


Business Opportunities With

Artificial Intelligence

Exploration Deck

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INTRODUCTION

Artificial intelligence (AI) is a transformative force in the business world. Unlike traditional rule-based programming, modern AI approaches like machine learning and generative AI learn from data, allow systems to perform complex tasks ranging from data analysis to workflow automation, and even innovate alongside humans.

This set of cards delves into the myriad opportunities that AI offers, each grounded in SAP's commitment to creating relevant, reliable, and responsible Business AI solutions.

As you explore these opportunities, consider **how AI can uniquely support and transform your business processes. Could AI unlock new efficiencies in your projects, improve decision-making, or automate complex operations?** Embark on this explorative journey with AI and discover its potential to revolutionize your business landscape.

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Automate information processing and analysis

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Automate information processing and analysis

AI enables the **automatic processing and analysis of information**, making it easier to understand and use, and freeing up your time and resources for more complex challenges. This includes:

- creating summaries,
- translating content,
- identifying patterns and anomalies,
- sorting information into categories,
- matching related information,
- performing sentiment analysis,
- extracting specific information,
- recognizing visual content

What scenarios could be improved with automated information processing and analysis?

EXAMPLE SCENARIOS

Use the following scenarios as reference to create your own.

Finance

Accountants get invoices matched to payments automatically, reducing manual efforts and errors.

Social Media Strategy

Content managers check content in social platforms for potential community guideline violations, like hate speech, and misinformation.

Customer Service

A customer officer receives a daily summary of key open issues from customer orders.

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Streamline content creation

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Streamline content creation

Generative AI models can **produce novel and original content**, as well as refine it to meet specific requirements, thereby enhancing and streamlining content creation workflows. This includes:

- generating new text
- editing or reviewing text,
- creating images and graphics,
- generating narrated content
- modifying content to fit a certain tone or mood,
- creating personalized content,
- generating different variations of the same content

What scenarios could benefit from content creation capabilities?

EXAMPLE SCENARIOS

Use the following scenarios as reference to create your own.

E-Commerce

Product managers generate engaging and personalized product descriptions, enhancing online catalogs.

Language Learning

Language educators create auditory exercises in different languages and accents, enhancing language learning.

News and Media

Subscribers to media platforms get personalized daily news summaries, focusing on topics and categories they frequently interact with.

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Simplify access to information and knowledge

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Simplify access to information and knowledge

Generative AI allows the **use of everyday language to interact with digital systems.** Instead of mastering a user interface or remembering specific keywords, it understands questions and responds appropriately. This includes:

- finding requested information
- answering questions on any subject
- managing systems through conversation.

What scenarios could benefit from easier access to information and knowledge?

EXAMPLE SCENARIOS

Use the following scenarios as reference to create your own.

IT Support teams can use chat systems to assist employees or customers with troubleshooting and technical issues, offering real-time text-based guidance.

Data and analytics Business analysts can draw insights from a data model by asking questions in natural language to it.

Quality Assurance Quality assurance engineers get support from a virtual assistant to interpret complex quality standards and regulations.

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Explore diverse suggestions and ideas

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Explore diverse suggestions and ideas

AI can support the creation of innovative personalized experiences by **offering tailored suggestions and creative ideas based on available information or context**. This includes:

- proposing different solutions to customers' problems
- advising on the best next steps in a process
- generating diverse ideas to solve specific problems
- recommending options tailored to specific situations and preferences

What scenarios could benefit from tailored suggestions and ideas?

EXAMPLE SCENARIOS

Use the following scenarios as reference to create your own.

Travel assistance

Travel agents get suggested answers to reservation inquiries, speeding up their response times.

Sales

Account executives receive optimal next steps suggestions in a sales cycle based on previous customer interactions.

Career development

Employees receive personalized training and job recommendations based on their skills and preferences.

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Augment decision-making with AI-driven insights

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Augment decision-making with AI-driven insights

Using AI, systems can **generate insights from the analysis of past decisions and outcomes**, augmenting human decision-making and optimizing complex business processes. Key capabilities include:

- Forecasting potential outcomes using historical data.
- Prioritizing the best alternatives based on their relevance (ranking).
- Automatically selecting the most suitable option in low-risk situations based on past successful outcomes.
- Simulating various business situations to identify the most effective strategies.

What scenarios could benefit from augmented decision-making based on AI-driven insights?

EXAMPLE SCENARIOS

Use the following scenarios as reference to create your own.

Customer Service

Operation Managers get incoming queries automatically routed to the best-suited agent or department based on types and patterns of customer inquiries.

Sales

Sales representatives get leads ranked based on their potential to be converted into opportunities.

Supply Chain

Operations managers predict potential supply chain disruptions and automatically adjust orders, reducing costs.

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Streamline tests and simulations with realistic-looking data

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Streamline tests and simulations with realistic looking data

Generative AI models can **generate mock data that mirror real-world examples** in situations where real data is limited or sensitive. This makes it easier to test and prepare for a range of scenarios.

What scenarios could benefit from the generation of synthetic data?

EXAMPLE SCENARIOS

Use the following scenarios as reference to create your own.

HR Recruitment

Recruiters can simulate responses to interview questions, helping them prepare for their conversations with candidates.

Customer Service

Customer officers can simulate customer service scenarios with fictional customer profiles for training purposes.

Product Design

Product development teams can populate demo environments with fake yet realistic-looking data to validate prototypes.

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Get coding assistance

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Get coding assistance

Generative AI can **support the developing of applications** by:

- generating code snippets in real-time,
- automating the generation of test scripts,
- documenting code,
- detecting issues in existing code

What scenarios could benefit from development and coding assistance?

EXAMPLE SCENARIOS

Use the following scenarios as reference to create your own.

Application Development

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

Code Review

Developers receive automated feedback on code modifications, helping them address issues before they end up in the main codebase.

Code Documentation

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