

SAP White Paper | PUBLIC

SAP Business AI

Revolutionary technology.
Real-World results.



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“At SAP, we’re embedding AI across our enterprise cloud portfolio, empowering customers to achieve better business outcomes while upholding our commitment to responsible AI. With SAP Business AI, we’re enabling organizations of any size to truly bring out their best.”

Christian Klein
CEO of SAP SE



SAP Business AI

As humanity stands on the cusp of the next great technological revolution, how will organizations benefit from artificial intelligence? SAP plays a critical role in helping organizations around the globe realize the promise of AI.

The astonishing pace of breakthroughs in artificial intelligence (AI), and especially generative AI, has caught the world's imagination. While past general-purpose technologies like personal computers and the Internet took decades to reach widespread adoption, generative AI's mainstream adoption is measured in months. As AI marches towards human-level capabilities on many intellectual tasks, leaders are pondering our future and racing to harness the benefits of this technology. Generative AI alone is expected to add \$2.6–\$4.4 trillion in productivity to the global economy within the next 3–5 years.

But how will organizations – and entire economies – realize these benefits? The answer lies in the application of generative AI to every business process and task: reducing the time to find information and update a record by simply asking; providing salespeople with personalized recommendations and data-driven prioritization of opportunities to close more deals; making developers more efficient through automated code and test script creation; leveraging computer vision to reduce inspection errors on the shop floor; achieving more accurate demand forecasts leading to better inventory management; and gaining insights to optimize processes. AI applied to all tasks across end-to-end processes—and our customers' unique data—at scale.

With SAP's customers generating 87% of total global commerce, no company plays a greater role in running the world's businesses. Through the cumulative impact of AI on all business processes, SAP Business AI will contribute to productivity, growth, and profits. A company adopting today's available SAP Business AI across all SAP products can expect to see ~3.5% top-line and ~1.5% bottom-line impact. And there is more to come.

We are delivering on this promise with **SAP Business AI**, which is:

- **Relevant:** AI features embedded across all business processes that deliver immediate value to our customers' businesses.

- **Reliable:** AI grounded in customers' own data and adhering to SAP's rigorous product standards.
- **Responsible:** AI built on leading ethics, data privacy, and security standards, while ensuring compliance.

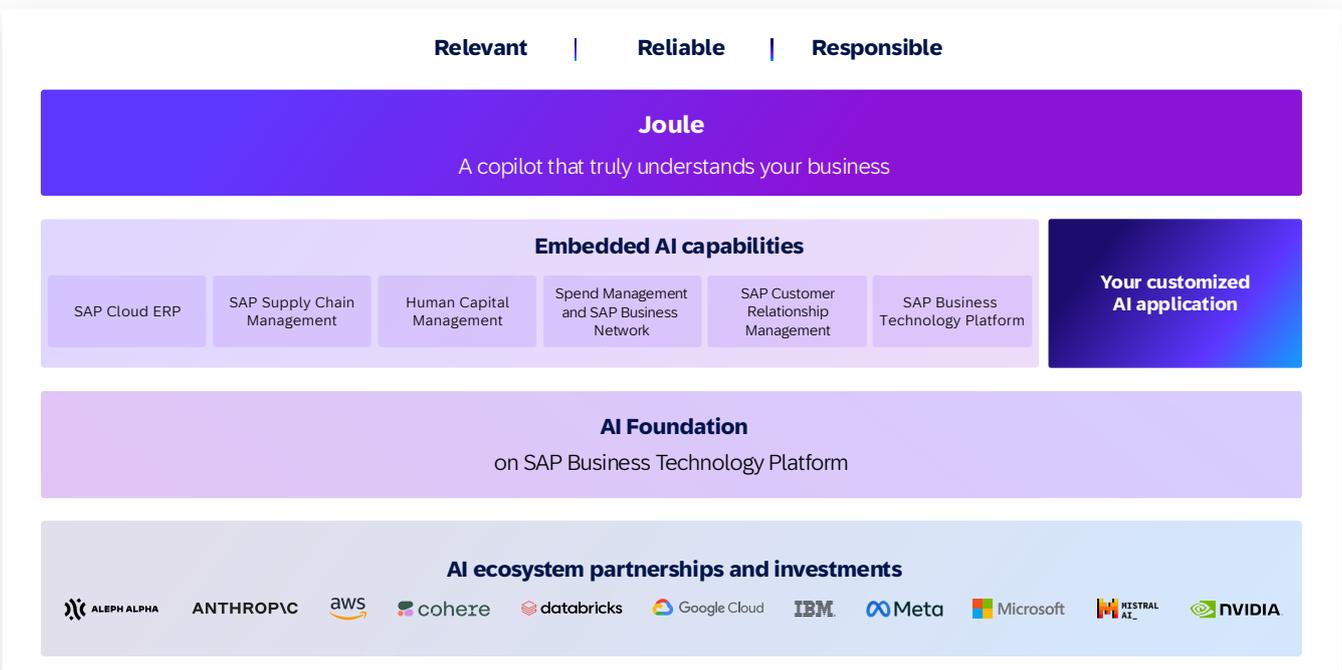
In line with our suite-first and AI-first product strategy, we are releasing hundreds of value-adding AI use cases across our products, and we are making our AI copilot Joule available to 300 million SAP users. Each application of AI to business problems offers improvements in productivity, user experience, top-line revenue, and insights.

We are unlocking the next frontier of user interaction and automation across the most complex processes by realizing the potential of **systems of AI agents**. Joule will serve as the interface to specialized AI agents that plan, reflect, reason, access tools, and collaborate with other agents. Powered by accurate data from SAP and non-SAP systems, AI agents tackle a long tail of multistep, cross-functional business problems like exceptions in dispute resolution, planning, and cash collection.

We also empower our employees with AI. We are continuously upskilling and rolling out AI tools to our workforce, such as collaborative AI development tooling. This value is passed on to customers through better service and a faster pace of innovation.

At SAP, we envision AI as the ultimate catalyst of human potential. AI amplifies human capabilities by automating mundane tasks, facilitating intuitive human-machine collaboration, and enhancing human cognition through insights and optimization. This empowers people to focus on high-value work, leading to more meaningful contributions and quality.

Read on to learn how SAP helps our customers and partners achieve this vision.



Joule: SAP's AI Copilot

Joule allows users of all skill levels to get work done more efficiently and intuitively and acts as the interface to orchestrate systems of AI agents across processes and functional areas.

[Joule](#) is SAP's new user experience, our one front end that keeps humans in control. Joule will help SAP's cloud users work faster, get instant insights, and achieve better outcomes by simply asking questions or telling the system what to do in natural language.

Advancements in large language models (LLMs) empower a new generation of robust, scalable AI copilots that can understand huge quantities of data to generate relevant and reliable output with the history and context of prior conversations and actions. Joule ensures a coherent user experience across all SAP cloud products, whether in desktop or mobile device.

Joule helps users easily **navigate** SAP systems, **execute transactions**, **find information**, and get **analytical insights**, making employees up to 80% more efficient.

Furthermore, Joule coordinates [multi-agent systems](#). An AI agent can autonomously plan, reason, access external tools, work with other agents, and iteratively reflect on progress until it achieves its objective. Imagine a dispute management AI agent resolving complex cases or a sustainability AI agent providing recommendations to reduce carbon footprint by working with AI agents in finance, customer experience, and supply chain.

Joule can help users check the status of a sales order, provide employee feedback, update customer records, and get AI-assisted help writing an RFP and goals. Joule will orchestrate diverse specialized AI agents spanning, finance, HR, supply chain, customer experience, and spend management.

Joule truly understands our customers' businesses thanks to a host of unique capabilities. Joule:

- Provides contextually aware responses based on the user, specific SAP transaction, and customer business data.
- Maintains the user context and cross-application reasoning across SAP products, no matter whether Joule is accessed from SAP Start, the application's UI, a mobile device, or somewhere else.

- Grounds results on business data and links to the referenced sources by leveraging techniques like retrieval augmented generation (RAG), extensible to sources like PDFs.
- Inherits user authorization and authentication rights, protecting sensitive data.
- Safeguards against inappropriate use, bias, and hate speech by employing guardrails.

We are continuously [expanding Joule's capabilities](#). Joule already covers 80% of the most-used transactions in SAP systems and 1,200+ skills, tailored to business roles across SAP's cloud portfolio such as hiring manager, billing specialist, and procurement manager. Joule will advance towards hyperpersonalized content generation, learning a user's preferences such as tone while being able to connect to data held in third-party systems.

Users can interact with Joule in a growing number of languages including German, Spanish, French, and Portuguese. Customers can create and manage custom skills with low-code, no-code capabilities. And users can simply upload documents so that Joule understands company-specific terms and shorthand.

As copilots proliferate, users don't want to think about which copilot to ask. Therefore, SAP and Microsoft announced [bidirectional integration of Joule with Microsoft Copilot for Office 365](#). This enables users to leverage the respective copilots no matter where they are. Imagine booking a flight in an SAP Concur solution and allowing Joule to tell Microsoft Copilot to create a calendar appointment or asking Microsoft Copilot to retrieve data from your SAP system without needing to change workflows or applications.

Furthermore, we are introducing SAP Consulting capabilities in Joule—trained on 200,000 pages of SAP-specific knowledge—that allow consultants to save hours a day. ABAP developer capabilities can explain ABAP code and generate test data, accelerating cloud migration, clean core, and business transformation.

Joule Interaction Patterns

The image displays four distinct interaction patterns for the Joule AI Copilot, each shown in a mobile-style interface with a purple header and a white body.

- Informational:** Shows a supplier record for 'Industrieleasant DE (10100008)' with a net value of 3000.00 EUR. It includes a 'PO: 4500000036' and a 'Source Document' section with a link to 'BestRun_Employee_Policy.docx'.
- Navigational:** Displays company details for 'Best Run' in San Francisco, CA, in the Product Engineering department. It features a 'Position sent for approval' card for a 'Sustainability Supply Chain Consultant' role, with a 'Go to Org Chart' button.
- Transactional:** Shows a confirmation dialog: 'Which other position detail would you like to amend? Say "done" when you're ready to move to next step.' Below, it lists 'Key Position Details' for the 'Sustainability Supply Chain Consultant' role, including job code 010405 and department Product Engineering.
- Analytical:** Provides a 'SF006 Location Guide' with three numbered steps. It also includes a chart titled 'Sustainability Supply Chain Consultant' showing 'Attrition versus Hiring Rate, Best Run, 2024'. The chart shows 124 roles hired and 6 roles attributed over four quarters (Q1-Q4).

Embedded AI: Innovating SAP's Product Portfolio with SAP Business AI

SAP innovates our entire cloud product portfolio with SAP Business AI so that organizations get immediate value.



Gibson

uses built-in AI capabilities to elevate customer engagement, leading to 50% increase of e-mail revenue.



Henkel

speeds up data-driven decision-making with embedded AI capabilities in SAP Analytics Cloud.



FC Bayern München

accelerates the recruiting process and improves employee and applicant experiences with the help of generative AI integrated into SAP SuccessFactors solutions.

Customer value at scale

Customers get the most value-adding AI use cases out of the box since SAP does all the heavy lifting. An embedded AI feature means it's an integral part of our standard business application—customers need only activate, consume, and benefit. Leaders can think about value, not technology.

SAP has made it easy for our customers to use embedded AI features. We prioritize the most value-adding scenarios. Each use case adheres to SAP product standards, including the highest security and data privacy. All use cases go through our [AI ethics](#) review. Through our broad partnerships and rigorous [benchmarking](#), we select the best model for each job, hitting the sweet spot between accuracy, robustness, and latency, while minimizing model bias. We apply our [AI design principles](#) based on our user research. Our AI scientists iterate on each use case, and we build the necessary integration and data pipelines. And we do this at scale for the more than 30,000 cloud customers using SAP Business AI.

Providing innovation continuously

Years of investments in processes, people, and technology created a flywheel effect that allows SAP to continuously release AI features at scale. By 2023, SAP had released more than 130 narrow AI features. But already in 2024, SAP released more than 100 new generative AI features across our cloud portfolio. Every quarter will bring AI innovations to our portfolio. Furthermore, SAP's suite-first and AI-first product strategy means that we will re-think entire end-to-end processes and applications around AI. The productivity gains of embedded AI will exceed the value of single use cases as we leverage synergies across our portfolio.

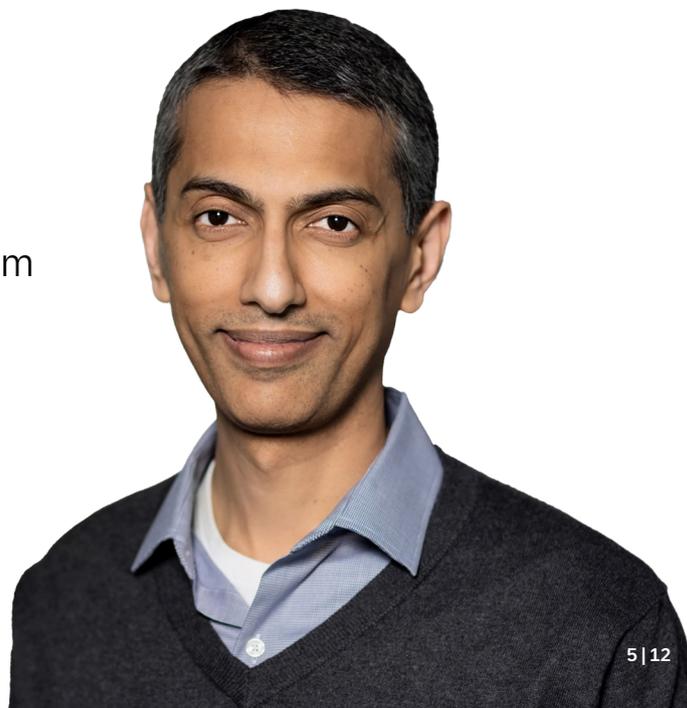
To keep this pace, we deliver AI innovations only in the cloud and RISE with SAP and GROW with SAP. The cloud provides the advanced computing, secure model access, predictable data models, and regular innovation cycles required for AI.

Customers can consult the [AI feature catalog](#) and visit the [SAP for Me](#) site to view available AI scenarios and determine their ROI.

“At SAP, we are reimagining our entire product portfolio to be AI-first: guided via our digital assistant Joule, with differentiated insights from our unique data assets, and intelligent recommendations to deliver unprecedented business results for our customers.”

Muhammad Alam

Member of the Executive Board of SAP SE,
SAP Product Engineering



Cloud ERP and Supply Chain Management

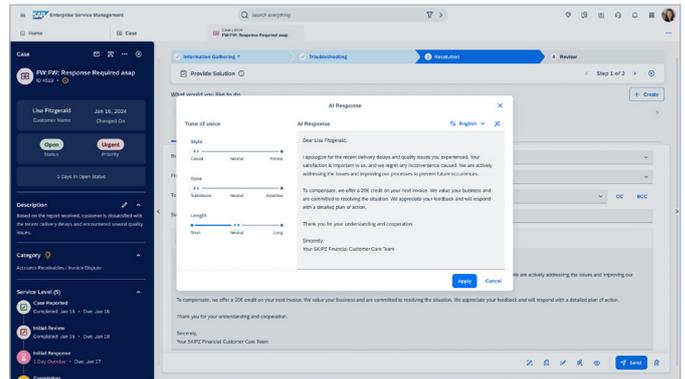
Where AI drives improvements today:

Service agents can be more productive and save up to 70% of time managing service tickets with next-generation service automation in the new solution SAP Enterprise Service Management.

Selected highlights from our future road map:

Using generative AI and SAP's foundational models, customers will benefit from advanced financial analysis and forecasting capabilities, helping businesses make more informed decisions with real-time, data-driven insights.

RISE with SAP customers will benefit from AI-powered tools for their RISE with SAP projects and clean core success plan, along with dedicated enterprise architects to guide them through activation of AI features.



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

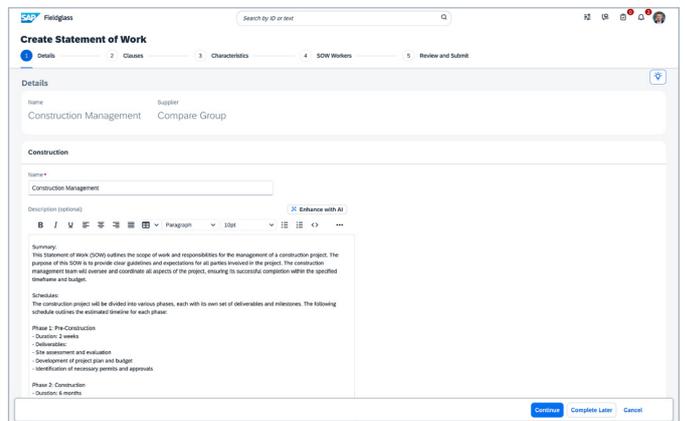
Spend Management

Where AI drives improvements today:

Procurement managers can fast-track services procurement using the AI capabilities in SAP Fieldglass solutions to generate comprehensive and clear Statement of Work (SOW) descriptions, reducing the time for creation by 71%.

Selected highlights from our future road map:

SAP procurement solutions will improve matching capabilities by using AI to extract keywords from RFIs and provide highly relevant catalog bundle recommendations, making procurement more efficient and user-friendly. Travel and expense solutions will leverage Joule to help users navigate internal and external policies and plan business trips.



Assisted Statement-of-Work description creation in SAP Fieldglass Services Procurement

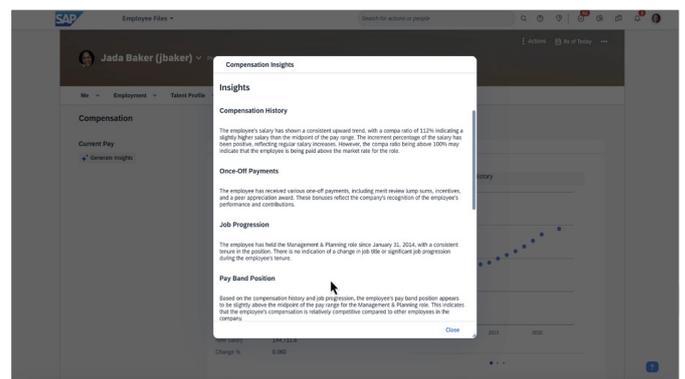
Human Capital Management

Where AI drives improvements today:

People managers can effectively guide compensation discussions to keep the team motivated and save 90% of preparation time with AI-generated talking points on year-to-year changes, job progression, and pay-band position. Generative AI assists employees in identifying and securing new opportunities and assignments within the company, enhancing career growth and mobility.

Selected highlights from our future road map:

AI will convert expert knowledge—such as presentations and transcripts—into structured learning courses, enabling efficient knowledge transfer and skill development. Generative AI will assist candidates in finding fitting roles and recruiters in validating skills to increase quality of hires for a specific role as well as decrease time to hire.



Assisted person insights for compensation in SAP SuccessFactors

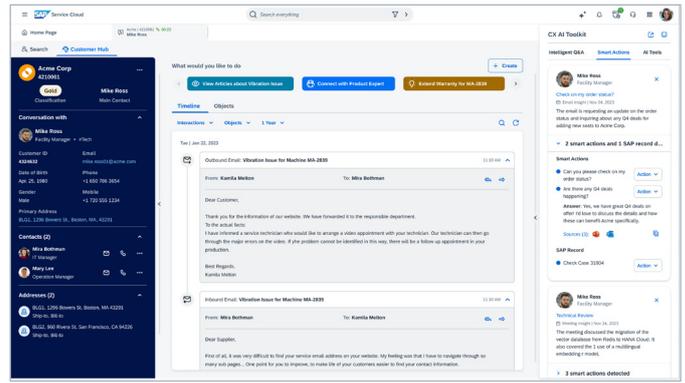
Customer Experience

Where AI drives improvements today:

Customer support specialists can elevate customer satisfaction by 10%, using an intelligent customer profile based on connected CRM data and AI insights, also capable of answering customer questions and drafting e-mail responses accordingly.

Selected highlights from our future road map:

AI will revolutionize how marketers interact with product catalogs by making searches more intuitive and helping segment customers more easily through conversational AI capabilities. With AI-driven e-mail summaries and multilanguage support, businesses will be able to streamline customer communication, ensuring key information isn't lost, no matter the language.



SAP CX Toolkit for Service for improved process efficiency and increased customer satisfaction

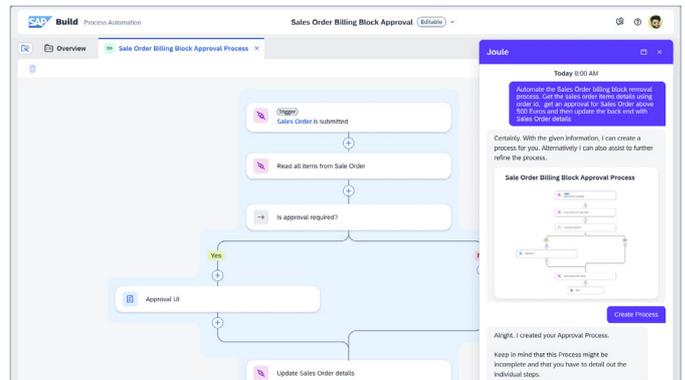
SAP Business Technology Platform

Where AI drives improvements today:

Business users can speed up the implementation of process automations by 40%, using AI to generate process artifacts based on natural language input and benefitting from content recommendations and gap analyses.

Selected highlights from our future road map:

Embedded AI in SAP BTP solutions will generate precise API documentation and provide code completion features to streamline development processes. In the area of data management, AI will automate metadata population. Instead of manually typing in descriptions, selecting tags, etc., generative AI takes over and reduces manual effort for data professionals.



Design generative AI capabilities with Joule in SAP Build Process Automation

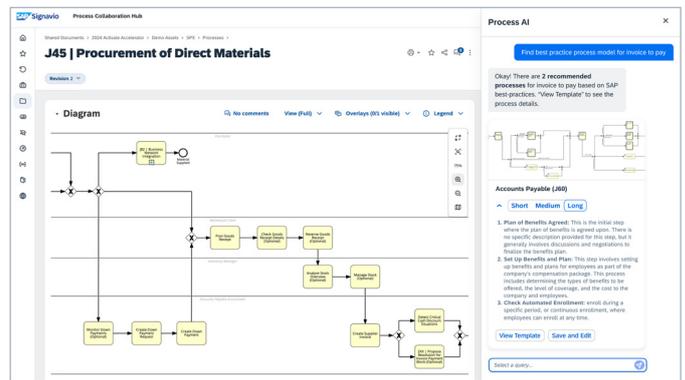
Business Transformation Management

Where AI drives improvements today:

Our AI-assisted process recommender provides process owners with the ability to obtain preconfigured process models that are the best match to their needs based on a database of 5,000 best practices. This reduces the time and cost spent on designing processes by 30%.

Selected highlights from our future road map:

SAP Signavio solution users will be able interact with the system using natural language. Simply asking questions will yield tailored insights on anomalies and correlations in process data, streamlining the process of uncovering crucial business information. AI capabilities in SAP LeanIX solutions will assist in the initial setup and ongoing maintenance of workspaces by proposing fact sheets based on a blend of public and proprietary data. This will ensure users have a well-organized and up-to-date inventory with minimal effort.



AI-assisted process recommender in SAP Signavio

Sustainability

Where AI drives improvements today:

With embedded AI capabilities, experts in environmental, social, and governance (ESG) can get intelligent suggestions for emission factor mappings of purchased products or product groups, including an accuracy score. This leads to much more effective sustainability performance management and an 80% reduction of manual effort.

Selected highlights from our future road map:

Embedded AI will enhance analytical dashboards by highlighting sustainability issues and recommending actionable improvements in areas like supply chains, energy consumption, and plant operations. Moreover, customers can expect AI to continuously monitor and analyze regulatory updates, ensuring they stay compliant with evolving standards effortlessly.

The screenshot shows the SAP 'Manage Purchased Product Footprints' interface. The main table, titled 'Footprint Suggestion', lists various emission factors for 'Cow Milk (PRD_08)'. Each row includes a similarity score, emission factor ID, name, validity period, package, location, and commodity codes. A 'Data Comparison Details (3)' section at the bottom provides a side-by-side comparison of the selected footprint and the business data value.

Similarity Score	Emission Factor	Emission Factor Name	Validity	Emission Factor Package	Emission Factor Location	Commodity Code
8.3 High	1.2666137106386 kgCO2e / Kilogram	milk production, from cow	Jan 1, 2009 - Dec 31, 2023	ecolCA	CA	40210, 40150, 40140, 02211
8.3 High	1.9759181136444 kgCO2e / Kilogram	yogurt production, from cow milk	Jan 1, 2010 - Dec 31, 2023	ecolCA	CA	40510, 40520, 40590, 22241
8.1 High	2.48640199825613 kgCO2e / Kilogram	butter production, from cream, from cow milk	Jan 1, 2007 - Dec 31, 2023	ecolCA	GLO	40510, 40520, 40590, 22241
8.1 High	3.7172381694717 kgCO2e / Kilogram	butter production, from cow milk	Jan 1, 2007 - Dec 31, 2023	ecolCA	GLO	40510, 40520, 40590, 22241
8.1 High	12.46884849851272 kgCO2e / Kilogram	cheese production, soft, from cow milk	Jan 1, 2007 - Dec 31, 2023	ecolCA	GLO	40640, 40630, 40620, 40610, 40600, 22251
7.7 Medium	1.4248166084028 kgCO2e / Kilogram	tofu production	Jan 1, 2010 - Dec 31, 2023	ecolCA	CA	230990, 23319
7.6 Medium	1.52030479939823 kgCO2e / Kilogram	soybean beverage production	Jan 1, 2010 - Dec 31, 2023	ecolCA	CA	230990, 23319
7.6 Medium	0.9447228222024 kgCO2e / Kilogram	ethanol production from whey	Jan 1, 2000 - Dec 31, 2023	ecolCA	ROW	230990, 23319
7.6 Medium	1.84063127702429 kgCO2e / Kilogram	palm date production, conditioned and dried, organic	Jan 1, 2012 - Dec 31, 2023	ecolCA	GLO	230990, 23319
7.5 Medium	1.1443830595339 kgCO2e / Kilogram	palm date production, conditioned and dried	Jan 1, 2012 - Dec 31, 2023	ecolCA	GLO	230990, 23319

Data Comparison Details (3)	
Parameter	Business Data Value
Name	Cow Milk (PRD_08)
Location	Canada (CA)
Commodity Code	02211

Emission factor mapping in SAP Sustainability Footprint Management

“With over 100 new AI use cases and 80% of tasks integrated with our AI copilot Joule in 2024, customers can benefit from significant productivity gains already today. I am incredibly excited about the continuous stream of new AI-driven innovations we are delivering that will continue to redefine how businesses run and evolve.”

Philipp Herzig
SVP, Chief AI Officer, SAP SE



AI Foundation and Custom AI Solutions

SAP Business AI is built on our AI Foundation, a comprehensive set of reusable AI capabilities on SAP Business Technology Platform (SAP BTP). Developers can extend SAP applications and craft tailored AI solutions.

AI Foundation is a set of services for developers to create and run AI applications and extensions in production. AI Foundation accelerates projects and reduces risk because development starts further along the value chain. Developers can immediately leverage critical capabilities like identity management and business authorization, master data integration, lifecycle management, direct access to SAP data with semantic context intact, etc., saving 20%–60% effort to onboard and run AI models securely.

Reusability is a core tenet of our AI Foundation strategy. We create capabilities for embedded AI features in our products and then enable reuse, such as the proprietary models behind Document Information Extraction and our automated prompt evaluation platform. Developers know that services they consume are already used productively in the mission-critical applications of thousands of organizations—it’s what we use.

AI foundation offers a number of unique capabilities.

First, SAP’s prebuilt **AI services** accelerate the development of recurring scenarios by providing intelligent document processing, recommendations for tabular data, and text processing.

Second, AI Foundation provides the tools needed to manage the lifecycle of enterprise-grade AI scenarios. It provides the runtime to train and serve AI models while keeping data in an SAP environment. Generative AI hub serves as an abstraction layer to access the broadest range of frontier LLMs, including the newest models from OpenAI, Google, Anthropic, AWS, and leading open-source offerings from Mistral, Meta, and more, all within one contract and while retaining full trust and control to safeguard your data. It offers advanced tools for centralized orchestration of AI scenarios.

Third, AI is only as useful as the underlying data. AI Foundation offers deep integration and innovative approaches to adapt and ground AI models on up-to-date, contextualized business data that makes AI relevant for each customer’s business. The SAP HANA Cloud vector engine stores “embeddings” of unstructured data used for semantic data retrieval. SAP Knowledge Graph provides contextualized and semantically abstracted access to domain knowledge and data models across SAP, which enables capabilities

like search across our suite and data discovery. These will elevate the precision of Joule as well as of custom AI solutions. In fact, SAP Knowledge Graph comes pre-built on 452,000 ABAP tables, 80,000 CDS views, and 7.3 million fields from SAP S/4HANA and will be continuously extended to other SAP solutions.

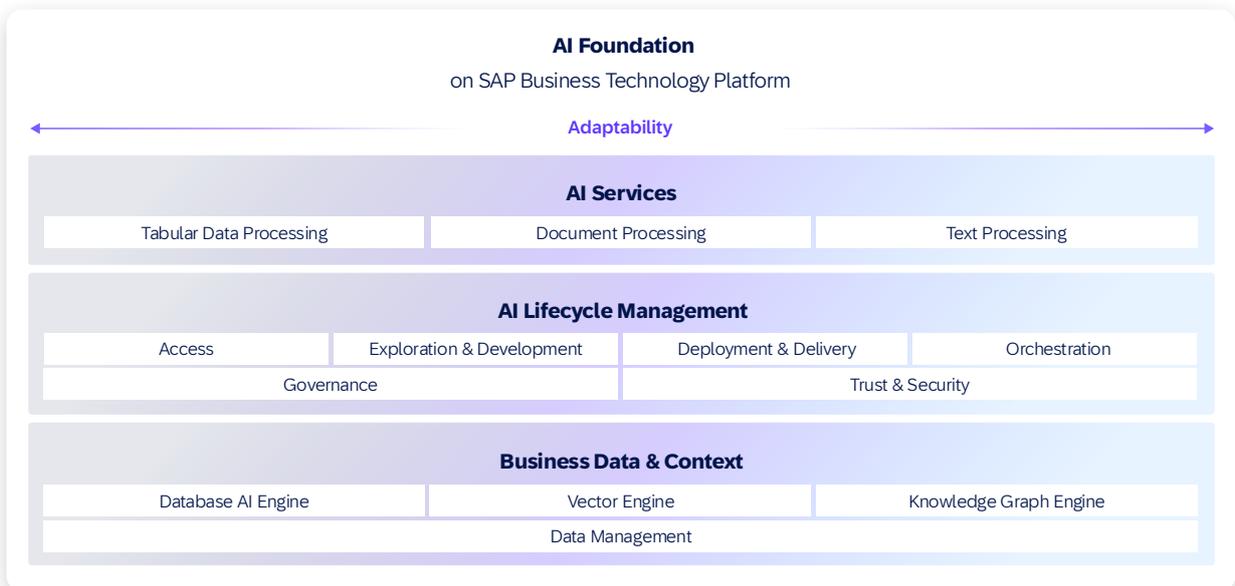
Looking ahead, AI Foundation will provide exclusive access to more and more SAP-specific capabilities, such as our LLM for ABAP,



Team Liquid
revolutionizes esports with data-driven competitor analyses and simulations on SAP AI Core, reducing manual effort by 10,000 hours per year.

trained on over 250 million lines of cloud-optimized code to help the five million registered ABAP developers efficiently migrate to the cloud and clean core. To adapt generic LLMs even more to business context, SAP intends to offer LLM fine-tuning on a customer’s own data. AI Foundation will enable developers to design sophisticated agentic workflows, capable of reasoning and autonomous, iterative problem solving across systems and complex tasks. And AI Foundation will be available to more customers and partners as we expand the footprint of SAP BTP into new regions through SAP’s data centers and infrastructure partners.

SAP is investing in creating our own SAP foundation model for structured business data, trained on billions of rows of tabular data. This pretrained, universal prediction engine will empower customers to achieve unprecedented performance in low-data settings and will overcome limitations of narrow machine learning models and of LLMs, which cannot perform numerical forecasts. We will harness capabilities such as predicting invoice payment dates, auto-filling sales orders, and proposing process improvements.



Harnessing SAP's ecosystem

SAP takes general-purpose AI technology from leading technology players and makes it relevant and available to our partners and customers. SAP's partners are central to scaling and creating value from AI.

Partnering with the leading AI technology players

Every week a new breakthrough or AI model makes headlines. To keep up with the pace of innovation, we have established deep partnerships with all the leading AI infrastructure and generative AI model providers. While developers can always deploy their favorite model on SAP BTP, SAP continuously releases generative AI models as [services on generative AI hub](#), meaning developers can access open source and proprietary models from all leading providers and hyperscalers, including OpenAI, Anthropic, Meta, Mistral, AWS, and Google. This diverse choice coupled with generative AI hub as an abstraction layer ensures that developers can pick the best model for the job as part of their SAP contract and environment. This multi-partner approach also mitigates risk.



SAP conducts joint research with leading universities, including the Stanford Institute for Human-Centered AI, UC Berkley's Sky Computing Lab, Hasso Plattner Institute, UC Irvine, and the Technical University of Munich. Together, we tackle topics such as self-supervised learning on linked business data, reliability of agentic systems, benchmarking enterprise AI use cases, and generation of synthetic business data.

Unleashing the creativity of SAP's partners

SAP's partners are brimming with ideas for innovative AI use cases and play a critical role in helping our customers get value from AI. Thousands of experts from our ecosystem have already participated in our dedicated AI training and have built exciting use cases on our AI Foundation. Partners can find dedicated SAP Business AI resources on the [SAP Partner Portal](#). By allowing choice of the best LLM models and access to SAP data and processes on SAP's AI Foundation, our partners can focus on delivering business value to our customers in three key areas:

Accelerate cloud transformation value realization.

Value-added resellers can help customers adopt and get value out of solutions using SAP Business AI. Over five million SAP consultants can compress the cloud transformation journeys and maintain clean core of our customers thanks to tools such as the Joule consulting capability, automated code generation, and intelligent migration tools.

Build innovative AI use cases and extensions.

Partners can build custom, AI-powered extensions and use cases for SAP cloud applications on SAP BTP. SAP provides targeted enablement including AI-focused learning journeys, coaching services, hands-on support models including dedicated "Hack2Build" initiatives, a new certification, and free tier options to test AI services.

Create the most relevant portfolio of third-party apps.

Partners of all sizes can create innovative apps and reach SAP's large customer base through our trusted channels. Today, customers can choose from more than 500 AI-powered partner solutions on [SAP Store](#).

Delivering AI Responsibly

AI can only benefit humanity and our customers when it is applied responsibly. SAP follows the highest standards in AI ethics, data privacy, and security, while consulting policymakers to shape future regulations and policies.

Technology is changing rapidly, especially AI. What should not change are our values. We care deeply about the impact of AI on human well-being and society. Our customers already rely on the enterprise data privacy and security software standards afforded by SAP products to run their mission-critical processes touching their most sensitive data, so we set a very high bar for SAP Business AI.

SAP's [responsible AI](#) is based on AI ethics, data privacy, and security to ensure human agency and oversight, technical robustness, and safety.

SAP's leading AI ethics approach

We acknowledge AI's profound impact on decisions, fairness, transparency, privacy, and human dignity. AI ethics guides our development and operation of AI. Our AI ethics are designed to foster a free, civic society that empowers humans.

SAP operationalizes AI ethics through:

- A governance structure for all our AI development, providing guidance for high-risk use cases and alignment with governmental policies such as the EU AI Act.
- An internal AI Ethics Steering Committee reviewing AI use cases and our [AI Ethics Handbook](#).
- SAP's [Global Artificial Intelligence \(AI\) Ethics Policy](#), which is binding for all SAP employees and partners.
- An AI Ethics Advisory Panel comprised of external cross-disciplinary experts providing oversight.

In addition to our implemented ethics measures, we actively participate in public and private AI initiatives. We aligned our AI ethics guiding principles with the UNESCO Recommendation on the Ethics of AI. And we work on numerous initiatives around trustworthy AI like the [World Economic Forum's AI Governance Alliance](#).

Data privacy at our core

Data privacy is of utmost importance to SAP, especially in the age of AI. We ensure customer data is secure and handled with integrity following comprehensive data privacy measures, including:

- **Strict data usage policies:** SAP does not allow partner-provided or third-party models to be trained on customer data, nor is data persisted in third party-hosted services.
- **Robust governance and consent:** SAP implements strong governance controls, requiring formal legal authorization.
- **Advanced anonymization:** SAP anonymizes customer data and personally identifiable information (PII) using privacy enhancing technologies.

Furthermore, we exercise data classification and labeling, tenancy controls, logging and explainability, and secure TLS connections to partner-operated LLMs and invest into maturing technologies such as differential privacy, edge AI, and decentralized AI.

Security

At SAP, we run state-of-the-art software security practices for all our products: robust data access controls, application of the NIST Cybersecurity Framework, development along our Secure Development Lifecycle (SDOL), penetration testing, red-teaming, proactive threat management, and more.

In the age of AI, we address the [nuances of AI security](#), such as:

- **Advanced prompt engineering and scenario controls:** purposefully constraining the range of actions and output.
- **Humans in the loop:** AI as an assistive technology, enhancing productivity while ensuring human oversight.
- **Contractual safeguards:** AI solutions subject to existing contractual software frameworks. Additional AI terms covering acceptable use and ensuring that third-party AI technologies adhere to stringent security and privacy standards.
- **Comprehensive risk assessment:** Including human, technical, and exfiltration risks; AI vulnerability risks, such as prompt injection, glitch tokens, and hallucinations; and weaponization risks.

Responsible AI Principles

Well aligned to ensure compliance with regulations and norms

- Proportionality and do not harm
- Safety and security
- Fairness and nondiscrimination
- Right to privacy and data protection
- Human oversight and determination
- Transparency and explainability
- Responsibility and accountability

SAP's commitment to improve people's lives

- Awareness and literacy
- Multi-stakeholder and adoptive governance
- Sustainability

The future is now – embrace it

SAP Business AI plays a pivotal role in SAP's commitment to helping the world run better and improving people's lives. Click on the links below to learn how you can accelerate your journey to achieve this vision.

- Get started with SAP Business AI on sap.com.
- Discover available embedded AI in the [SAP Business AI Feature Catalog](#).
- Check out future AI innovations across the SAP Portfolio in our [SAP Road Map Explorer](#).
- Enhance your knowledge and skills with our AI learning journeys on learning.sap.com.
- Join the vibrant ecosystem of practitioners and experts and engage in our [SAP Business AI Community](#).
- Get hands-on and explore the services of our AI Foundation on [SAP Discovery Center](#).
- Stay up to date with the latest trends in AI with [SAP Business AI News](#).
- Start your AI journey and reach out to our Customer Success team through our [contact form](#).

SAP is your strategic partner to benefit from the AI revolution.

**Achieve real-world results
with SAP Business AI!**

