



SAP BTP In-a-Nutshell:

SAP AI Business Services

1. SAP BTP: Why You Should Care	3
2. SAP AI Business Services	5
3. Where is the Business Value of SAP AI Business Services?	6
4. SAP AI Business Services: Intelligence-driven business processes	8
5. Case study. SAP AI in the Real World	10
6. How LTIMindtree Can Help You Get Started	13

SAP BTP: Why you should care

Change can be intimidating, especially when it involves upgrading your core business systems. Nonetheless, clinging to an outdated implementation can hold your organization back from its full potential.

Building on top of a core IT infrastructure and making constant forklift upgrades creates complexity and impacts modernization, integrations, and data transactions.

These setbacks ultimately impact an organization's ability to innovate, respond to the ever-changing market demands, and keep up with the current pace of technology.



What is SAP BTP?

SAP Business Technology Platform (BTP) makes upgrading and integrating third-party applications and data assets a seamless process that does not disrupt your operations. Its comprehensive approach lets you focus on making the informed, data-driven decisions that will keep you ahead of the competition.

SAP BTP is bringing the mobility world's concept of user friendliness to ERP back-end technology. If adding, modifying, and deleting critical business applications could be as effortless as it is on your phone, it would be much easier to take full advantage of the latest tech and constantly innovate.

Services & Functionalities

As a platform for creating and integrating applications, data, and services, it enables developers to build innovative applications quickly and efficiently, including services for **Application Development, Automation, Integration, Data & Analytics, and Intelligent Technologies.**

SAP BTP helps organizations connect their data, systems, and processes in real-time, enabling them to make better business decisions and improve operational efficiency.

Flexibility & Scalability

SAP BTP allows customers to choose from multiple available hyper-scaler platforms. Your organization can choose the deployment model that best meets your business needs and quickly scale up or down as needed.

Comprehensive Security

It also provides a range of steadfast security features that help organizations protect their critical business data and applications. This includes access control, data encryption, and identity management, all easily configurable and built in to ensure a quick, easy, and secure implementation.

In a nutshell, SAP BTP:

- Modernizes outdated IT infrastructure
- Accelerates and improves the efficiency of critical business processes
- Enables advanced data security
- Drives innovation throughout the organization

In this eBook, we will focus on SAP AI Business Services, a set of services within the SAP Business Technology Platform that helps organizations optimize their business processes and make intelligent decisions using artificial intelligence.



SAP AI Business Services

The entire business world is being driven by the innovative use of AI. Since not every AI is designed to do it all, enterprises may struggle to integrate this technology into their technology landscape or find the ideal use case for AI within their unique business scenarios.

SAP's long history of innovation has put them at the forefront of AI business tools designed to help organizations optimize processes, make intelligent decisions, and drive innovation. SAP AI Business Services within SAP BTP allows organizations to reap the benefits of AI without disrupting their current IT infrastructure.



What is SAP AI Business Services?

SAP AI Business Services is a suite of pre-built, ready-to-use artificial intelligence (AI) services. These services are part of the SAP Business Technology Platform, and they leverage AI and machine learning (ML) technologies to enhance various aspects of organizational performance.

Where is the Business Value of SAP AI Business Services?

SAP AI Business Services provides a suite of pre-built, ready-to-use AI services that enable organizations to optimize their business processes, make intelligent decisions, and drive innovation.

SAP AI Business Services seamlessly integrates with existing SAP solutions and third-party systems, resulting in a streamlined implementation process. SAP AI Business Services includes a comprehensive set of tools, frameworks, and APIs that enable organizations to build and deploy custom AI solutions tailored to their specific business needs. This flexibility empowers businesses to quickly capitalize on emerging market trends and maintain a competitive edge.

By incorporating SAP AI Business Services into their operations, organizations can unlock significant business value through improved decision-making, increased operational efficiency, enhanced customer experience, and reduced costs:



Improved Decision Making

AI allows organizations to leverage the speed and data-processing capabilities of artificial intelligence to analyze, visualize, and put their data to work for improved decision making.

Insight

According to research by [Adobe](#), 72% of business leaders consider AI is a fundamental business advantage for the future.



Increased Operational Efficiency

SAP AI Business Services enables automation and optimization of various business processes, allowing employees to focus on higher-value tasks and increasing overall productivity.

Insight

Research by [Statista](#) indicates the market for AI is expected to grow to USD \$2 trillion by 2030.



Enhanced Customer Experience

AI-powered services can help organizations gain insights into customer behavior, preferences, and needs, improving customer experiences and increasing customer satisfaction.

Insight

A study from [Salesforce](#) found that **62%** of polled customers are willing to submit data to an AI in exchange for better experiences with businesses.



Reduced Costs

By automating manual and time-consuming tasks, SAP AI Business Services can help organizations reduce operational costs and achieve better resource allocation.

Insight

[Semrush](#) indicates that the supply chain management industry saw a **44%** decrease in costs thanks to implementing AI technology since 2019.

SAP AI Business Services: Intelligence-Driven Business Processes

SAP AI Business Services offers a suite of intelligent services designed to optimize business processes and support decision-making within the SAP Business Technology Platform. Here are some key features of SAP AI Business Services:



Advanced AI and ML Capabilities

SAP AI Business Services leverages advanced artificial intelligence (AI) and machine learning (ML) technologies to support various use cases such as data analysis, natural language processing (NLP), computer vision, and predictive analytics

Pre-Built and Customizable AI Services

Organizations can choose from various pre-built AI services or create custom AI models to address specific business needs and requirements

Seamless Integration with SAP Applications and Third-Party Solutions

SAP AI Business Services integrates seamlessly with SAP applications and third-party solutions, enabling organizations to incorporate AI-powered capabilities across multiple systems and processes.



Scalable and Flexible AI Solutions

Organizations can easily scale their AI initiatives to accommodate changing business needs and requirements, ensuring a future-proof and adaptable AI strategy.



Centralized Management and Governance

SAP AI Business Services provides a centralized platform for managing and governing all aspects of an organization's AI initiatives, including model creation, deployment, monitoring, and reporting.



Use Case-Driven Approach

SAP AI Business Services addresses specific business challenges and opportunities, ensuring organizations can derive maximum value from their AI investments.



SAP AI in the Real World: A Case Study

To illustrate the effectiveness and transformative power of SAP AI, we would like to feature a fascinating case study of how SAP helped the City of Hamburg, Germany, distribute much-needed financial aid during the Covid-19 pandemic.



The Challenge

Creating a financial aid platform as fast as possible

The cultural and creative sectors play a crucial role in the economy and employment, driving innovation and benefiting communities in various ways. In response to the negative impact of COVID-19 restrictions on the cultural industry, the German federal government sought to compensate through a scalable platform in Hamburg. This platform enabled artists to request and receive short-term financial aid for postponed cultural events nationwide. With a **€2.5 billion** special fund, it became Germany's most significant cultural funding program to date.

Fast delivery and digitization of the aid process were key, ensuring coverage across all federal states and compliance with different regulations. Transparency and fraud prevention were also priorities.

The Solution

Enabling a comprehensive digital aid platform

Hamburg's finance ministry, specifically its digital factory, created a cultural COVID-19 aid application platform to process and payout financial support on behalf of the German government. This project utilized the SAP Business Technology Platform (SAP BTP) as a toolbox to build an integrated, flexible cloud application.

The development of the application considered the requirements of the 16 German states. AI capabilities, including the Document Information Extraction service and Business Entity Recognition service, allow for an AI-based and highly automated evaluation of aid applications. These services verify if uploaded data, such as proof of event cost and revenue or identity, matches the information on the aid application.

The platform utilizes map-based visualization of live data and real-time reporting with SAP HANA Cloud and SAP Analytics Cloud. The German federal tax office authentication service, ELSTER, is integrated via SAP Integration Suite's API management capabilities for fraud prevention. Aid payments are processed using the core finance software SAP S/4HANA, also integrated with the aid platform.

SAP Preferred Success and SAP Innovation Services were engaged for architecture design, project implementation, and management. External partners handle back-end integration, solution operation, technical support, and portal user experience.



The Result

Helping to distribute financial aid to those in need quickly

The City of Hamburg, leveraging SAP BTP, has created an intuitive self-service platform for all German states. This platform enhances the digitalized aid application process, covering requests, validity checks, objection handling, and payment. With a speedy implementation of just three weeks, the hybrid landscape of the aid platform serves as a side-by-side extension. The positive feedback from nationwide applicants, local authorities, and other stakeholders is notable, with over one million cultural events registered. Thanks to its flexibility and scalability, the platform's technical footprint can expand alongside evolving needs.

Additionally, AI-based decision support streamlines the process for authorities with limited resources. Real-time live reporting offers crucial information, including requested budget amounts and application status, for state and federal government authorities.

The real-time distribution of financial aid during COVID-19 restrictions has supported the cultural industry, facilitated events with reduced capacities, and restored diverse cultural life in German cities. This successful project is a bestpractice model for future assistance in other sectors and situations.

Migrating to SAP S/4HANA laid the foundation for innovative digitalization projects. As a pioneer in e-government, the City of Hamburg is well equipped to implement unique initiatives that are quickly helping people in need get back on their feet.

How LTIMindtree can help you get started

About LTIMindtree

LTIMindtree is a new kind of technology consulting firm. We help businesses transform – from core to experience – to thrive in the marketplace of the future. With a unique blend of engineering DNA with experience DNA, LTIMindtree helps businesses get to the future faster.

Our long-term relationship with SAP, which spans over 20 years, uniquely positions us as a Partner, Co-Innovator, and Customer.

As the pioneer of the first SAP implementation in India, our deep expertise enables us to help our clients build robust digital ecosystems geared to tackle their their industry's most complex challenges.

Our Team

Surya Khoday,

AVP and Industry Head, Life Sciences

Surya has 30 years of Business Transformation experience solving problems using Business Technology capabilities and data analytics, realizing value from performance Improvements.

Email: surya.khoday@ltimindtree.com

Madhav Avhad,

Head SAP Digital Solutions Group

Madhav spend around 20 years in IT Industry providing solutions in SAP Digital areas including Business Technology platform, Fiori, Portal and Mobility helping customer to build Intelligent Enterprise with Digital Core.

Email: madhav.avhad@ltimindtree.com

Karen Palmquist,

Senior Director, SAP Sales

Karen is a senior sales leader with over 20 years of experience selling SAP solutions and services. As a strategic business partner, she works with companies to achieve goals, increase performance, and exceed expectations.

Email: karen.palmquist@ltimindtree.com

Rajesh Talekar,

Head, SAP Technical Solutions Group

Rajesh has spend over 25 years in IT Industry providing solutions across various SAP technologies enabling customers achive ROI for SAP Investments.

Email: rajesh.talekar@ltimindtree.com



About LTIMindtree

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 82,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit <https://www.ltimindtree.com/>.