

CAPABILITIES OF

Artificial Intelligence

Ideation Deck



INTRODUCTION

AI can **analyze data, generate content, interact naturally, and optimize decisions**—making work more efficient and impactful.

This deck introduces key AI capabilities to **spark ideas and inspire innovation**. Each card highlights a unique AI ability, helping you explore how it can **enhance your work, streamline processes, and unlock new possibilities**.

Use these cards to ideate, experiment, and reimagine—**what will your future AI solutions look like?**



OPPORTUNITY

Automate information processing and analysis



AUTOMATE INFORMATION PROCESSING AND ANALYSIS

Opportunity-enabling capabilities

1. Summarize any document
2. Translate text to any language
3. Sort information into existing or new categories
4. Discover patterns and themes in unstructured information
5. Analyze the sentiment of any text
6. Extract specific information from any document
7. Automatically match related information
8. Identify unusual patterns in your information
9. Automatically identify and categorize visual content



AUTOMATE INFORMATION PROCESSING
AND ANALYSIS

What if your solution could

summarize
any document

saving you time on reading?



AUTOMATE INFORMATION PROCESSING AND ANALYSIS

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?



AUTOMATE INFORMATION PROCESSING
AND ANALYSIS

What if your solution could

translate text to any language

helping you communicate
globally without barriers?



AUTOMATE INFORMATION PROCESSING AND ANALYSIS

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?



AUTOMATE INFORMATION PROCESSING
AND ANALYSIS

What if your solution could

**sort information
into existing or
new categories**

bringing order and clarity
to your data?



AUTOMATE INFORMATION PROCESSING AND ANALYSIS

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?



AUTOMATE INFORMATION PROCESSING
AND ANALYSIS

What if your solution could

**discover
patterns and
themes in
unstructured
information**

helping you to quickly
understand the main ideas?



AUTOMATE INFORMATION
PROCESSING AND ANALYSIS

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?



AUTOMATE INFORMATION PROCESSING
AND ANALYSIS

What if your solution could

analyze the sentiment of any text

helping you to better
understand your customers'
reactions?



AUTOMATE INFORMATION PROCESSING AND ANALYSIS

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?



AUTOMATE INFORMATION PROCESSING
AND ANALYSIS

What if your solution could

**extract specific
information
from any
document**

allowing you to get straight to
the point?



AUTOMATE INFORMATION PROCESSING AND ANALYSIS

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?



AUTOMATE INFORMATION PROCESSING
AND ANALYSIS

What if your solution could

**automatically
match related
information**

helping you connect the dots
effortlessly?



AUTOMATE INFORMATION PROCESSING AND ANALYSIS

For example, it could...

automatically assign invoices

to the correct customers, reducing manual work.

link customer feedback with support tickets, identifying recurring issues for improved service.

pair supplier details with procurement history, optimizing inventory management.

What data should be linked?



AUTOMATE INFORMATION PROCESSING
AND ANALYSIS

What if your solution could

identify unusual patterns in your information

providing early warnings of
potential problems?



AUTOMATE INFORMATION
PROCESSING AND ANALYSIS

For example, it could...

detect unusual bank transactions
to find fraud.

**uncover unusual variations in
production outputs**, indicating
potential equipment malfunctions.

**detect anomalous patterns in
sales data**, revealing possible
customer preference changes.

**What information could conceal
deviations from the norm?**



AUTOMATE INFORMATION PROCESSING
AND ANALYSIS

What if your solution could

**automatically
identify and
categorize
visual content**

streamlining your image analysis
processes?



AUTOMATE INFORMATION PROCESSING AND ANALYSIS

For example, it could...

sort images of technical equipment by defect type, improving quality control.

sort and tag images from security cameras by activity type, simplifying the review process.

identify abnormalities in MRI scans to diagnose diseases early.

What visual content needs to be identified?



OPPORTUNITY

Streamline content creation



STREAMLINE CONTENT CREATION

Opportunity-enabling capabilities

1. Write anything you request
2. Review and refine any written text
3. Create any picture you request
4. Narrate text in a voice and accent of your choice
5. Adapt information to any style or tone of voice
6. Create content tailored to individual preferences
7. Describe visual content
8. Create various versions of your content



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

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

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

SAP

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?



STREAMLINE CONTENT CREATION

What if your solution could

create various versions of your content

providing you with diverse
perspectives to choose from?



STREAMLINE CONTENT CREATION

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

Simplify access to information and knowledge



SIMPLIFY ACCESS TO INFORMATION AND KNOWLEDGE

Opportunity-enabling capabilities

1. Find and consolidate the information you need
2. Act as a domain specialist
3. Help you talk to systems
4. Ask you guiding questions



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

Opportunity-enabling capabilities

1. Suggest different answers to customers' inquiries
2. Recommend the best next steps in a process
3. Generate a variety of ideas to solve problems
4. Recommend options tailored to a specific situation



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 trainings and job openings based on skills and personal preferences

What activities could benefit from tailored recommendations?



OPPORTUNITY

Streamline tests and simulations with realistic- looking data



STREAMLINE TESTS AND SIMULATIONS WITH REALISTIC LOOKING DATA

Opportunity-enabling capabilities

1. Generate mock data



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

Augment decision- making with AI-driven insights



AUGMENT DECISION-MAKING WITH AI-DRIVEN INSIGHTS

Opportunity-enabling capabilities

1. Forecast potential outcomes based on historical trends
2. Evaluate and rank relevant choices
3. Identify the ideal course of action in low-stakes situations
4. Simulate different business scenarios



AUGMENT DECISION-MAKING WITH
AI-DRIVEN INSIGHTS

What if your solution could

**forecast
potential
outcomes based
on historical
trends**

enabling you to stay ahead of
the curve?



AUGMENT DECISION-MAKING WITH AI-DRIVEN INSIGHTS

For example, it could...

predict seasonal sales peaks to plan inventory, avoiding stockouts and excess.

forecast financial market trends and optimize investment strategies for better returns.

forecast energy consumption patterns and optimize resources, enhancing sustainability efforts.

What decisions could benefit from predictive analytics?



AUGMENT DECISION-MAKING WITH
AI-DRIVEN INSIGHTS

What if your solution could

**evaluate and
rank relevant
choices**

ensuring you focus on the
options that matter most?



AUGMENT DECISION-MAKING WITH AI-DRIVEN INSIGHTS

For example, it could...

rank investment opportunities by potential return and risk, aiding in strategic financial decisions.

rank suppliers by cost, quality, and reliability, to select the best partner.

evaluate leads by conversion likelihood to enhance sales efficiency.

**What decisions need
prioritization of alternatives?**



AUGMENT DECISION-MAKING WITH
AI-DRIVEN INSIGHTS

What if your solution could

**identify the
ideal course
of action in
low-stakes
situations**

using historical data to ensure
consistent, effective choices?



AUGMENT DECISION-MAKING WITH AI-DRIVEN INSIGHTS

For example, it could...

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

select the optimal place and time for an event to maximize attendance and minimize costs.

calculate the most efficient container loading and routes for efficient distribution.

What scenarios could benefit from automated decisions?



AUGMENT DECISION-MAKING WITH
AI-DRIVEN INSIGHTS

What if your solution could

**simulate
different
business
scenarios**

helping you discover the most
effective strategies for success?



AUGMENT DECISION-MAKING WITH AI-DRIVEN INSIGHTS

For example, it could...

simulate a large number of investment strategies to identify the most promising one.

simulate weather conditions to identify the most profitable vineyard locations.

simulate project outcomes to optimize staffing and stay on time and within budget.

What decisions could benefit from scenario simulations?



OPPORTUNITY

Get coding assistance



GET CODING ASSISTANCE

Opportunity-enabling capabilities

1. Suggest code snippets in real-time
2. Automatically identify problems in your code
3. Document your code regularly
4. Generate tailored test cases and scripts automatically



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?

