

OPPORTUNITY

# **Ease information processing and understanding**



## EASE INFORMATION PROCESSING AND UNDERSTANDING

Generative AI has capabilities to quickly **process and analyze information** so it becomes easier to consume. This can be particularly helpful when dealing with lots of documents.

Think about how you could use these capabilities to efficiently manage and get the most out of your information.



EASE INFORMATION PROCESSING  
AND UNDERSTANDING

What if your solution could

**summarize**  
**any document**

saving you time on reading?



## EASE INFORMATION PROCESSING AND UNDERSTANDING

For example, it could...

**provide a daily summary of key open issues** from customer orders.

**summarize articles** and reports about competitors.

**summarize lengthy email** threads and extract the main points.

**What could be useful to summarize?**



EASE INFORMATION PROCESSING  
AND UNDERSTANDING

What if your solution could

# **translate text to any language**

helping you communicate  
globally without barriers?



## EASE INFORMATION PROCESSING AND UNDERSTANDING

For example, it could...

**translate product manuals** into various languages, supporting global distribution.

**translate support tickets** into the customer's native language, enhancing customer satisfaction.

**translate presentations** into multiple languages to facilitate collaboration across regions.

**What do you need to translate?**



EASE INFORMATION PROCESSING  
AND UNDERSTANDING

What if your solution could

**sort information  
into existing or  
new categories**

bringing order and clarity  
to your data?



## EASE INFORMATION PROCESSING AND UNDERSTANDING

For example, it could..

**organize customer feedback** into actionable categories like product satisfaction, service issues, or feature requests.

**classify leads** by status such as hot, warm, or cold.

**sort employee skills** by type such as technical, managerial, or creative.

**What information do you need to classify?**





EASE INFORMATION PROCESSING  
AND UNDERSTANDING

What if your solution could

**discover  
patterns and  
themes in  
unstructured  
information**

helping you to quickly  
understand the main ideas?



## EASE INFORMATION PROCESSING AND UNDERSTANDING

For example, it could...

**discover trends** among recently published scientific papers.

**discover main insights** from interview transcripts.

**identify pain points**, and emerging trends in customer reviews.

**form labeled clusters** of related information from interview notes.

**What do you need to discover in your information?**



EASE INFORMATION PROCESSING  
AND UNDERSTANDING

What if your solution could

# **analyse the sentiment of any text**

helping you to better  
understand your customers'  
reactions?



## EASE INFORMATION PROCESSING AND UNDERSTANDING

For example, it could ...

**analyze social media conversations** to understand public opinion.

**analyze customer reviews** to gauge overall satisfaction levels.

**analyze customer service transcripts and email exchanges** to assess the overall customer experience.

**What information could reveal customer's sentiment?**



EASE INFORMATION PROCESSING  
AND UNDERSTANDING

What if your solution could

**extract specific  
information  
from any  
document**

allowing you to get straight to  
the point?



## EASE INFORMATION PROCESSING AND UNDERSTANDING

For example, it could...

extract **dates, conditions, and obligations** from legal contracts.

extract **issue descriptions and contact details** from customer support tickets to speed up troubleshooting.

extract **patient information, diagnoses, and treatments** from unstructured medical records.

**What information do you need to extract from documents?**



OPPORTUNITY

# Streamline content creation



## STREAMLINE CONTENT CREATION

Generative AI can effortlessly **produce novel and original content**, so you don't have to do it all alone. This can be particularly helpful during the creation of documents and communication materials.

Think about how you could use this creative ability to improve and streamline your content creation workflows.





## STREAMLINE CONTENT CREATION

What if your solution could

**write anything  
you request**

allowing you to focus on the  
main message?



The SAP logo consists of the letters 'SAP' in a white, bold, sans-serif font, positioned on a dark blue background with a light blue diagonal stripe.

## STREAMLINE CONTENT CREATION

For example, it could...

write detailed and engaging **product descriptions**.

**create storylines** for your presentations.

compose creative and engaging **social media posts and blog articles**.

**What documents do you need help writing?**



STREAMLINE CONTENT CREATION

What if your solution could

**review and  
refine any  
written text**

allowing you to relax knowing  
your documents are error-free?



## STREAMLINE CONTENT CREATION

For example, it could...

### **review content in social platforms**

for community guideline violations, like misinformation.

**review and refine blog posts** to ensure they are engaging, informative, and easy to understand.

**review and refine emails** for clarity and impact.

**What content do you need to review?**



## STREAMLINE CONTENT CREATION

What if your solution could

**create any  
picture you  
request**

allowing you to quickly visualize  
your ideas?



The SAP logo consists of the letters 'SAP' in a white, bold, sans-serif font, positioned on a dark blue rectangular background.

## STREAMLINE CONTENT CREATION

For example, it could...

create **visualisations of new product ideas**, helping designers iterate faster.

create **images for social media posts and presentations**.

Produce **diagrams** to effectively communicate complex information.

**What do you need help to visualize?**



## STREAMLINE CONTENT CREATION

What if your solution could

**narrate text  
in a voice and  
accent of your  
choice**

enabling you to connect  
effectively with any audience?



## STREAMLINE CONTENT CREATION

For example, it could...

create **auditory language learning exercises in different languages and accents** to make content accessible to people from different backgrounds .

create **localized voiceovers for product tutorials and customer service interactions.**

**What information do you need in narrated form?**





## STREAMLINE CONTENT CREATION

What if your solution could

**adapt  
information  
to any style or  
tone of voice**

ensuring your message fits  
perfectly in any situation?



## STREAMLINE CONTENT CREATION

For example, it could...

**re-write your posts** so they fit to the tone of voice of different social media channels.

**adapt a legal document into a simplified version** for non-legal professionals to understand.

convert a news article **into a social media post or a blog entry.**

**What information do you need to adapt to different styles?**



## STREAMLINE CONTENT CREATION

What if your solution could

**create content  
tailored  
to individual  
preferences**

ensuring your customers feel  
it's made for them?



## STREAMLINE CONTENT CREATION

For example, it could...

**create personalised learning paths** adapted to students' individual abilities and interests.

**create personalised news summaries for media platform subscribers**, focusing on topics they frequently interact with.

create **personalized health and fitness plans and tips**, based on users' goals, and activity levels.

**What content do you need to personalise?**



STREAMLINE CONTENT CREATION

What if your solution could

**describe  
visual content  
in words**

enabling you to leverage visual  
data in unique and innovative  
ways?



## STREAMLINE CONTENT CREATION

For example, it could...

**convert data visualizations into text summaries**, supporting those who find visual data challenging.

**narrate the contents of historical images**, providing context and insights for educational purposes.

**describe defects or variations in product images**, streamlining the inspection process.

**What visual content do you need to describe?**



OPPORTUNITY

# **Simplify access to information and knowledge**



SIMPLIFY ACCESS TO INFORMATION  
AND KNOWLEDGE

Generative AI allows you to **use everyday language to interact with digital systems**, eliminating the need to master complex user interfaces or remember specific keywords. This can become especially useful when searching for information and specific knowledge.

Think how this new possibility can get your requests fulfilled more efficiently.





SIMPLIFY ACCESS TO INFORMATION  
AND KNOWLEDGE

What if your solution could

**find and  
consolidate  
the information  
you need**

saving you hours of research  
time?



## SIMPLIFY ACCESS TO INFORMATION AND KNOWLEDGE

For example, it could...

**provide a list with the five most relevant article links** for a topic you are researching about.

**consolidate different points of view** about a topic you want to know more about from various sources.

**compare** different products or services based on your provided preferences.

**What information do you need to find?**



SIMPLIFY ACCESS TO INFORMATION  
AND KNOWLEDGE

What if your solution could

# **act as a domain specialist**

answering your questions and  
providing guidance?



## SIMPLIFY ACCESS TO INFORMATION AND KNOWLEDGE

For example, it could...

**act as an IT assistant**, offering real-time guidance on technical issues.

**act as a public office assistant, answering citizen inquiries** about policies, procedures, and services via text or voice-based chat.

**act as a compliance expert**, supporting customers in interpreting complex regulations.

**What knowledge domain do you need access to?**



SIMPLIFY ACCESS TO INFORMATION  
AND KNOWLEDGE

What if your solution could

# help you talk to systems

allowing you to interact with  
technology in a more intuitive  
way?



SIMPLIFY ACCESS TO INFORMATION  
AND KNOWLEDGE

For example, it could...

**translate your financial questions into queries** for a data model and provide you with the relevant insights.

access information and services from various systems **using a single chatbot interface.**

**Which systems could be easier to interact with by using natural language?**



SIMPLIFY ACCESS TO INFORMATION  
AND KNOWLEDGE

What if your solution could

# **ask you guiding questions**

allowing you to navigate through  
complex and challenging  
topics?



**SIMPLIFY ACCESS TO INFORMATION  
AND KNOWLEDGE**

For example, it could...

**ask students questions about a lesson**, ensuring that they understand the material.

**guide customers in troubleshooting technical issues** using questions to identify the root cause of the problem.

ask questions that **help beginner writers create a character**.

**What guiding questions could help you?**





OPPORTUNITY

# Explore diverse suggestions and ideas



## EXPLORE DIVERSE SUGGESTIONS AND IDEAS

Generative AI can give **suggestions and creative ideas tailored to specific contexts**, acting as a collaborative partner. This can become particularly valuable when looking for actionable inspiration.

Think how this collaborative capability can help you in making more informed decisions and finding innovative solutions to problems.



EXPLORE DIVERSE SUGGESTIONS AND IDEAS

What if your solution could

**suggest  
different  
answers to  
customers'  
inquiries**

allowing you to simply choose  
the most fitting ones?



## EXPLORE DIVERSE SUGGESTIONS AND IDEAS

For example, it could...

### **suggest alternative products**

when a requested item is unavailable.

### **suggest different ways to phrase**

**a response** to a customer's complaint.

### **suggest different solutions to**

**solve issues**, from immediate fixes to long-term improvements.

**Which requests could benefit from different options?**



EXPLORE DIVERSE SUGGESTIONS AND IDEAS

What if your solution could

# **recommend the best next steps in a process**

enabling you to proceed with  
confidence?



## EXPLORE DIVERSE SUGGESTIONS AND IDEAS

For example, it could...

**recommend the most effective sequence of activities** to advance in a project based on goals.

**suggest optimal next steps in a sales cycle** based on customer interactions.

**suggest step-by-step guidance for troubleshooting** based on customer's technical background.

**For which processes do you need to figure out the best next step?**



EXPLORE DIVERSE SUGGESTIONS AND IDEAS

What if your solution could

**generate  
a variety  
of ideas  
to solve  
problems**

ensuring you never get stuck?



## EXPLORE DIVERSE SUGGESTIONS AND IDEAS

For example, it could...

suggest different **solution ideas**  
**to address a specific user**  
**requirement.**

**generate a variety of new product**  
**ideas** with specific characteristics.

generate a **variety of new**  
**marketing ideas for campaigns.**

**What activities could be enriched**  
**with a variety of inspiring ideas?**





EXPLORE DIVERSE SUGGESTIONS AND IDEAS

What if your solution could

**recommend  
options tailored  
to a specific  
situation**

making smart choices  
effortless?



## EXPLORE DIVERSE SUGGESTIONS AND IDEAS

For example, it could...

**recommend suitable furniture pieces** by analyzing a room's image.

**recommend personalized music playlists** based on a user listening patterns and preferences.

**recommend images** for a presentation based on its text.

**What activities could benefit from tailored recommendations?**



EXPLORE DIVERSE SUGGESTIONS AND IDEAS

What if your solution could

# **create various versions of your content**

providing you with diverse  
perspectives to choose from?



## EXPLORE DIVERSE SUGGESTIONS AND IDEAS

For example, it could...

**create alternative versions of a social media post** to test different engagement strategies.

**generate multiple versions of a product description** to compare conversion rates.

**write multiple versions of a creative brief** to spark new ideas and approaches to a project.

**What content would be useful to have in different versions?**



OPPORTUNITY

# Streamline tests and simulations with realistic- looking data



## STREAMLINE TESTS AND SIMULATIONS WITH REALISTIC LOOKING DATA

Generative AI allows you to **generate mock data** that mirror real-world examples. This can become especially useful in situations where real data is limited or sensitive.

Think about how this capability can support you during test and simulation scenarios.



STREAMLINE TESTS AND SIMULATIONS  
WITH REALISTIC LOOKING DATA

What if your solution could

# **generate mock data**

allowing you to test and  
prepare for a range of  
scenarios?



## STREAMLINE TESTS AND SIMULATIONS WITH REALISTIC LOOKING DATA

For example, it could...

**simulate responses to job interview questions**, helping recruiters prepare for their conversations with candidates.

**simulate customer service scenarios** with fictional customer profiles for training purposes.

**populate demo environments** with fake yet realistic-looking data.

**What scenarios do you need to simulate with real-looking data?**





OPPORTUNITY

# Support (automatic) decision- making



SUPPORT (AUTOMATIC)  
DECISION-MAKING

Generative AI can support systems in **making smart, informed decisions in clear-cut, low-risk scenarios.** This can help to automate routine tasks, freeing up your time and resources for more complex challenges.

Think about what scenarios could significantly benefit from automated decisions based on analysed information.



SUPPORT (AUTOMATIC)  
DECISION-MAKING

What if your solution could

**make smart  
decisions in  
clear, low-risk  
scenarios,**

allowing you to focus on more  
critical situations?



## SUPPORT (AUTOMATIC) DECISION-MAKING

For example, it could...

**route incoming queries to the best-suited agent or department** based on types of customer inquiries.

**automatically send personalized follow-up emails to potential customers** based on their interest in specific products or services.

**What processes and activities could benefit from automated decisions?**



OPPORTUNITY

# Get coding assistance



## GET CODING ASSISTANCE

Imagine your new solution could **act as your development partner**, providing you with error-free code snippets and taking over documentation efforts. This can transform the way you approach coding, making it more efficient and less error-prone.

Think how this capability could elevate your coding practices and enhance the overall development lifecycle.



GET CODING ASSISTANCE

What if your solution could

# **suggest code snippets in real-time**

enabling you to complete  
projects with unprecedented  
speed?



## GET CODING ASSISTANCE

For example, it could...

**give real-time code completion suggestions** based on the code's context, helping to speed up the coding process.

**recommend efficient coding patterns for building responsive web designs**, streamlining web development workflows.

**Which projects could benefit from code suggestions in real-time?**





GET CODING ASSISTANCE

What if your solution could

**automatically  
identify  
problems in  
your code**

saving you hours of debugging  
and troubleshooting?



## GET CODING ASSISTANCE

For example, it could...

**provide automated feedback on code modifications**, helping to address issues before they end up in the main codebase.

**provide detailed explanations for detected issues**, aiding in educational growth for developers.

**What situations could benefit from automated code review and feedback?**



GET CODING ASSISTANCE

What if your solution could

# **document your code regularly**

ensuring your team stays  
synced up without much effort?



## GET CODING ASSISTANCE

For example, it could...

**get code documentation updated automatically**, based on scans of the codebase.

**create in-line comments for complex code**, helping new team members to understand it.

**summarize code updates in a weekly digest**, keeping the whole team informed of changes.

**What situations could benefit from automated code documentation?**



GET CODING ASSISTANCE

What if your solution could

**generate  
tailored  
test cases  
and scripts  
automatically**

speeding up the development  
cycle and product release?



## GET CODING ASSISTANCE

For example, it could...

**generate test cases covering multiple combinations of browsers, platforms, and devices,** ensuring comprehensive coverage without extensive manual work.

**automatically update test scripts when code changes,** maintaining test relevance and accuracy.

**What situations could benefit from automated test generation?**

