

Redefining Work: The Revolution of Business AI

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INTERNAL – SAP and Customers Only





Top HR Tech Trends

An aerial photograph of a dense, vibrant green forest. A winding river flows through the center of the forest, its surface reflecting the sky. Soft, white mist or fog drifts through the trees, creating a serene and ethereal atmosphere. The lighting is bright, highlighting the various shades of green in the foliage.

We are living in a world of unpredictable change and companies need to transform fast their business



Each business transformation is also a people transformation

A young woman with dark hair tied up in a bun, wearing a bright yellow top, is smiling broadly while holding a blue smartphone. She is standing outdoors in front of a building with a white railing. The background is slightly blurred, showing greenery and a bright sky.

... and HR technology plays an essential part in enabling people to perform optimally while preserving their health and resilience

What are the biggest HR tech challenges companies face and what is the solution?

HR tech challenges

- Employee Experience
- Integration and compatibility
- Data analytics and insights
- Data security and privacy
- User adoption and engagement
- Cost and ROI
- Scalability

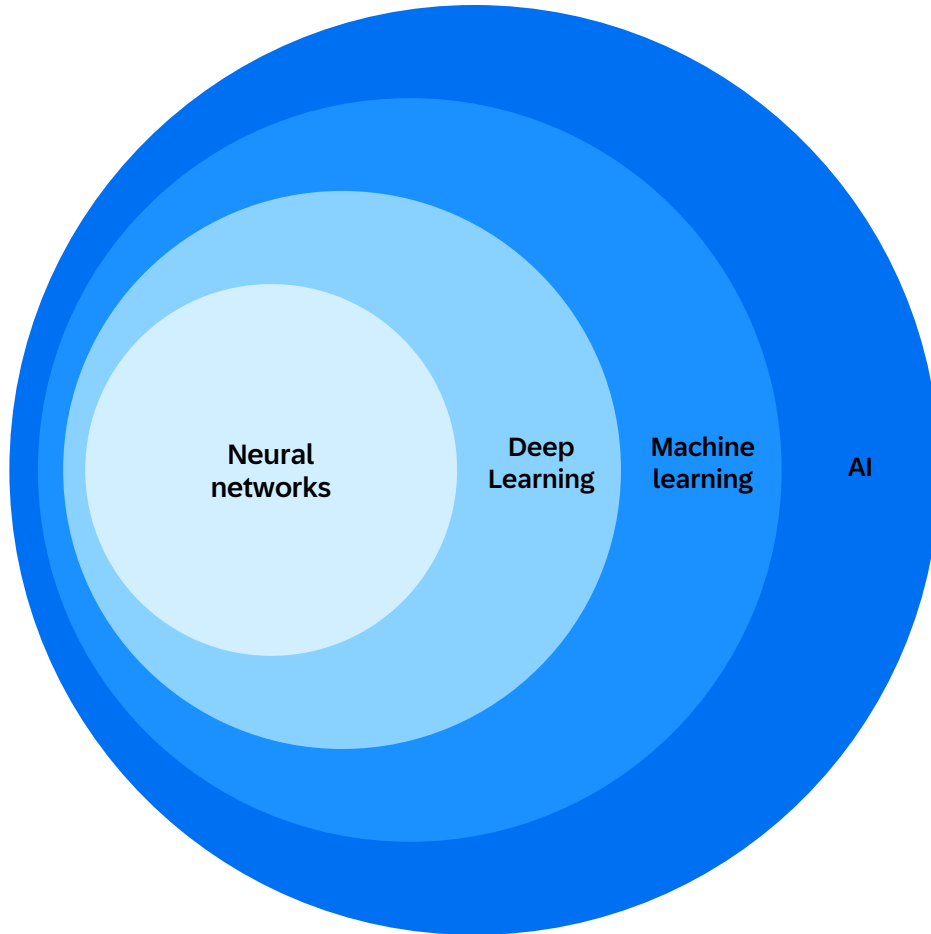
Top HR Tech Trends

- Cloud HCM
- Conversational AI
- Deep Learning
- Generative AI
- Automation and Robotic Process Automation (RPA)
- Remote work and collaboration tools

A large blue geometric shape, resembling a parallelogram with a diagonal cut, is positioned on the left side of the slide. The text is centered within this shape.

Artificial Intelligence Overview

Artificial Intelligence – Overview



Artificial Intelligence

processes data to make decisions and predictions

Machine Learning

is focused on teaching computers to learn from data and to improve with experience – instead of being explicitly programmed to do so.

Deep Learning

is a subset of machine learning that uses multiple layers of neural networks to process and learn from large amounts of data.

New AI categories arise ...

Generative AI (Gen AI)

a form of AI that produces content in the form of text, Images, Audio and video

Large Language Models (LLMs)

an advanced form of Gen AI that processes and generates natural language text in a seemingly human manner

Business AI

LLMs trained on business data, industry expertise and processes to generate options for solving complex business problems

Potential pitfalls of Artificial Intelligence



**Lack of
Understanding**



**AI
Hallucinations**



Bias



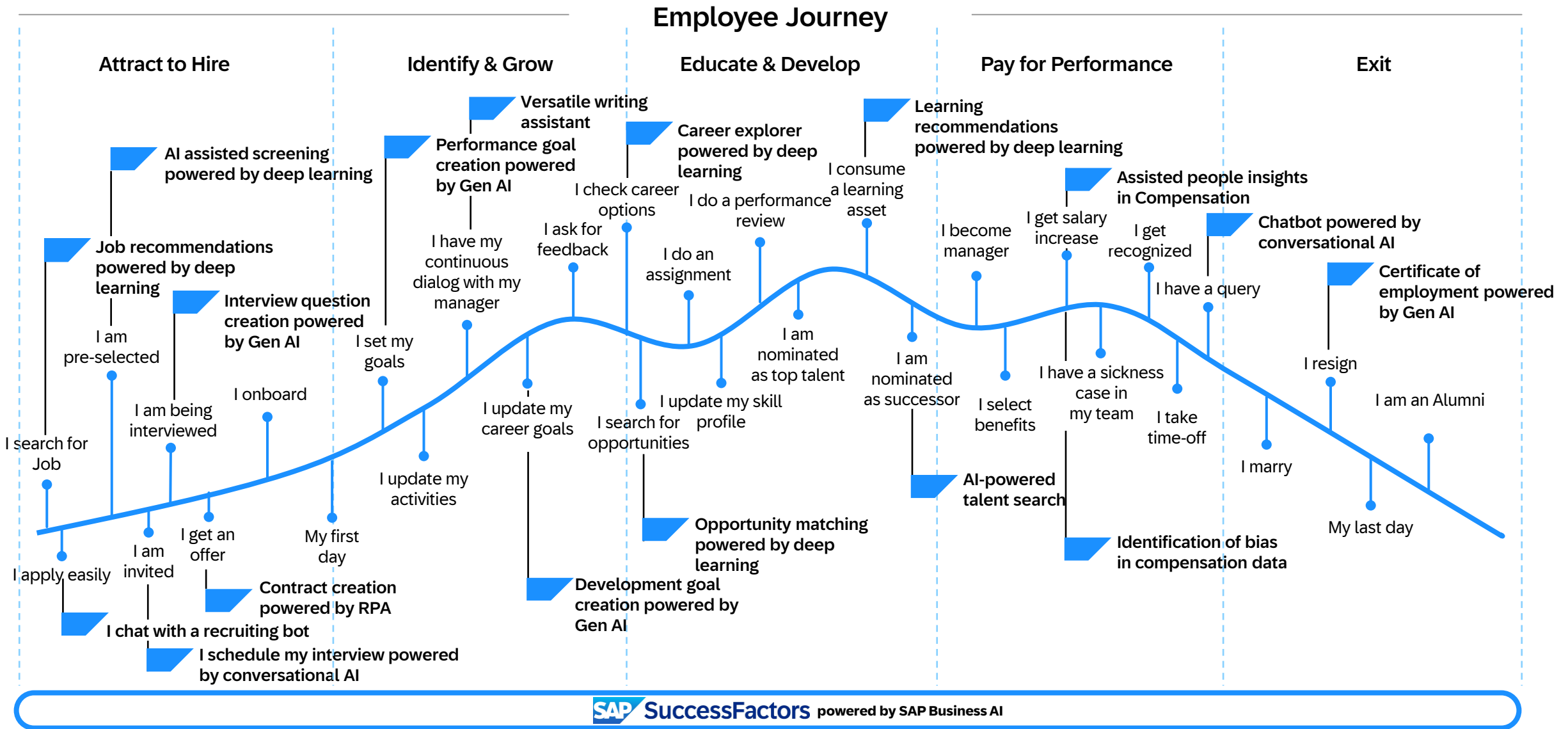
**Ethical and
Legal Concerns**



Artificial Intelligence

HR Use Cases

AI use cases along the Employee Lifecycle (selection)





Artificial Intelligence

Insights in SAP

SuccessFactors AI use cases

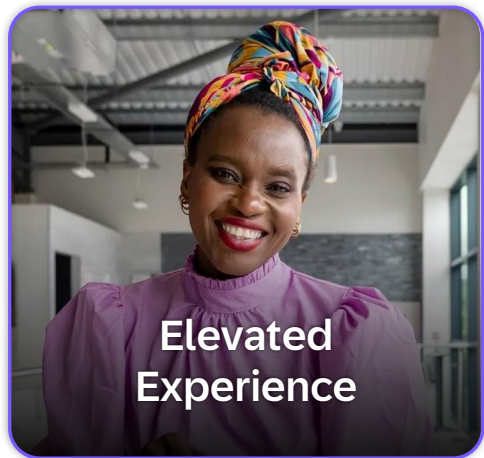
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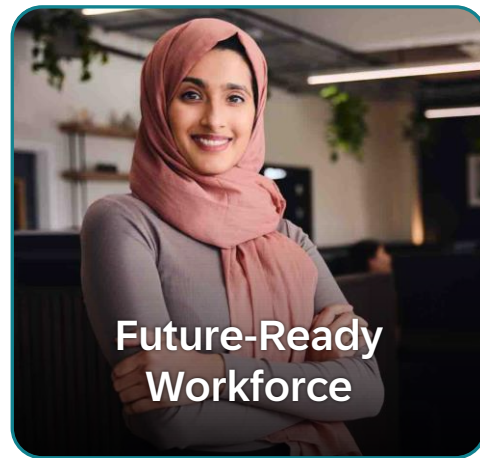
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How AI enables us to deliver on our product vision



Streamlining interactions & driving deep personalization



Talent intelligence that drives learning & growth recommendations



Automation & insights that drive strategic HR organizations



People insights & data across the intelligent enterprise

SAP Business AI is embedded across the portfolio

Relevant

Reliable

Responsible



A copilot that truly understands your business

Embedded AI capabilities

Cloud ERP

Supply chain
management

Human capital
management

Spend management
and business network

Customer relationship
management

Business Technology
Platform

AI Foundation

on Business Technology Platform

AI ecosystem partnerships and investments



ANTHROPIC



cohere

databricks

DataRobot

Google Cloud



Microsoft



How AI is being used in SAP SuccessFactors solutions



Deep Learning

Transform talent development and employee experience with personalized recommendations, predictions, and deep insights

Examples include: Talent intelligence hub, Job Analyzer, Career Explorer

Generative

Accelerate HR processes & tasks by quickly generating or summarizing text across the SuccessFactors HXM suite

Examples include: AI-powered writing assistant, Interview question generation

Conversational

Deliver a better employee experience while lowering personnel costs with a natural language processing AI copilot

Examples include: Joule

Generative AI Product Innovations – Initial Use Cases (2H 2023)

Streamlining the hiring process for recruiters and hiring managers

Job Description Generator

Quickly create and enhance job descriptions directly in the SAP SuccessFactors recruiting module

The screenshot shows the 'Enhance Job Description Using AI' interface in the SAP Recruiting module. It features four sections: Job Summary, Requirements, Responsibilities, and Benefits. Each section has a 'Current' view and a 'Generated' view. The 'Generated' views show AI-enhanced text and bullet points. For example, the Job Summary section shows a paragraph about the UX Designer role. The Requirements section lists qualifications like a Bachelor's degree and UX experience. The Responsibilities section lists tasks like user research and design. The Benefits section lists perks like competitive salary and cutting-edge products. At the bottom, there are 'Accept' and 'Discard' buttons.

Interview Question Generator

Interview questions are proactively sent to recruiters and hiring managers

The screenshot shows the 'SuccessFactors Bot' chat interface. It displays a message: 'Prepare for your interview with Dinesh Sanyal for the Sustainability Supply Chain Consultant position. The interview starts in 60 minutes.' Below this, there is an 'Applicant Information' section for Dinesh Sanyal (He/Him) with the applied position 'Sustainability Supply Chain Consultant'. There are buttons for 'Generate Interview Questions Using AI' and 'View Applicant Profile'. A status message says 'Generating interview questions. Please wait...'. Below that, a 'Suggested Interview Questions' section lists four questions for the interview. A disclaimer at the bottom states: 'This content was generated by AI using the Job Description and may not always be accurate. We recommend that you verify the AI generated information.'

Generative AI Product Roadmap for 2024

Large language model-powered text generation to streamline employee, manager & HR admin work

1H 2024

- Performance Goal generation
- Developmental Goal Generation
- Assisted Compensation discussions for People Managers
- Assisted Q&A/Support - Answer HR Policy Questions via Joule
- Assisted Candidate Summary
- Assisted Applicant Screening Skill Matching for Recruiters
- Assisted 1:1 Meeting Preparation & Summary
- Assisted Assignment Creation for Opportunity Marketplace
- CoPilot Integration Framework (with Work Tech)
- Applicant Visualization Summary

CONCEPT PREVIEW

The screenshot shows the SAP Recruiting 'Applications' page for a 'Data Scientist' role. It features a table of candidates with columns for Name, Status, Candidate Type, Last Updated, and Skills Compatibility. A skills compatibility dropdown is open for 'Carla Schliefer', showing 6 of 13 skills matched. An AI assistance overlay is active, displaying a 'Hi, Geoff Hill!' greeting and a text input field with the prompt 'Ask AI for assistance with your text'. A menu of AI actions is visible, including 'Write with AI', 'Improve writing', 'Fix spelling & grammar', 'Make shorter', and 'Make longer'. Another AI overlay shows a 'our goal here' input field and options to 'Create New' or 'Create from Library'.

Name	Status	Candidate Type	Last Updated	Skills Compatibility
Mira Septimus	Pre-screen	External	10-May-2023	13 of 13 skills matched
Lydia Workman	Pre-screen	External	10-May-2023	8 of 13 skills matched
Carla Schliefer	Pre-screen	External	10-May-2023	6 of 13 skills matched
Carla Franci	Pre-screen	External	10-May-2023	12 of 13 skills matched
Hanna Westervelt	Pre-screen	External	10-May-2023	0 of 13 skills matched
Miracle Schliefer	Pre-screen	External	10-May-2023	6 of 13 skills matched

2H 2024

- Learning Content Interactive Q&A (part of broader LLM Q&A)
- Assisted Feedback (also via Joule)
- Assisted Performance Feedback and Review for People Managers
- Language translation
- Course Description Generation
- Assisted Learning Assessment Generation (for Learning Admins)
- Assisted Learning Quiz Generation (for Individual Learners)
- Assisted Image Generation for Learning Content
- Assisted Course Creation (User Generated Content)
- Assisted Summaries for Detailed 360 Report & Feedback

Roadmap

Performance & Goals

Flow of work experiences and AI

Planned 1H 2024

Generative AI for Performance Goals

Build meaningful and aspiring performance goals using AI

- ✓ Dramatically speed up goal creation
- ✓ Reduce time spent on ideation and content drafting
- ✓ Personalize content to individual users

The screenshot displays the SAP Performance & Goals interface. On the left is a 'People Selector' sidebar with a search bar and a list of users: Geoff Hill (HR Manager Demo), Mya Cooper (Sales Advisor Demo), Ava Parker (Sales Advisor Demo), Jada Baker (Retail Sales Associate), Leo Foster (Sales Advisor Demo), Lily Cooper (Sales Advisor Demo), Max Turner (Sales Advisor Demo), Mia Bennett (Sales Advisor Demo), and Sam Butler (Sales Advisor Demo). A blue arrow points from the text 'Build meaningful and aspiring performance goals using AI' to the 'Direct Reports' section of the sidebar. The main view is titled 'My Performance Goal Plan' for the period 'Jan 1, 2023 - Dec 31, 2025' in the 'Goal Setting Phase'. It features a progress bar with 4 goals: 0 Not Started, 3 On Track, 0 Behind, and 1 Completed. Below this, there are sections for 'Introduction', 'My Active Goals', and 'Archived Goals'. The 'My Active Goals' section contains three goal cards: 'Improve Customer Satisfaction through Innovation and Evangelism' (70% completion, On Track), 'Develop and document business continuity plans' (60% completion, On Track), and 'Increase revenue for our product area 15% by end of 2023' (90% completion, On Track). The 'Archived Goals' section is currently empty.

CONCEPT PREVIEW

Development Goals

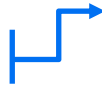
Flow of work experiences and AI

Planned 1H 2024

Generative AI for Development Goals

Build meaningful and aspiring development goals using AI

- ✓ Dramatically speed up goal creation
- ✓ Reduce time spent on ideation and content drafting
- ✓ Personalize content to individual users.



The screenshot displays the SAP Goals application interface. On the left is a 'People Selector' sidebar with a search bar and a list of users under 'Direct Reports': Ava Johnson, Noah Wilson (Sales Advisor Demo), and Smith Jacob. The main area shows a 'Development Goal' page for 'Ava Johnson'. The page title is 'Individual Development Plan' with a date range of 'Jan 2, 2023 - Dec 31, 2023'. A 'Create Goal' button is visible. Below the title is an 'Introduction' section with a text box containing instructions: 'The Development plan below should reflect actions to leverage strengths as well as actions for improvement during the rating period based on your development feedback. Focus should be on 1-3 priority competencies, technical skill development, or other general feedback that will support the accomplishment of objectives and/or personal development.' Below this is an illustration of a blue tent on a hillside with a bird flying above. The text 'No goals yet' is displayed, followed by 'Take a moment to create your first goal.' and a 'Create Now' button.

Assisted Person Insights

Compensation Insights for People Managers

Planned 1H 2024

Assist People Managers

- ✓ Facilitate an equitable & efficient approach to compensation discussions
- ✓ Uncover hidden insights
- ✓ Support People Managers with relevant talking points in their 1:1 discussions
- ✓ Support diversity, equity, and inclusion by avoiding human bias and neutrally look at compensation and job history

Effective as of: Jan 01, 2023	
Annualized Salary (AnnualizedSalary)	144,711.60
Compa Ratio	112.46%
Range Penetration	76.03%
Bonus Target	10
Pay Group	USA Sem
Is Eligible For Benefit	No
Is Eligible For Car	No
Is Highly Compensated Employee	No
Insider As Defined By Statute	No
Current Salary	136,007.00
New Salary	144,711.60
Change %	0.060

Compensation Insights

▼ Insight Details

Employee Summary

The employee has been with the company since January 1, 2010, and started in the Management & Planning role on February 1, 2014. They have a current job title of Management & Planning. The employee's compensation history shows a yearly base salary of \$144,711.60 as of January 1, 2023. The employee's compensation has been reviewed annually, with the most recent review resulting in a compa-ratio of 112%. The employee has received various bonus payments throughout their tenure, including merit review lump sums, best run rewards, and incentives. Overall, the employee has shown consistent job progression and has been compensated fairly based on the compa-ratio analysis.

Insights

Compensation History

The employee's compensation history shows a consistent upward trend in salary. The most recent salary review resulted in a 6% increase compared to the previous year. The employee's compa-ratio has consistently been above 100%, indicating that they are being paid above the midpoint of the pay range for their role. This suggests that the employee is performing well and is being rewarded accordingly.

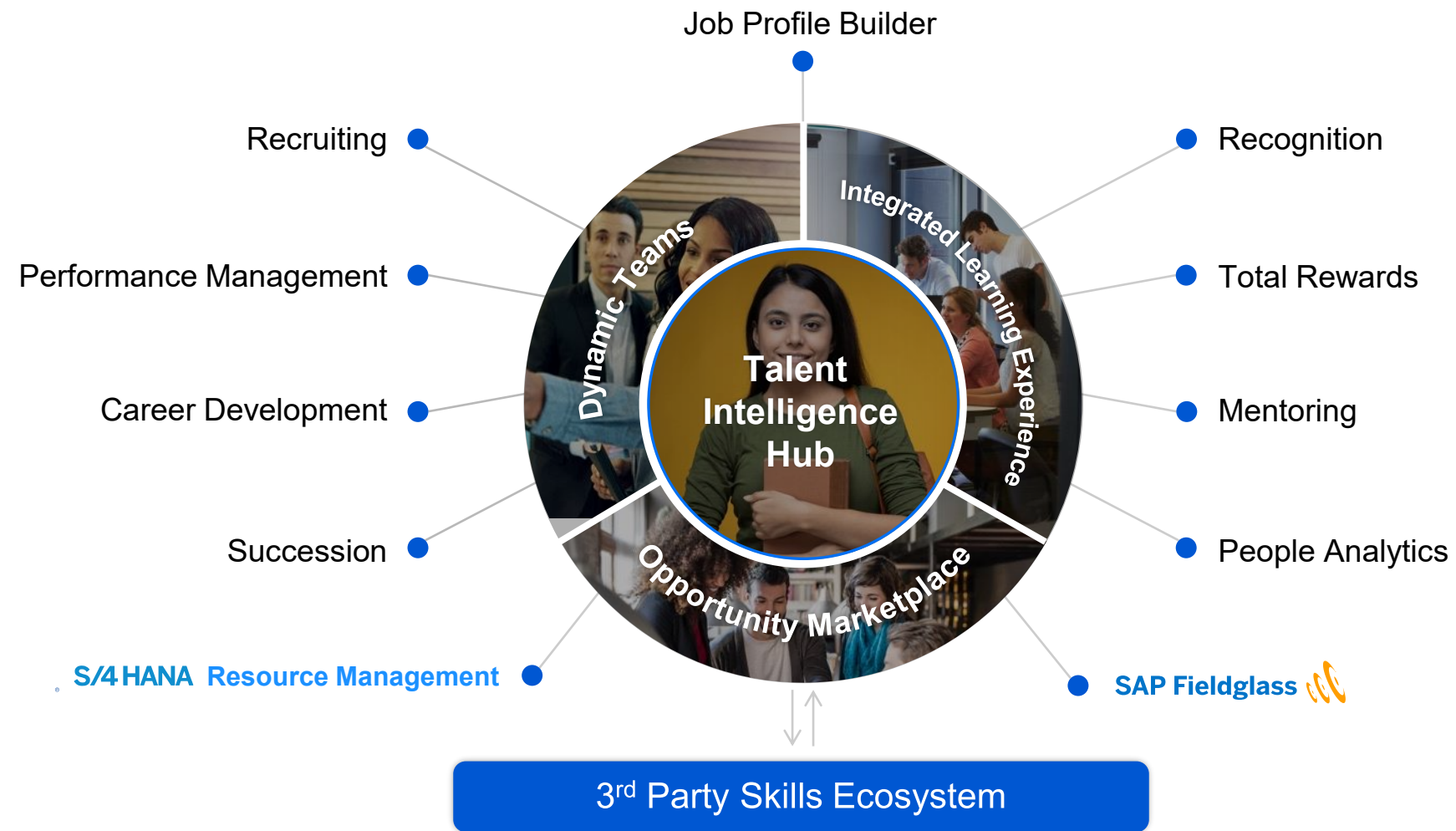
Once-Off Payments

The employee has received various bonus payments throughout their tenure. These include merit

Close

Talent intelligence hub is the foundation of the future-ready workforce

Driving talent development and recommendations across the SAP SuccessFactors suite



Growth Portfolio – The employee view of skills

Enables employees to manage their skills, competencies, & aspirations

Skills recommendations based on inferences from Talent Intelligence Hub & Microsoft Graph

Skills & Competencies curated by the employee include proficiency level

Team Growth Portfolio highlights skills and skill gaps for managers

Career Aspirations chosen by the employee

Learning & Growth recommendations driven by the talent intelligence hub

Skills (12)	Rose Prohaska Sales Manager	Alton Spencer Sales Manager	Wade Glover Sales Representative	Joey Doyle Sales Representative	Hector Pacocha Sales Representative
Adaptability Core Critical	4 Advanced (R)	2 Beginner (R)	2 Beginner (R)	3 Intermediate (R)	1 Novice (R)
Business Acumen Core Agile +5 more	3 Intermediate (R)	4 Advanced (R)	+1	4 Advanced	2 Beginner
Customer Service Core Relationship	4 Advanced	3 Intermediate	3 Intermediate (R)	2 Beginner (R)	1 Novice (R)
Data Analysis Core Big Data +1 more	2 Beginner (R)	1 Novice (R)	+1	+1	2 Beginner
Effective Communication Core Critical	3 Intermediate	4 Advanced	3 Intermediate (R)	4 Advanced (R)	3 Intermediate (R)
Emotional Intelligence Critical	2 Beginner	3 Intermediate	4 Advanced (R)	3 Intermediate (R)	4 Advanced (R)
Negotiating Critical Relationship +2 more	2 Beginner (R)	4 Advanced (R)	4 Advanced	4 Advanced	+1

Learning recommendations

AI-driven recommendations

The screenshot displays the SAP SuccessFactors Learning interface. At the top, there is a search bar with the text "Search for actions or people" and a navigation menu with "Learning" selected. Below the search bar, there are three sections of recommendations:

- Latest Bookmarks:** This section contains four cards. The first is "Technology Transformation II" (Online). The second is "Time Management for Leaders" (Instructor-Led with Online Content • 5...). The third is "Mindfulness" (Instructor-Led • 8 hours). The fourth is "Project Management" (External-Course).
- Suggested by Peers:** This section contains three cards. The first is "Think Again: How to Reason and Argue" (External-Course) recommended by Mya Cooper (MC). The second is "Managing Virtual Teams" (External-Course) recommended by Mya Cooper (MC). The third is "Paid Time Off Policy" (Online) recommended by Aanya Singh (AS).
- Personalized Recommendations:** This section contains four cards. The first is "Seminar on Global Markets (Emerging and Developed)" (Instructor-Led • 8 hours). The second is "Safety Policy: Process Management" (Online). The third is an unnamed card (Online • 5 hours). The fourth is "HR Induction" (Instructor-Led • 8 hours). There is an "Explore More" link to the right of this section.

SAP SuccessFactors Learning recommendations

empower employees to discover
personalized learning opportunities

Versatile Writing Assistant

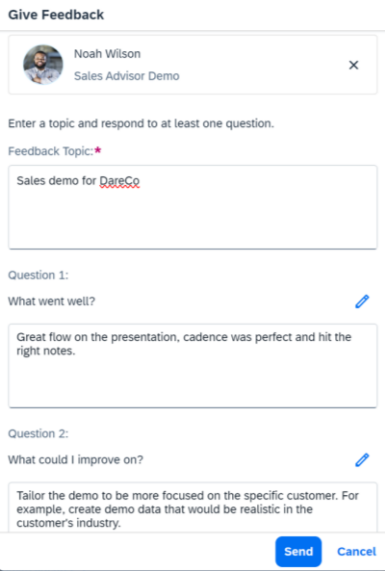
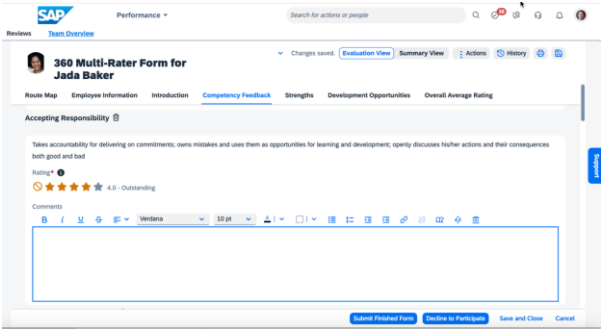
Available everywhere across the HXM Suite

Planned 1H 2024

Versatile Writing Assistant

Create easily & effectively

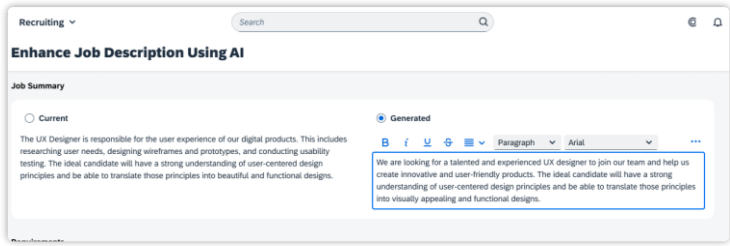
- ✓ Help employees to write more effectively
- ✓ Reduce time spent on ideation and content drafting
- ✓ Available across the entire HXM Suite



Ask AI for assistance with your text

- Write with AI
- ✎ Improve writing
 - ✎ Fix spelling & grammar
 - ☰ Make shorter
 - ☰ Make longer

CONCEPT PREVIEW



- Spot awards
- Performance goals
- Development goals
- OKRs
- Achievements
- Forms (performance, potential, 360, assessment, etc.)
- Employee Profile (about me, etc.)
- Continuous Feedback
- Opportunity Assignment
- Job Descriptions
- Succession Notes
- Custom MDF Apps
- ... and more!

Introducing Joule



Joule is an AI copilot that uses natural language processing to revolutionize how you interact with SAP business systems, making every touchpoint count and every task simpler.

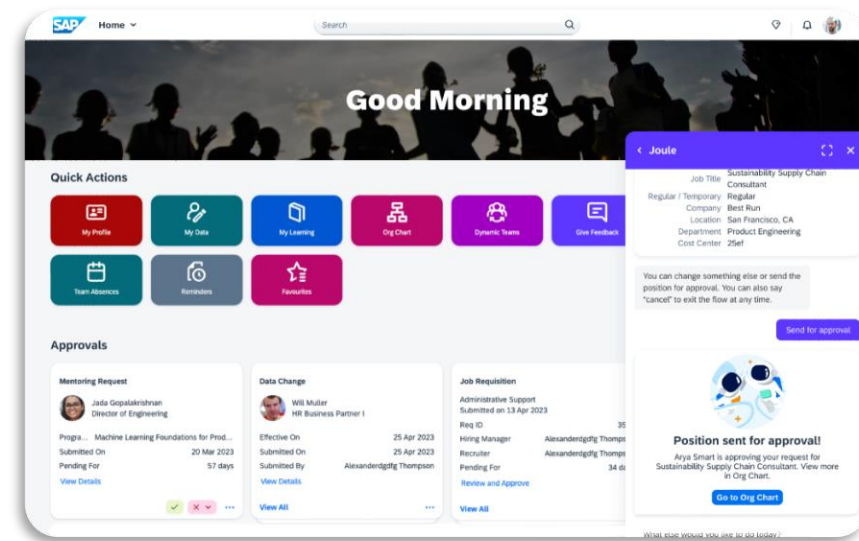
Joule is in your SAP applications

Joule can be accessed from your SAP cloud applications, including SAP SuccessFactors and SAP Start.

General availability: As of 2H 2023, English language only, and US & EU data centers only

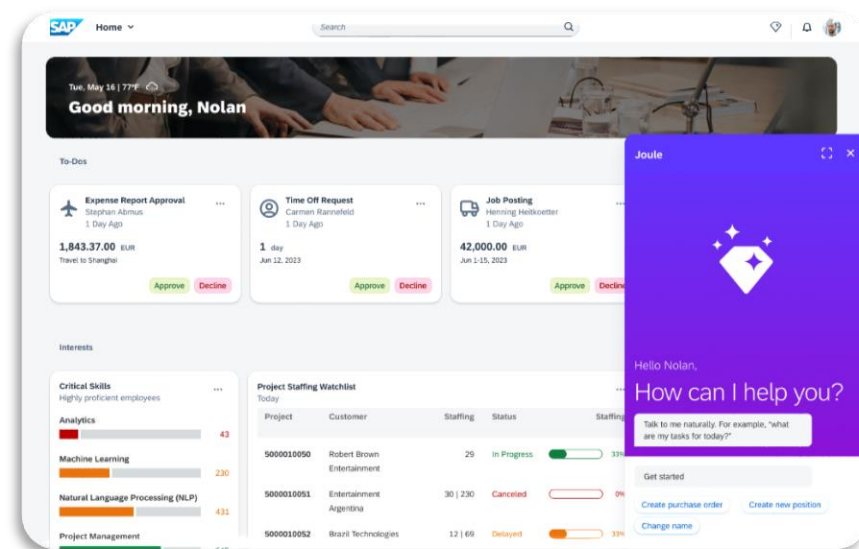
SAP SuccessFactors

Give employees and managers an AI assistant that enhances experience while reducing manual HR efforts



SAP Start

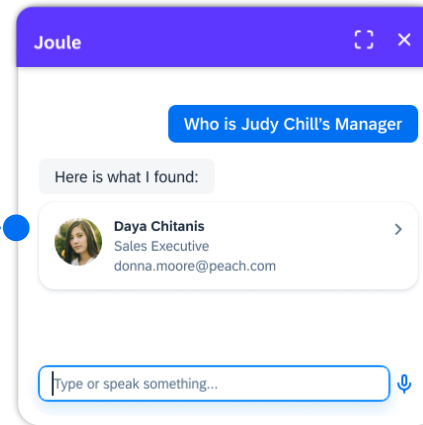
Access Joule for SAP SuccessFactors and SAP S/4HANA Cloud, public edition, from SAP Start



Joule copilot drives intelligent employee and manager self-service

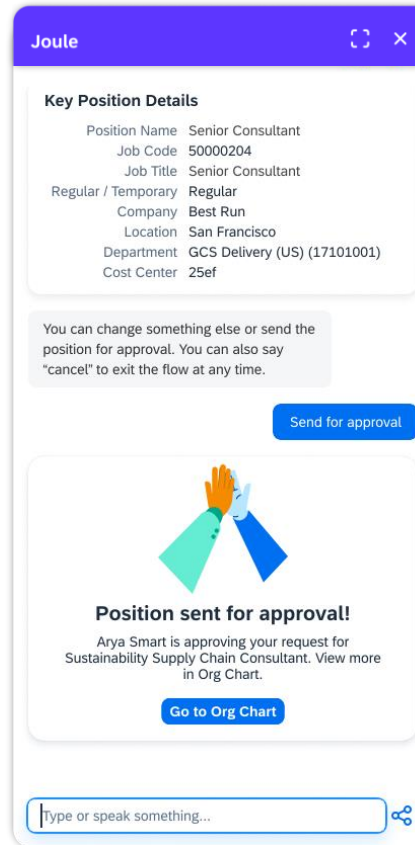
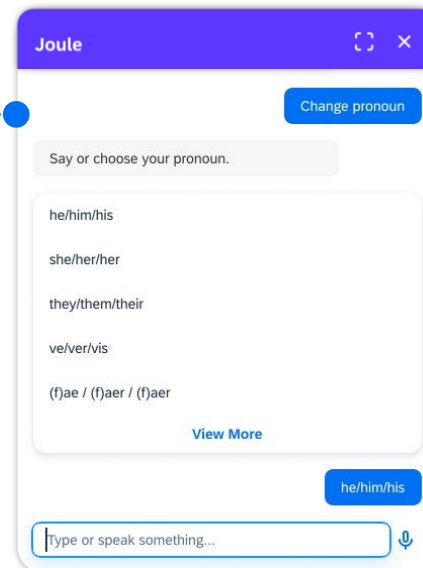
Enhancing employees' experience while reducing the volume of inbound HR support tickets

General Availability (2H 2023)



Delivering functionality across the suite

- Employee Central
- Generative AI
- People Profile
- Time Management
- Payroll
- Rewards & Recognition



- Available in SAP Start & SuccessFactors
- Includes employee & manager self-service scenarios as well as guided workflows
- Simple requests can be answered in the chat or direct users to resources
- Fallback mechanism to smoothly handle conversations in exceptional cases

Additional EC quick actions – also available in Joule

Planned 1H 2024

View address

Change address

View job relationship

View phone

Change phone

Add job relationship

View mail

Change mail

Change job relationship

View emergency contact

Start suspension

Change emergency contact

End suspension


Add emergency contact

Start furlough


End furlough

Demotion


Change Job Relationships


 Jenifer Castle
Sales Advisor


When should these changes take effect?: *

Feb 23, 2024 

Job Relationships Add

 HR Manager
Peter Wright >

 Custom Manager
Peter Pan >

 Additional Manager
Megan Peterson >


Close

Roadmap


38 AI capabilities delivered in 2023

Opportunity Marketplace Recommendations

Top Picks for You



Learning
Writing – Focus on clarity in academic communication and training through...
Online Course • 2 Hours
★★★★★ (200)



Assignment
Displaying Creativity
Fellowship
Jan 8, 2022-Aug 12, 2022



Ask AI for assistance with your text >

Write with AI


- Improve writing
- Fix spelling & grammar
- Make shorter
- Make longer

Generative AI Writing Assistant

Joule ✕

Who is Judy Chill's Manager

Here is what I found:



Daya Chitanis
Sales Executive
donna.moore@peach.com

SuccessFactors Joule capabilities

Joule ✕

Change pronoun

Say or choose your pronoun.

he/him/his

she/her/her

they/them/their

ve/ver/vis

(f)ae / (f) aer / (f) aer

View More

he/him/his

2H 2023 – 38 AI Capabilities delivered

Generative AI

- Job Description Generation
- Interview Question Generation

Joule

Employee Central – View & Change:

- | | | |
|----------------|----------------------------------|---------------|
| • Chosen Name | • Job (including business title) | • Probation |
| • Pronouns | • Contract End Date | • Cost Center |
| • Legal Name | • Cost Center | • Location |
| • Location | • Transfer | |
| • Working Time | • Promotion | |

People Profile – View co-workers:

- | | | |
|------------------|-----------------|-------------|
| • Display Name | • Email address | • Hire Date |
| • Pronouns | • Phone Number | • Peers |
| • Job Title | • Location | • Birthday |
| • Job Code | • Time Zone | |
| • Direct Manager | • Department | |
| • Direct Reports | • Division | |

Time Management

- Approve / Reject Time-Off Request

Talent Management

- Request & Give Feedback

Talent Intelligence Hub

- | | |
|----------------------------|----------------------------------------------------------------------|
| • Learning recommendations | • Opportunity Marketplace recommendations for Learning & assignments |
| • Skills inferences | |

SAP SuccessFactors 2024 AI Roadmap

1H 2024 – 28 AI capabilities to be delivered

Generative AI

- Performance Goal Generation
- Development Goal Generation
- Versatile Writing Assistance with Safety Scan
- Assisted Compensation Discussions for People Managers
- Assisted Candidate Summary
- Applicant Visualization Summary
- 1:1 Meeting Preparation & Summary
- Assisted Q&A/Support - Answer HR Policy Questions via Joule
- Assisted OMP-Assignment Creation
- CoPilot Integration Framework (with Work Tech)

Joule

Employee Central – View & Change:

- Legal name (view only)
- Telephone number
- E-mail address
- Emergency contact
- Home address
- Job relationship manager
- Create and update position
- Marital status

Payroll:

- View Pay Statement (w/ PDF option)

Generative AI:

- HR Policy FAQ using LLM
- Create Performance goal
- Create Development goal

Time Management:

- Clock in / out
- View leave balance
- Create & View time off
- time off instructions
- View holiday calendar

Talent Intelligence Hub

- Skill Matching for Recruiters

2H 2024 – 31 AI capabilities to be delivered

Generative AI

- Learning Content Interactive Q&A
- Assisted Feedback via Joule
- Performance Feedback/Review for People Managers
- Course Description Generation
- Assisted Translation
- SPM: Localization
- SPM: Custom code reviewer
- Image Generation for Learning Content
- Summaries for detailed 360 Report & Feedback
- Learning Assessment Generation (for Learning Admins)
- Course Creation (User Generated Content)
- Learning Quiz Generation (for Individual Learners)

Joule

Employee Central – View & Change:

- Compensation
- Tenure
- Gender
- Personal information
- Work anniversary
- Job relationships

Time Management:

- Update & Delete Time Off
- Approve / Reject
- Time Sheet Request
- View clock-in/out events

Payroll:

- Explain Pay Statement
- Regulatory change manager

Generative AI:

- HR Policy FAQ enhancements
- Job Description Generation
- Interview Question Generation
- Create Feedback

Rewards & Recognition

- Create Spot Award
- View Received Spot Award
- View Given Spot Award

Talent Intelligence Hub

- Learning content skills tagging



AI Ethics Guidelines

Ethikbeirat HR Tech – Guidelines for the responsible use of AI and other digital technologies in human resources

- 1** Transparent goal setting process for usage and involvement of interest groups
- 2** Solid solutions that have been empirically evaluated and have a theoretical basis
- 3** Decisions driven by humans for relevant people-related decisions
- 4** HR drives AI solution – not the other way around – combining technological, analytical and human resources skills
- 5** Liability and responsibility for the results of AI usage
- 6** Define in advance the purpose for which personal data will be used and ensure that this data is only collected, stored and used for the purpose
- 7** Obligation to provide information before and when using an AI solution
- 8** Pay attention to subject quality so that no data may be collected that is beyond the control of those affected
- 9** Data quality and discrimination – Ensure that the underlying data are of high quality and systemic discrimination is excluded
- 10** Constant checking to ensure that that the guidelines are also observed during operational implementation and further development

AI product development principles

How SAP delivers business AI for our customers



Industry-leading

Using the best partner and SAP technologies

Outcome-driven

Maximize value for customers and employees



Accurate

Generative AI outputs must be trustworthy

Accessible

Ensure AI can be used by all employees



Ethical

Mitigate customers legal and ethical concerns (e.g., EU's Artificial Intelligence Act)

Safe and secure

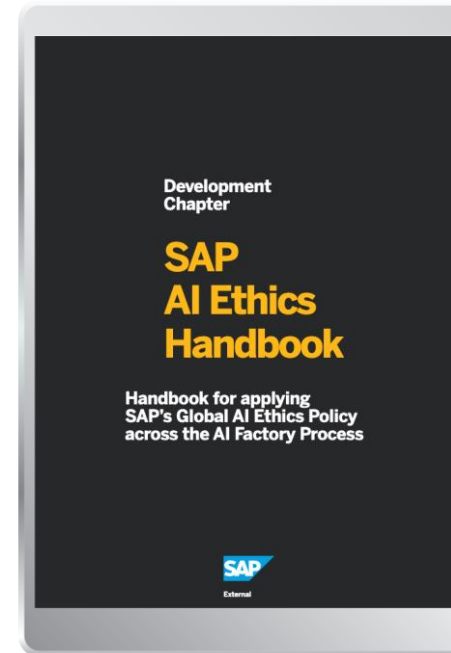
Transparent and secure use of employee data

SAP's core principles for AI

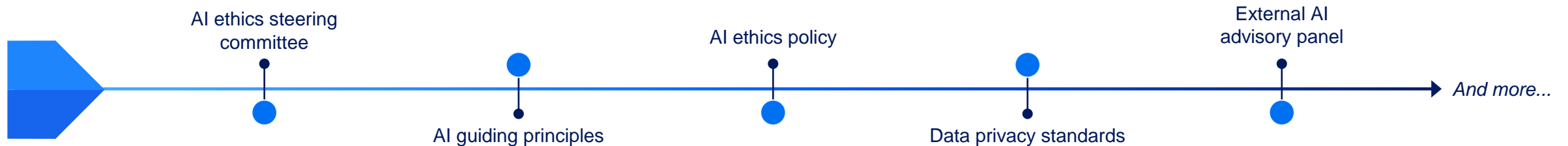
How SAP ensures we only deliver safe, reliable business AI for our customers

Responsible AI

To ensure we build ethical, responsible, and trustworthy AI technology, SAP maintains an **AI ethics policy** and guiding principles, as well as an **AI Ethics Advisory Panel**. The SAP AI Ethics Advisory Panel is an external body made up of policy and legal experts from universities and organizations, such as Georgetown University and ICANN.



To read more about SAP's guiding principles for artificial intelligence or to read SAP's AI Ethics Handbook, visit: <https://www.sap.com/products/artificial-intelligence/ai-ethics.html>



Thank you.



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