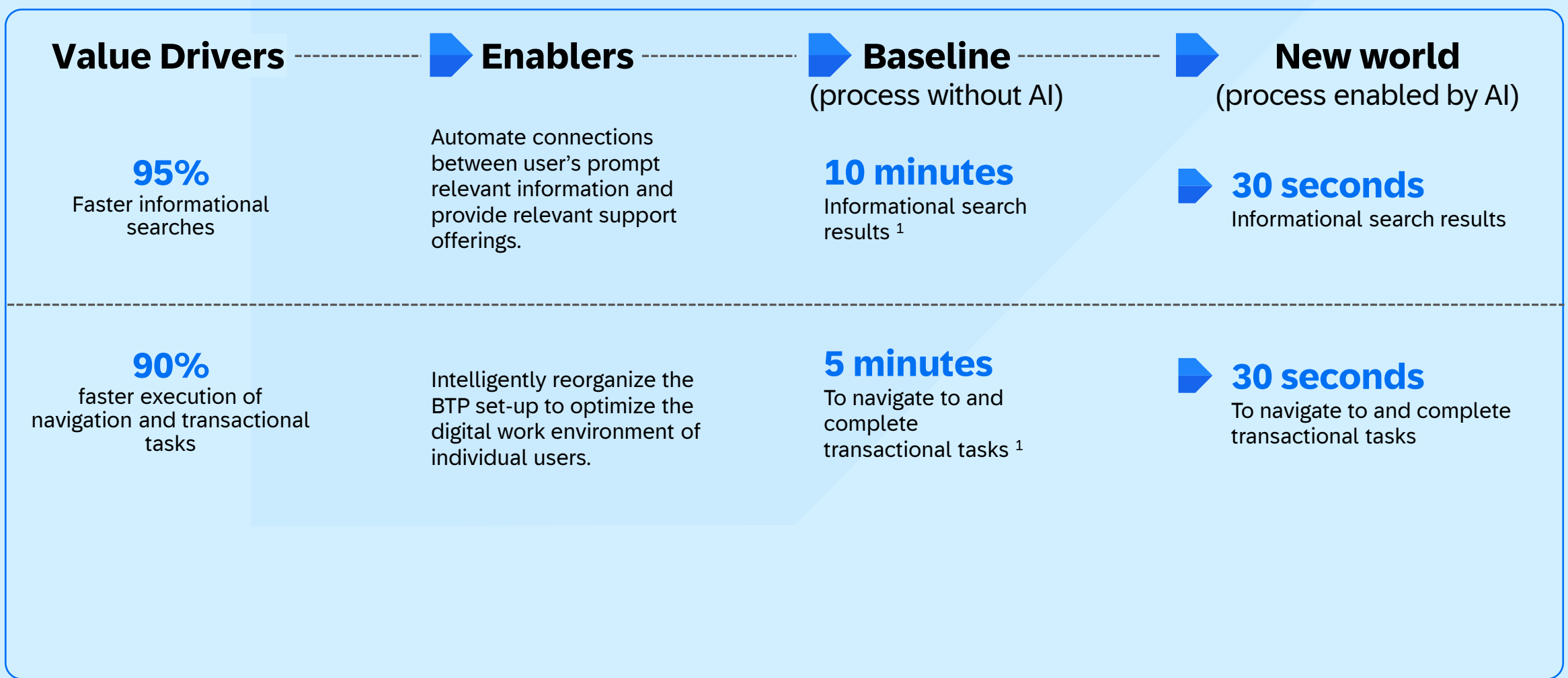
95%
Faster informational searches

90%
faster execution of navigation and transactional tasks

SAP BTP Cockpit – Joule

Joule Direct navigation to apps, conversational search & insights on business objects

Value Drivers --------- ▶ **Enablers** --------- ▶ **Baseline**
(process without AI) --------- ▶ **New world**
(process enabled by AI)

95%
Faster informational searches

Automate connections between user's prompt relevant information and provide relevant support offerings.

10 minutes
Informational search results [1]

▶ **30 seconds**
Informational search results

90%
faster execution of navigation and transactional tasks

Intelligently reorganize the BTP set-up to optimize the digital work environment of individual users.

5 minutes
To navigate to and complete transactional tasks [1]

▶ **30 seconds**
To navigate to and complete transactional tasks

1 Source: SAP expert estimation

SAP BTP Cockpit – Joule

Joule Direct navigation to apps, conversational search & insights on business objects

Assumptions

Profile: Consumer Products company with 10,000 employees, 5 of which are SAP BTP users

Average fully loaded annual cost per FTE (in €)	50,808
Average # of information search requests per week	10
Average time spent on each information request (in mins)	10
Average time spent on navigation and transactional tasks (in mins)	5

Annual benefits: € 14,819

€10,055
Reduction in annual cost of information search in BTP
(from €10,585 to €529)

€4,763
Reduction in annual cost of navigation in BTP
(from €5,292 to 529)

Numbers may not add up due to rounding.

SAP Business Technology Platform

Generative AI Hub

Challenge ---------- Solution ---------- Benefits

Brenda
Developer

"As a Developer, I want to have the flexibility to leverage the best Foundation Models in the market in a secure and efficient manner so they can build GenAI use cases that deliver maximum value to my organization."
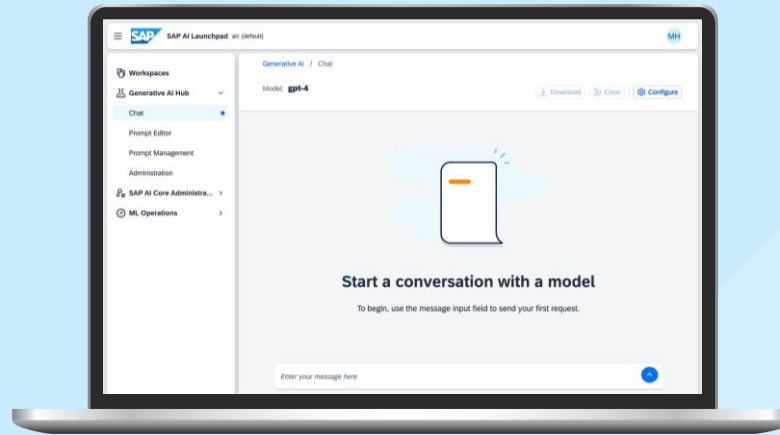
SAP AI Core (incl. Generative AI Hub) and SAP AI Launchpad are BTP Services that give organizations a platform and supporting infrastructure to securely train or choose, and integrate AI models into their SAP application stack.

This empowers Brenda's organization to run and govern AI models cost-efficiently at scale while preserving privacy and compliance, frees up AI Engineers for more innovative work, and improves organization wide adoption of the Gen AI use cases.
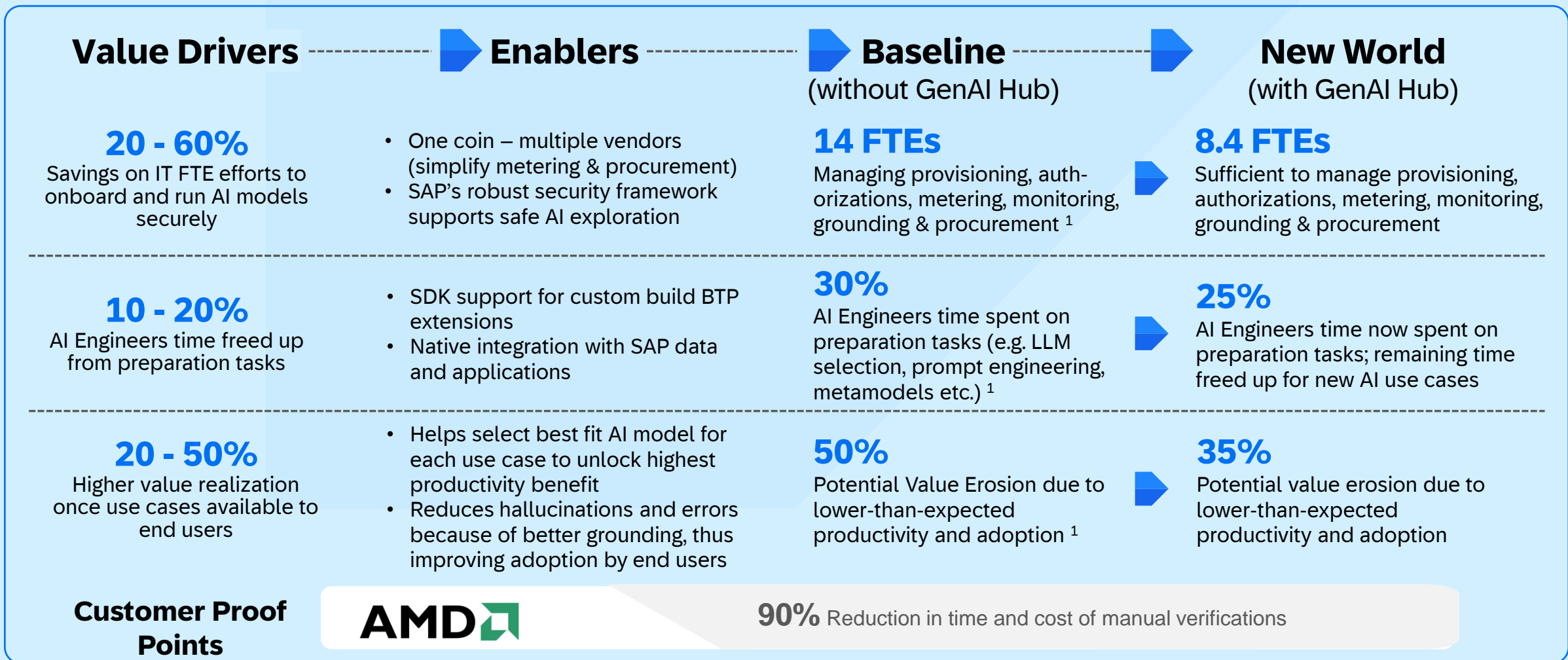
Up to 60%
Savings on efforts to onboard and run AI models securely

Up to 20%
AI Engineers time freed up from preparation tasks

Up to 50%
Higher value realization once use cases available to end users

SAP Business Technology Platform
Generative AI Hub

Value Drivers	Enablers	Baseline (without GenAI Hub)	New World (with GenAI Hub)
20 - 60% Savings on IT FTE efforts to onboard and run AI models securely	• One coin – multiple vendors (simplify metering & procurement) • SAP's robust security framework supports safe AI exploration	**14 FTEs** Managing provisioning, authorizations, metering, monitoring, grounding & procurement [1]	**8.4 FTEs** Sufficient to manage provisioning, authorizations, metering, monitoring, grounding & procurement
10 - 20% AI Engineers time freed up from preparation tasks	• SDK support for custom build BTP extensions • Native integration with SAP data and applications	**30%** AI Engineers time spent on preparation tasks (e.g. LLM selection, prompt engineering, metamodels etc.) [1]	**25%** AI Engineers time now spent on preparation tasks; remaining time freed up for new AI use cases
20 - 50% Higher value realization once use cases available to end users	• Helps select best fit AI model for each use case to unlock highest productivity benefit • Reduces hallucinations and errors because of better grounding, thus improving adoption by end users	**50%** Potential Value Erosion due to lower-than-expected productivity and adoption [1]	**35%** Potential value erosion due to lower-than-expected productivity and adoption

Customer Proof Points

AMD   **90%** Reduction in time and cost of manual verifications

Note: % Benefit impacted by size and maturity of AI team
1 Source: SAP expert estimation for a €1bn revenue company and intermediate AI maturity level

SAP Business Technology Platform

Generative AI Hub

Assumptions

Profile: Consumer Products company with €10bn revenue, intermediate AI maturity level

# of FTEs onboarding and running AI models securely[1]	14
Average fully loaded annual cost per FTE (in €)	50,808
# of AI Developer FTEs	3
Developer salary as a ratio of average FTE salary	150%
% of Developer time spent on preparation tasks	30%
Operating margin	20%
Avg # of GenAI use cases in production per year (over 3 years)[2]	14
Expected business value per use case (as a % of margin)	0.10%
Possible value erosion from lower time savings than expected	20%
Possible value erosion from lower adoption by end-users	30%

Annual benefits: €4,494,811

€284,522
Reduction in costs of onboarding and running AI models securely
(from €711,306 to €426,783)

€10,289
Reduction in effort to get AI use cases into production
(from €68,590 to €58,302)

€4,200,000
Reduction in value erosion once use cases available to end users
(from €14,000,000 to €9,800,000)

1. including Provisioning, authorizations, metering, monitoring, grounding: and procurement. 2. Assuming 5-10 new use cases becoming available for end users each year.
Cost and ROI numbers exclude possible implementation/adoption costs. Numbers may not add up due to rounding.

SAP Signavio
AI-assisted Process Recommender

Challenge

Tara

Business Process Consultant

"As a Business Process consultant, I want to be able to efficiently model business processes in transformation projects, so I can contribute to the formulation of best practices for future projects."

Solution
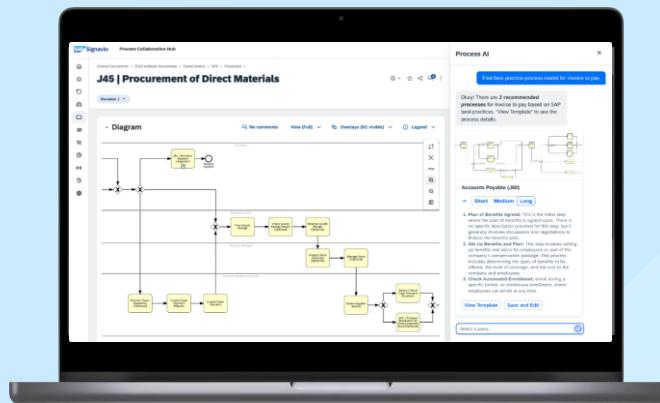
SAP Signavio AI-assisted process recommender generates ready-to-consume process model recommendations based on expert knowledge trained on LLM out of SAP and customer best practices.

The solution empowers Tara to leverage best practices that allow the modelling of processes to achieve faster time-to-adapt.

Benefits

3%
Improved productivity of internal BPM resources

9%
Reduction in business process mapping cost for external consultants

10%
Reduction in internal BPM training cost

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SAP Signavio

AI-assisted Process Recommender

Value Drivers	Enablers	Baseline (process without AI)	New world (process enabled by AI)
3% Improved productivity of internal BPM resources	Automate the generation of ready-to-consume process model recommendations.	**€23k** Spent internally on analyzing, designing, modeling and monitoring a process[1]	**€22.3k** Spent internally on analyzing, designing, modeling and monitoring a process[1]
9% Reduction in business process mapping cost for external consultants	Leverage recommendations for each of the process steps of the defined process.	**€4.6k** Spent per external BP consultant on process mapping[1]	**€4.2k** Spent per external BP consultant on process mapping[1]
10% Reduction in internal BPM training cost	Improve visibility and monitoring of business processes with refinements that achieve a faster time-to-productivity.	**€3.4k** Spent on training each new internal BP consultant on BPM tool[1]	**€3.1k** Spent on training each new internal BP consultant on BPM tool[1]

1 Source: SAP expert estimation

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SAP Signavio

AI-assisted Process Recommender

Assumptions

Profile: Consumer Products company with €10bn in revenue

Total # of processes handled by internal BP consultants per year	340
Average time spent to analyze, design, model and monitor a process (in days)	68
Average daily billing rate for an internal process consultant (in €)	339
Total # of processes handled by external BP consultants per year	184
Average time spent to map a process by external consultants (in days)	8
Average daily billing rate for an external process consultant (in €)	573
Average training per BPM tool (in days)	10

Annual benefits: €312,734

€235,192
Reduction in annual cost of process analysis, design, modeling and monitoring by internal BP consultants (from € 7,839,720 to € 7,604,528)

€75,766
Reduction in annual cost of process mapping by external BP consultants (from €841,840 to €766,074)

€1,777
Reduction annual BPM tool training cost (from €17,777 to €15,989)

Annual costs: € 3,213

Unit of measure	Conversion factor	Quantity
Transactions	1 Search = 1 Transaction	340
Blocks	1 Transaction = 1 Block	340
AI units	1 Block = 1.35 AI units	459
€	1 AI unit = €7 (list price)	3,213

>96x ROI

Cost and ROI numbers exclude possible implementation/adoption costs.

Numbers may not add up due to rounding.

SAP Signavio

AI-Assisted Performance Indicator Recommender

Value Drivers		Enablers		Baseline (process without AI)		New world (process enabled by AI)
Up to 20% Reduced time to define the right process performance indicators		Enables users to define process performance indicators based on automated recommendations		**5%** of the process analyst's time spent on finding the most appropriate performance indicator[1]		**4%** of the process analyst's time spent on finding the most appropriate performance indicator[1]
Up to 5% Reduced value erosion due to the selection of poor process performance indicators		Provides users with PPI recommendations based on best practices that maximize value optimization		**5%** value erosion due to the selection of poor process performance indicators[1]		**4.75%** value erosion due to the selection of poor process performance indicators[1]

1 Source: SAP expert estimation

SAP Signavio

AI-Assisted Performance Indicator Recommender

Assumptions

Consumer Products company with €10bn revenue, €6bn COGS, and €3bn SG&A

Total number of process analyst FTEs	130
Average time spent by process analyst FTE to define performance indicators (% of FTEs overall time)	5%
Average fully loaded annual cost per FTE (in €)	102,000
% of COGS impacted by business process management	2%
% of SG&A impacted by business process management	5%
% of value at risk due to poor selection of PPIs	5%

Annual benefits: € 807,600

€ 132,600
Reduced time to define the right process performance indicators (from € 663,000 to € 530,400)

€ 675,000
reduction in value erosion due to the selection of poor process performance indicators (from € 13,500,000 to € 12,825,000)

Annual costs: € 354,900

Unit of measure	Conversion factor	Quantity
Transactions	1 Search = 1 Transaction	48,750
Blocks	1 Transaction = 1 Block	48,750
AI units	1 Block = 1.04 units	50,700
€	1 AI unit = €7 (list price)	354,900

~130% ROI

Cost and ROI numbers exclude possible implementation/adoption costs.

Numbers may not add up due to rounding.

SAP Signavio

AI-assisted process analyzer, text to insights

Challenge — — — — — ### Solution — — — — — ### Benefits

Maria

Process Analyst

"As a process analyst, I want to quickly obtain relevant insights related to the business process performance and identify where improvement opportunities exist "
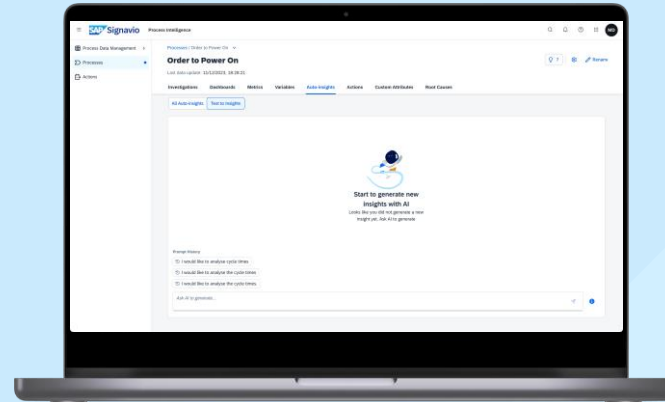
SAP Signavio AI-assisted Process Analyzer (text-to-insights) allows process analysts to filter focused and relevant insights (performance of a business process over a period of time) quickly by using a natural language query.

The solution helps democratize process mining by empowering non-expert users to search and filter key metrics for obtaining valuable insights that can inform business decision making.

Up to 50%
Reduction in time to access insights

Faster
time to productivity for new hires

SAP Signavio

AI-assisted process analyzer, text to insights
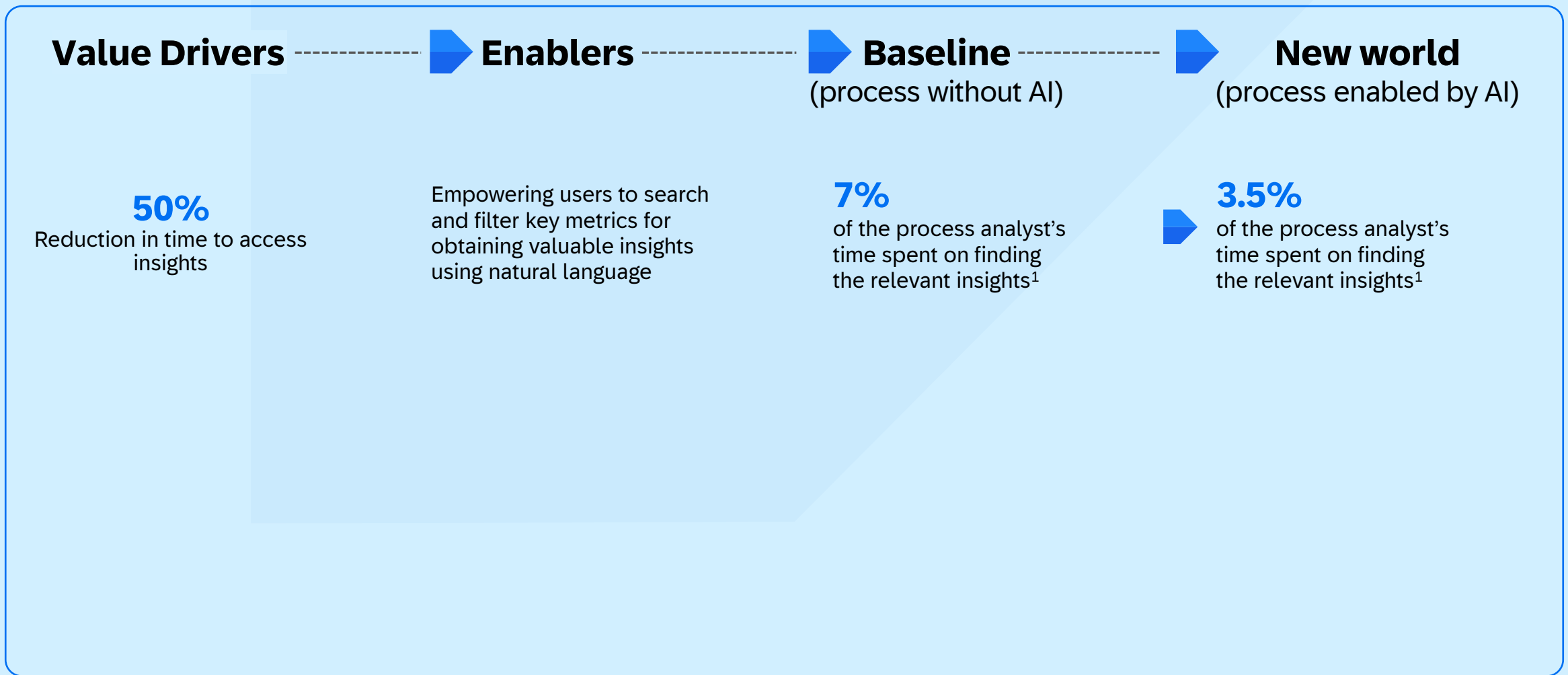
Value Drivers ----→ **Enablers** ----→ **Baseline**
(process without AI) ----→ **New world**
(process enabled by AI)

50%
Reduction in time to access insights[1]

Empowering users to search and filter key metrics for obtaining valuable insights using natural language

7%
of the process analyst's time spent on finding the relevant insights[1]

3.5%
of the process analyst's time spent on finding the relevant insights[1]

1 Source: SAP expert estimation

SAP Signavio

AI-assisted process analyzer, text to insights

Assumptions

Consumer Products company with €10bn revenue

Total number of process analyst FTEs	130
Average time spent by process analyst FTE to find relevant insights (% of FTEs overall time)	7%
Average fully loaded annual cost per FTE (in €)	50,808

Annual benefits: € 231,176

€ 231,176
reduction in cost of finding the relevant insights
(from € 462,353 to € 231,176)

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Numbers may not add up due to rounding.

SAP LeanIX Enterprise Architecture

"Inventory AI prompt" to support analyses of IT application landscape

Value Drivers ┄┄┄▶ **Enablers** ┄┄┄▶ **Baseline**
(process without AI) ┄┄┄▶ **New world**
(process enabled by AI)

Up to 90%
Reduced time to generate IT landscape artifact insights

Empower the user to query an LLM about fact sheet artifacts with pre-defined and custom prompts without leaving the application context

Up to 20 mins
To generate and finalize insights on IT landscape artifacts[1]

▶ **2 mins**
To generate and finalize insights on IT landscape artifacts[1]

1 Source: SAP expert estimation

SAP LeanIX Enterprise Architecture

"Inventory AI prompt" to support analyses of IT application landscape

Assumptions

Profile: Consumer Products company with €10bn in revenue

Number of applications in the enterprise portfolio	324
Total number of fact sheets (% of number of applications)	300%
Number of fact sheets processed per year for insights (% of total number of fact sheets)	10%
Time spent per fact sheet processing for insights (in mins)	20
Average fully loaded annual cost per enterprise architect FTE (in €)	90,000
Number of working days per year	230

Annual benefits: €1,426

€1,426
Reduction in time to generate IT landscape artifact insights (from €1,585 to €158)

Numbers may not add up due to rounding.

SAP LeanIX Enterprise Architecture

"AI-assisted text" helps users in generating contextual descriptions for their factsheets

Challenge ----------- **Solution** ----------- **Benefits**

Evan
Application Owner

"As an application owner, I want to ensure accurate and concise descriptions for the applications, that provides proper guidance to other users"
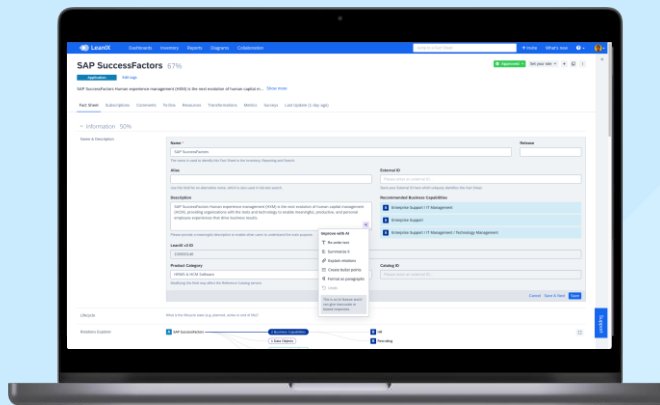
AI-assisted text in LeanIX Enterprise Architecture supports the user in filling context-aware descriptions for the applications.
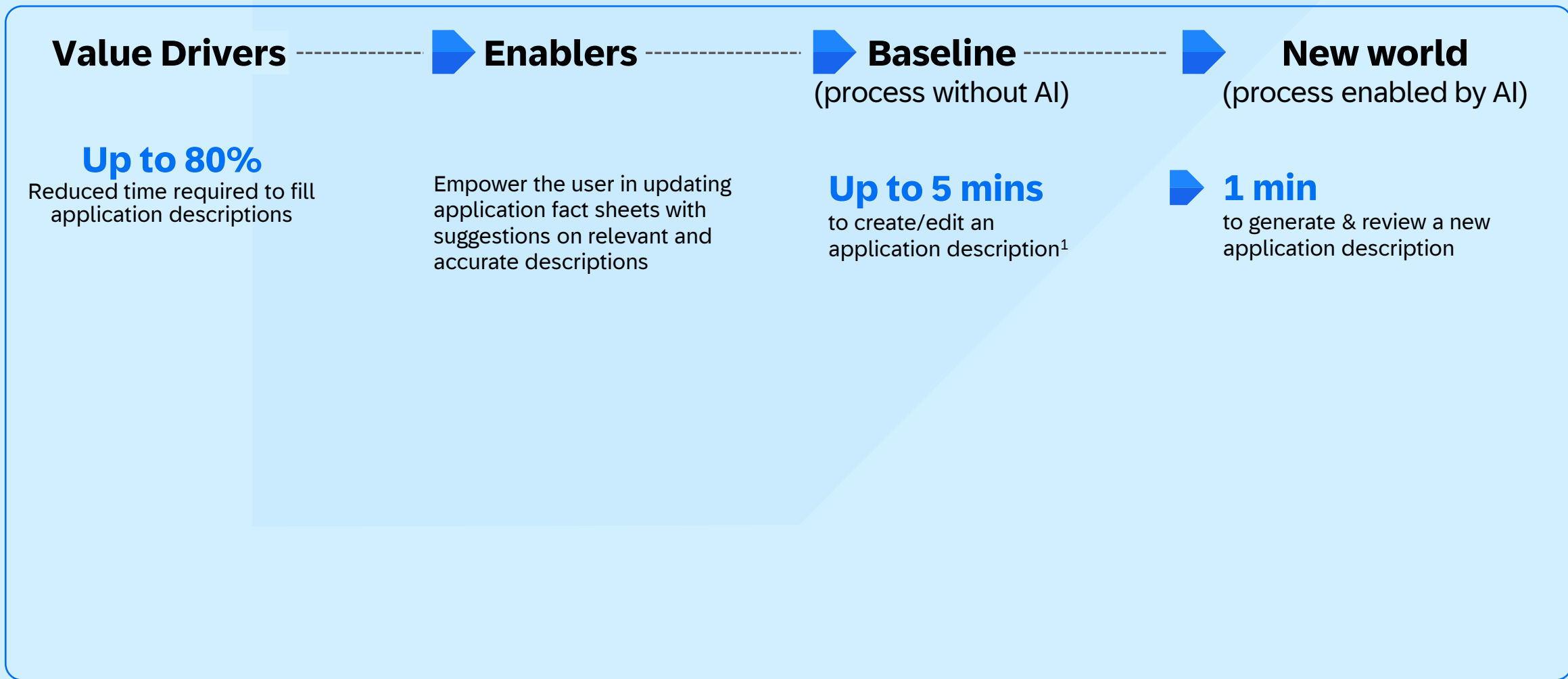
The solution allows Evan to reduce the time spent searching and filling out application descriptions and improve the master data completion rate for fact sheets.

Up to 80%
Reduction in time required to fill application descriptions

More than 40%
Higher fact sheet data completion rate

SAP LeanIX Enterprise Architecture

"AI-assisted text" helps users in generating contextual descriptions for their factsheets

Value Drivers - - - - - - - - > **Enablers** - - - - - - - - > **Baseline**
(process without AI) - - - - - - - - > **New world**
(process enabled by AI)

Up to 80%
Reduced time required to fill application descriptions

Empower the user in updating application fact sheets with suggestions on relevant and accurate descriptions

Up to 5 mins
to create/edit an application description[1]

1 min
to generate & review a new application description

[1] Source: SAP expert estimation

SAP LeanIX Enterprise Architecture

"AI-assisted text" helps users in generating contextual descriptions for their factsheets

Assumptions

Profile: Consumer Products company with €10bn in revenue

Number of applications in the enterprise portfolio	324
Total number of fact sheets (% of number of applications)	300%
Number of fact sheets processed per year for description (% of total number of fact sheets)	20%
Time spent per fact sheet description update (in mins)	5
Average fully loaded annual cost per enterprise architect FTE	€90,000
Number of working days per year	230

Annual benefits: €634

€634
Reduction in time to generate IT landscape artifact insights (from €792 to €158)

Numbers may not add up due to rounding.

SAP LeanIX Enterprise Architecture
"AI-generated context" supports users in everyday tasks

Challenge ----------- **Solution** ----------- **Benefits**

Jessica
Domain Architect

"As a Domain Architect, I regularly get assigned to-dos for completion, but I require clear context to get the tasks done in an effective manner."
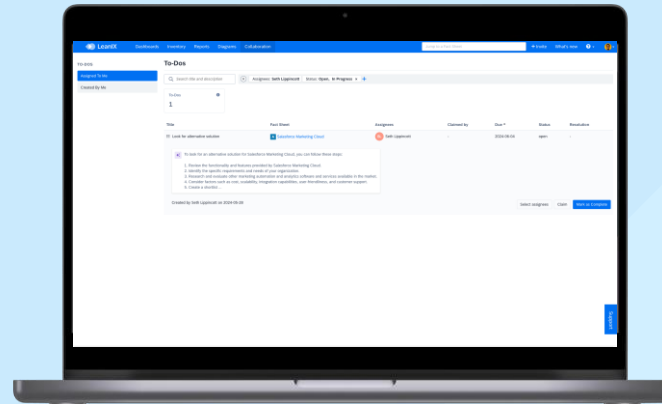
AI-generated context in LeanIX Enterprise Architecture adds helpful context in situations where user input or action is required.
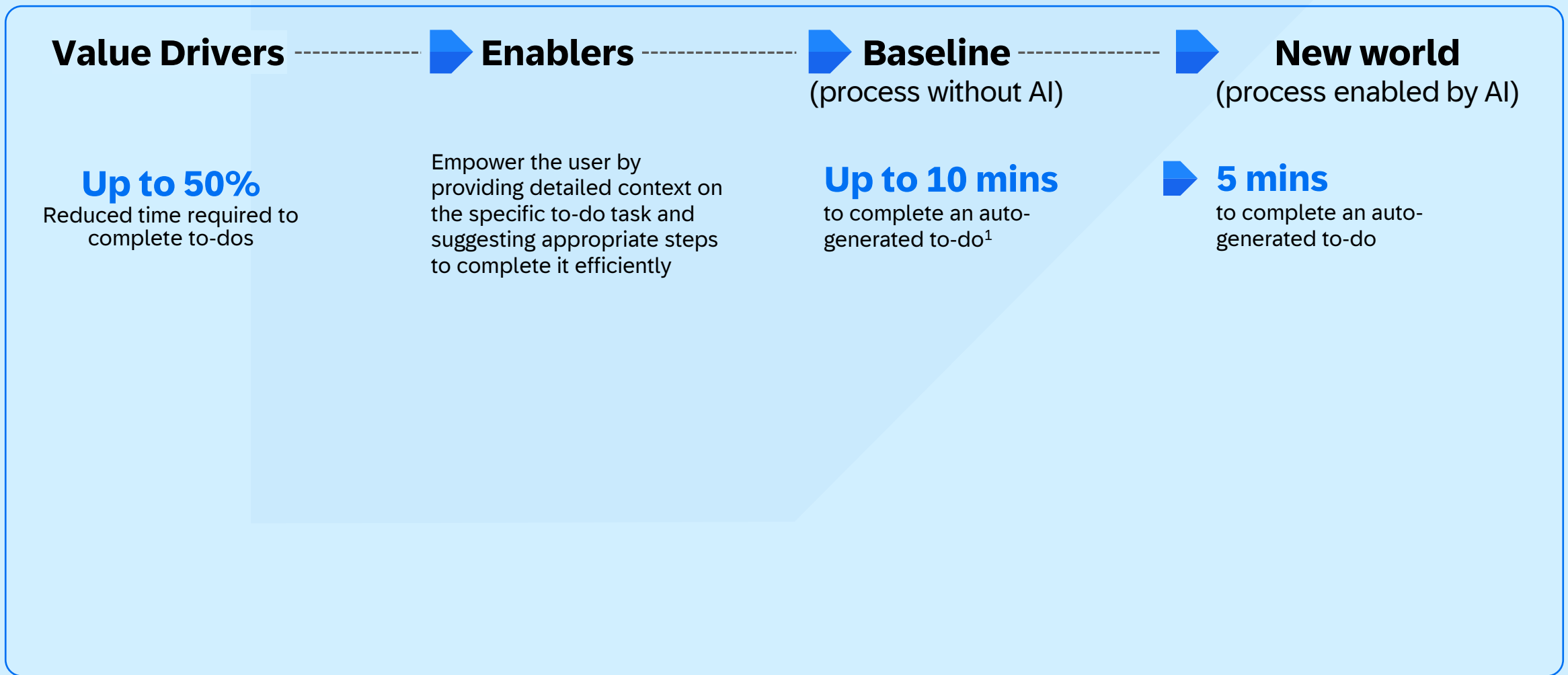
The solution helps Jessica understand a specific task in detail and provides guidance on appropriate steps to complete it efficiently.

Up to 50%
Reduction in time required to complete to-dos

20%
Increased to-do completion rate

SAP LeanIX Enterprise Architecture
"AI-generated context" supports users in everyday tasks

Value Drivers --------► **Enablers** --------► **Baseline**
(process without AI)
--------► **New world**
(process enabled by AI)

Up to 50%
Reduced time required to complete to-dos

Empower the user by providing detailed context on the specific to-do task and suggesting appropriate steps to complete it efficiently

Up to 10 mins
to complete an auto-generated to-do[1]

► **5 mins**
to complete an auto-generated to-do

[1] Source: SAP expert estimation

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SAP LeanIX Enterprise Architecture

"AI-generated context" supports users in everyday tasks

Assumptions

Profile: Consumer Products company with €10bn in revenue

Number of applications in the enterprise portfolio	32.4
Total number of fact sheets (% of number of applications)	300%
Number of fact sheet to-dos in a year (% of total number of fact sheets)	20%
Time spent per fact sheet to-do completion (in mins)	10
Average fully loaded annual cost per enterprise architect FTE	€90,000
Number of working days per year	230

Annual benefits: €792

€792
Reduction in time to generate IT landscape artifact insights (from €1,585 to €792)

Numbers may not add up due to rounding.

SAP LeanIX Enterprise Architecture
"AI-supported translations" helps user translate customized meta-model terms

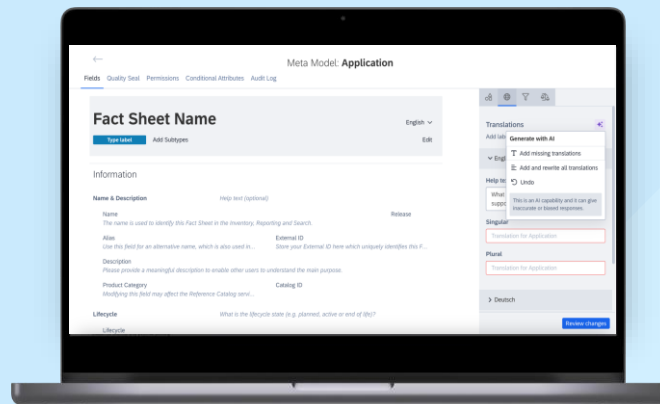**Challenge** — — — — — — **Solution** — — — — — — **Benefits**

Rajesh
Enterprise Architect

As an Enterprise Architect, I sometimes adapt meta-model terms to align with the needs of our organization. This change then involves implementing multilingual translations to ensure that users from diverse regions can effectively utilize the system.

AI-supported translations in LeanIX Enterprise Architecture provide context-aware translations for technical domain-specific terms.

The solution helps Rajesh to easily translate meta-model fields into required languages, making the system more accessible to users globally.

Up to 83%
Reduction in time required to translate meta-model terms

Up to 30%
Improved translation accuracy of enterprise architecture terms

SAP LeanIX Enterprise Architecture

"AI-supported translations" helps user translate customized meta-model terms

Value Drivers ---------▶ **Enablers** ---------▶ **Baseline**
(process without AI) ---------▶ **New world**
(process enabled by AI)

Up to 83%
Reduced time required to
translate meta-model terms

Empower the user to easily
translate meta-model terms
into multiple languages

Up to 30 min
to translate meta-model
terms[1]

▶ **5 mins**
to translate meta-model
terms
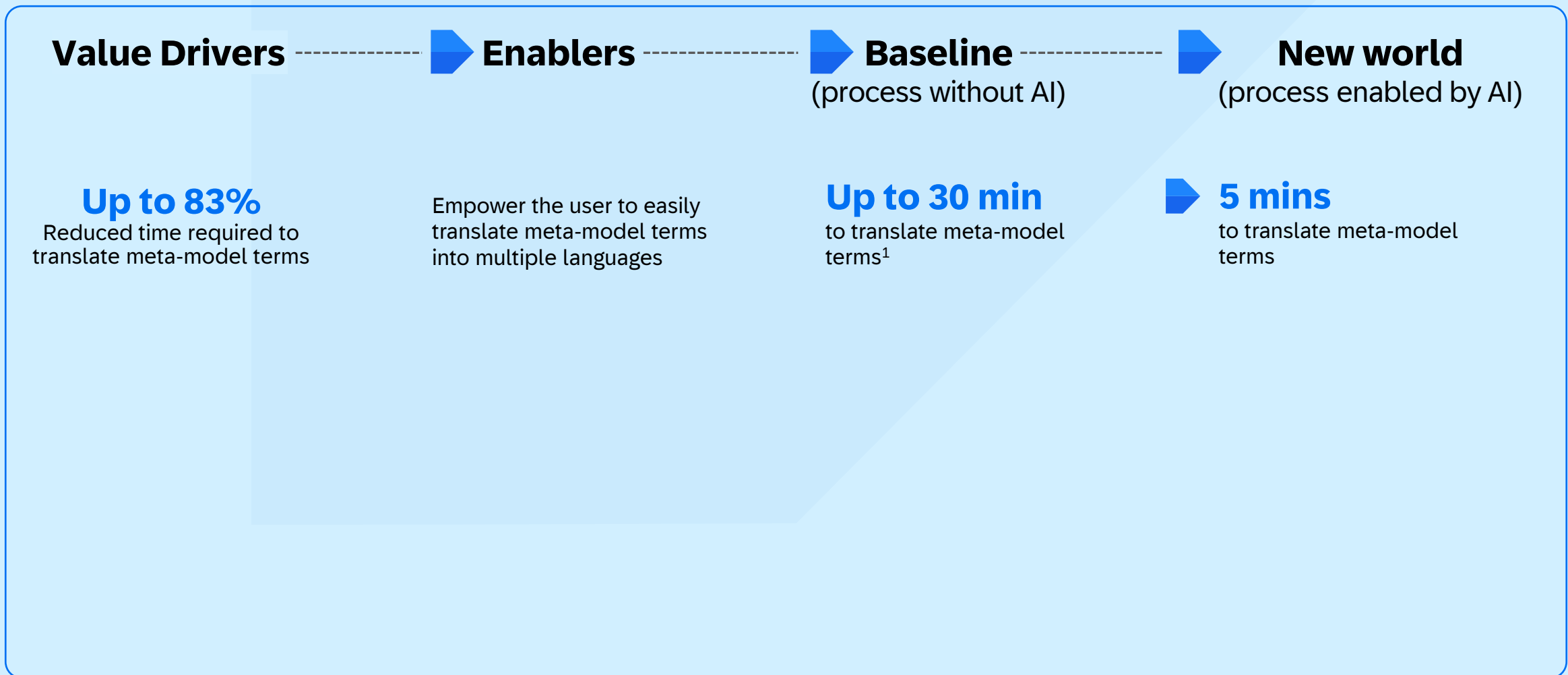
[1] Source: SAP expert estimation

SAP LeanIX Enterprise Architecture

"AI-supported translations" helps user translate customized meta-model terms

Assumptions

Profile: Consumer Products company with €10bn in revenue

Number of meta-model translations processed/year	2
Time spent on translating meta-model terms (in mins)	30
Average fully loaded annual cost per enterprise architect FTE (in €)	90,000
Number of working days per year	230

Annual benefits: €41

€41
Reduction in time to generate IT landscape artifact insights (from €49 to €8)

Numbers may not add up due to rounding.