

Revolution in der Beschaffung: SAP Ariba Category Management und KI in der Praxis.

Procurement Summit 2024

12. – 13. June 2024 | Schuppen 52 in Hamburg



Technologien
Einkaufsorganisation
Unternehmen
Zukunft
Praxisnähe
SAP
Intelligenz
Effizienz
Senken
SAP-Systeme
Entwicklung
Innovationen
Nachhaltigkeit
Erfolg
Kosten
Integration
Beschaffung
künstliche
Entscheidungsfindung
Wettbewerbsvorteile

Who we are?



Stefan Rüdell

Head of SAP Intelligent Spend and Business
Network Germany

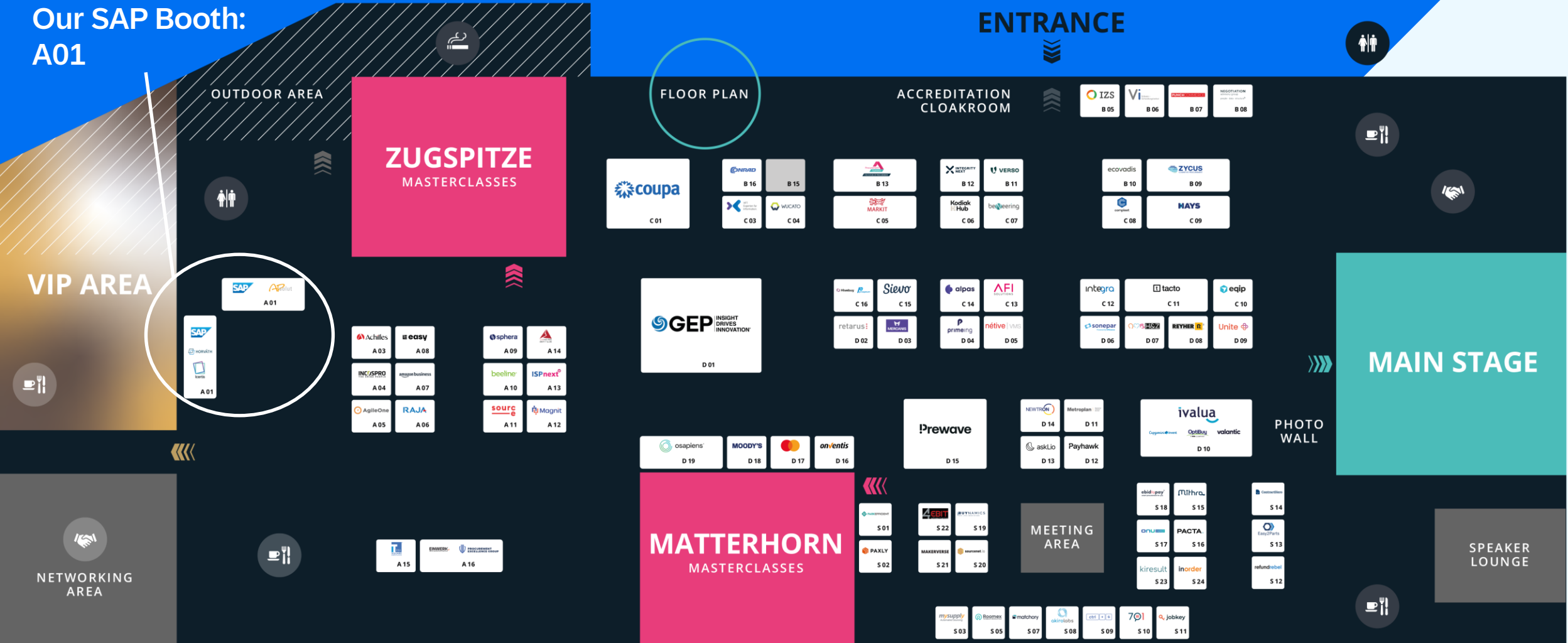


Martin Göring

Vice President Service Procurement
Global Procurement Organization

Where to find us?

Our SAP Booth:
A01



What can you expect of us at Procurement Summit?

**1 Branded Ice Bar
(sponsored by absolut & SAP)**

**1 SAP Showcase-Booth
(Virtual Reality)**

3 Partner Booths



Icertis



HORVÁTH & PARTNERS
MANAGEMENT CONSULTANTS

Why SAP Intelligent Spend & Business Network Management solutions?

40-50%

operating cost reduction
due to efficiency gains

\$20M

savings (per \$1bn spend) realized
through non-contract leakage

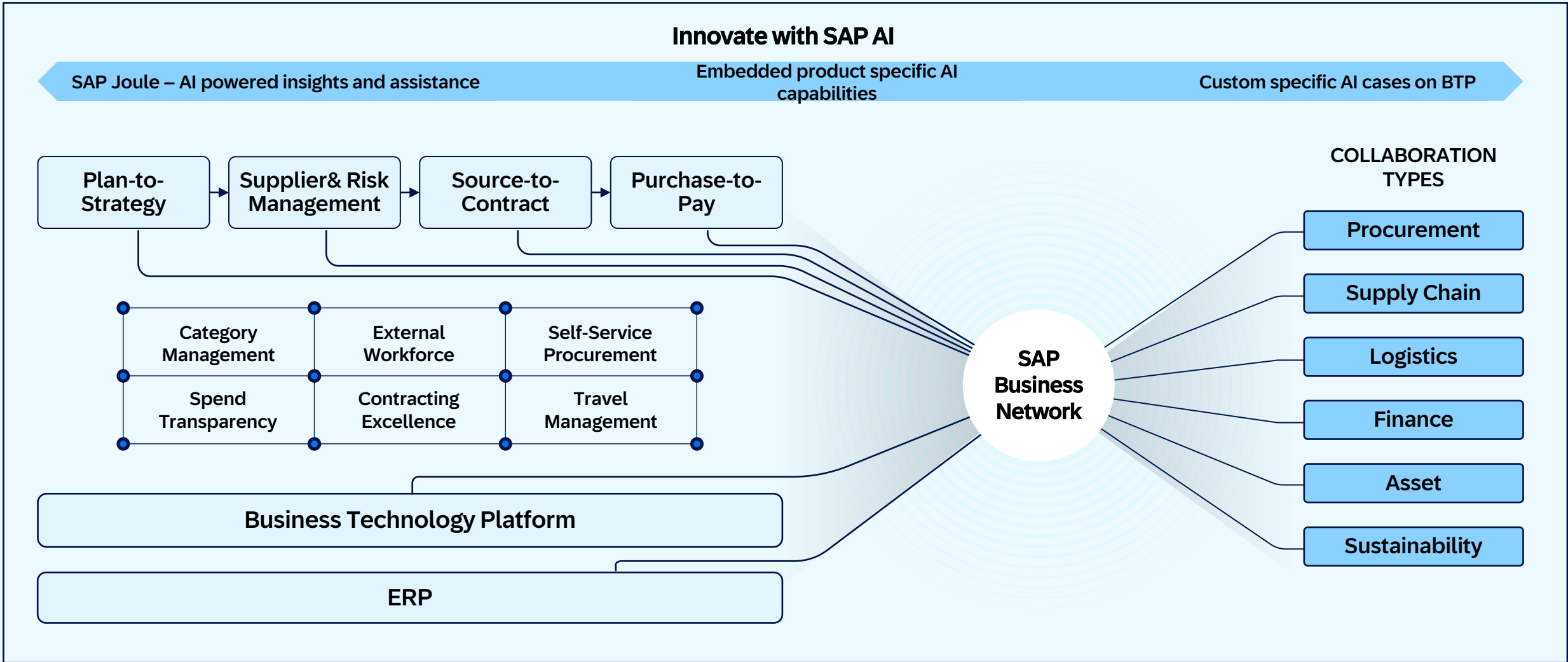
99%

of customer invoices are
accurate and compliant

12%

lower days in inventory

End-to-End Spend Management



Innovate with our Partner Ecosystem

SAP Business AI approach

Relevant. Reliable. Responsible.

Finance | Supply Chain | HR | Procurement | Marketing and Commerce | Sales and Services | IT



Joule

A copilot that truly understands your business

Embedded AI capabilities

Cloud ERP

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



ALEPH ALPHA

ANTHROPIC



cohere

databricks

DataRobot

Google Cloud

IBM

Microsoft

The screenshot displays the SAP Ariba 'Category Management' interface for a project titled 'Source Low-Carbon Emission Industrial Pumps'. The main content area is divided into several sections:

- Initiative Progress:** Shows the phase as 'Active' and status as 'Not Selected'. It includes an 'Associated Sourcing Project' dropdown menu with the option 'Create Guided Sourcing Project'.
- Initiative Details:** A table of key information:

| | | |
|---|----------------------------------|---|
| Name: Carbon Emission reduction to meet Sustainability Goals | Start Date: September 10th, 2024 | Value Lever: Sustainability and Decarbonization |
| Description: Conduct a comprehensive analysis and identify various points in the supply chain that are not optimal with respect to our Sustainability goals. With this goal, identify suppliers for our Industrial Pumps who meet our Scope 3 Carbon... | End Date: December 15, 2024 | Category: Industrial Pumps |
| | Baseline Spend: 10000,00 EUR | Region: EMEA |
- Related Goals and Benefits:** A table showing:

| Related Goal | Estimated Benefit | Negotiated Benefit |
|---------------|-------------------|--------------------|
| CO2 reduction | 8% | % |
- Investments:** A table with columns for Name, Available By, Type, and Investment:

| Name | Available By | Type | Investment |
|-------------------------------------|--------------------|----------|------------|
| Assessment, planning and consult... | September 30, 2023 | Monetary | 20,000 EUR |

Overlaid on the right side is the 'Joule' AI chatbot interface. It shows a message: 'Hello Kevin, what type of sourcing project would you like to create?' with three buttons: 'RFP', 'RFI', and 'Auctions'. The 'RFP' button is highlighted with a mouse cursor. At the bottom of the chatbot is a text input field with the placeholder 'Type or speak something...' and a microphone icon.

Joule in SAP Ariba

Reduce average search time across applications by up to 80% with an AI copilot that helps you work faster

Benefit from smarter insights and quick answers on demand

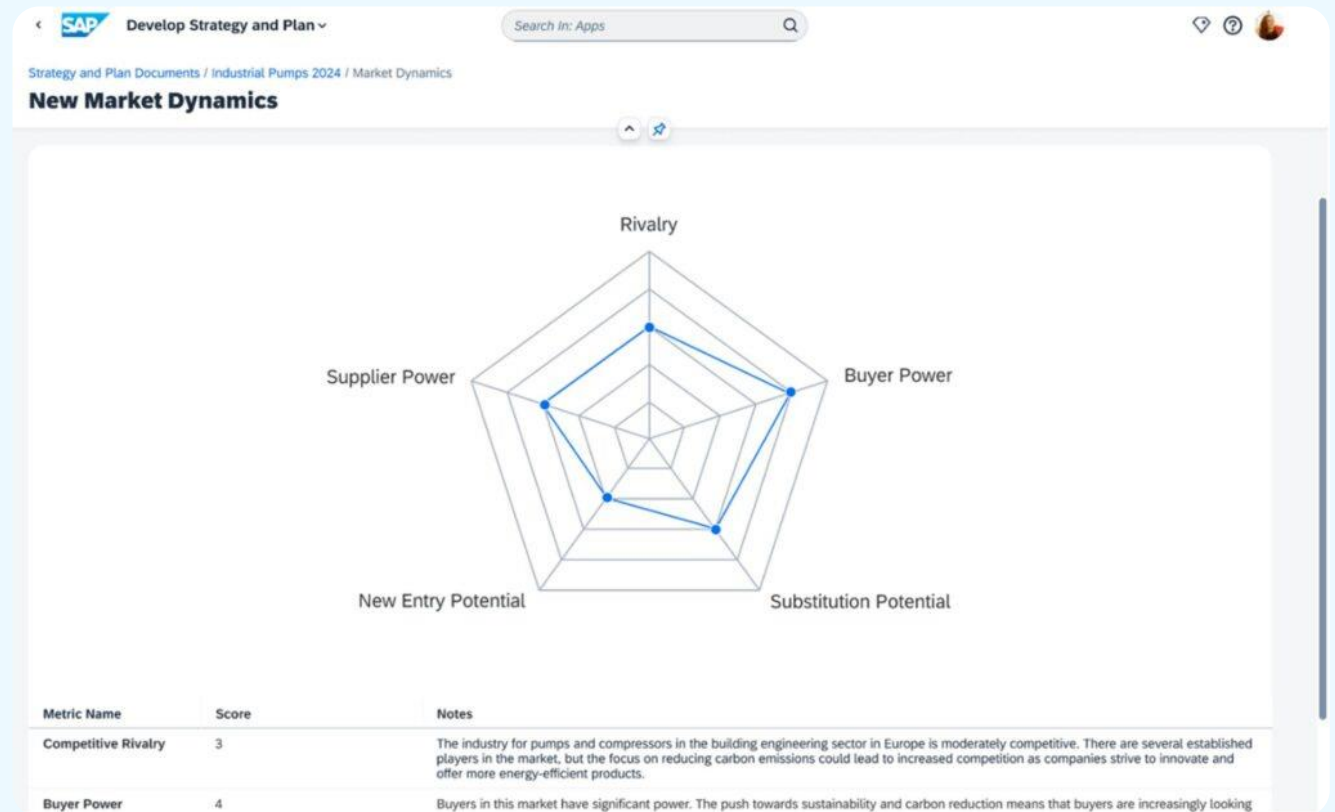
Achieve better outcomes when creating content, code, and more

Maintain full control over decision-making & your data privacy

Generative AI future use cases

SAP will deliver more than a dozen generative AI use cases in 2024

- Improve hotel receipt itemization (Q1)
- Increase accuracy in cost estimates (Q1)
- Regulate pre-spend policy guidance (Q1)
- Create job descriptions based on skill maps (Q2)
- Translate job description to local languages (Q2)
- Improve the creation of SOW descriptions (Q2)
- Summarize common errors to the supplier (Q3)
- Enrich supplier responses to SAP Business Network Discovery postings (Q3)
- Capture market data in category management (Q1)
- Generate catalog item descriptions for suppliers (Q2)
- Simulate scope 3 carbon emissions when no data is available (Q3)
- Automate creation of ESG scorecards for suppliers (Q3)



[See what SAP is building with generative AI](#)

GPO in a Nutshell

2023

107,000+
SAP employees globally

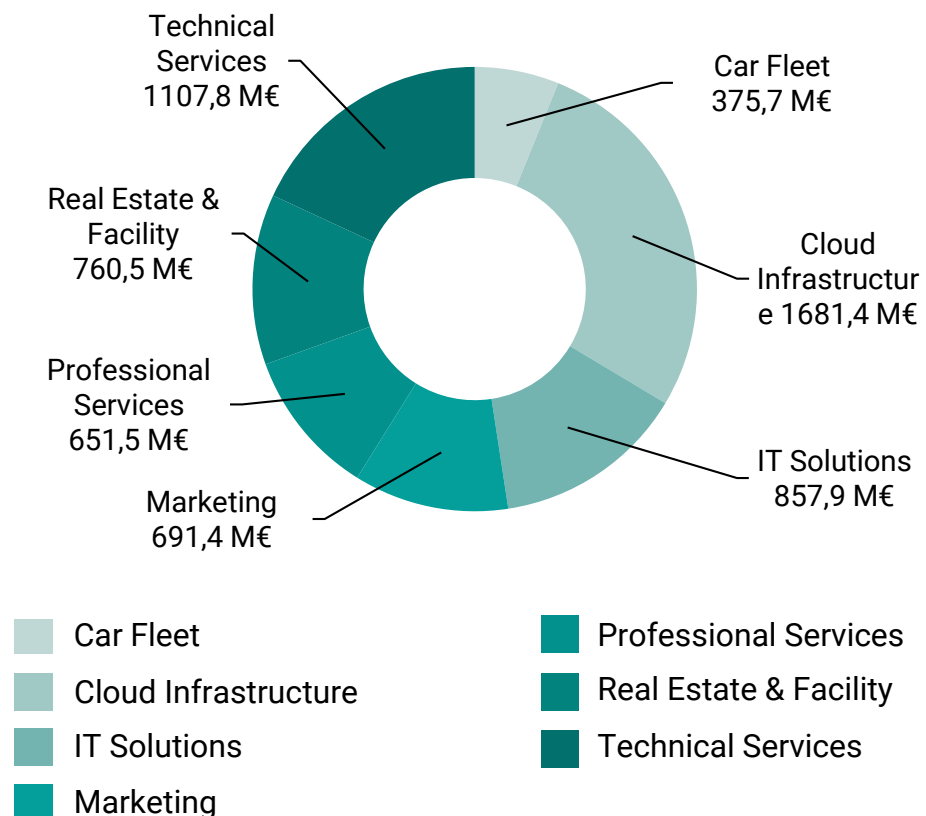
€31.2 billion
Total revenue

€6.1 billion
Spend

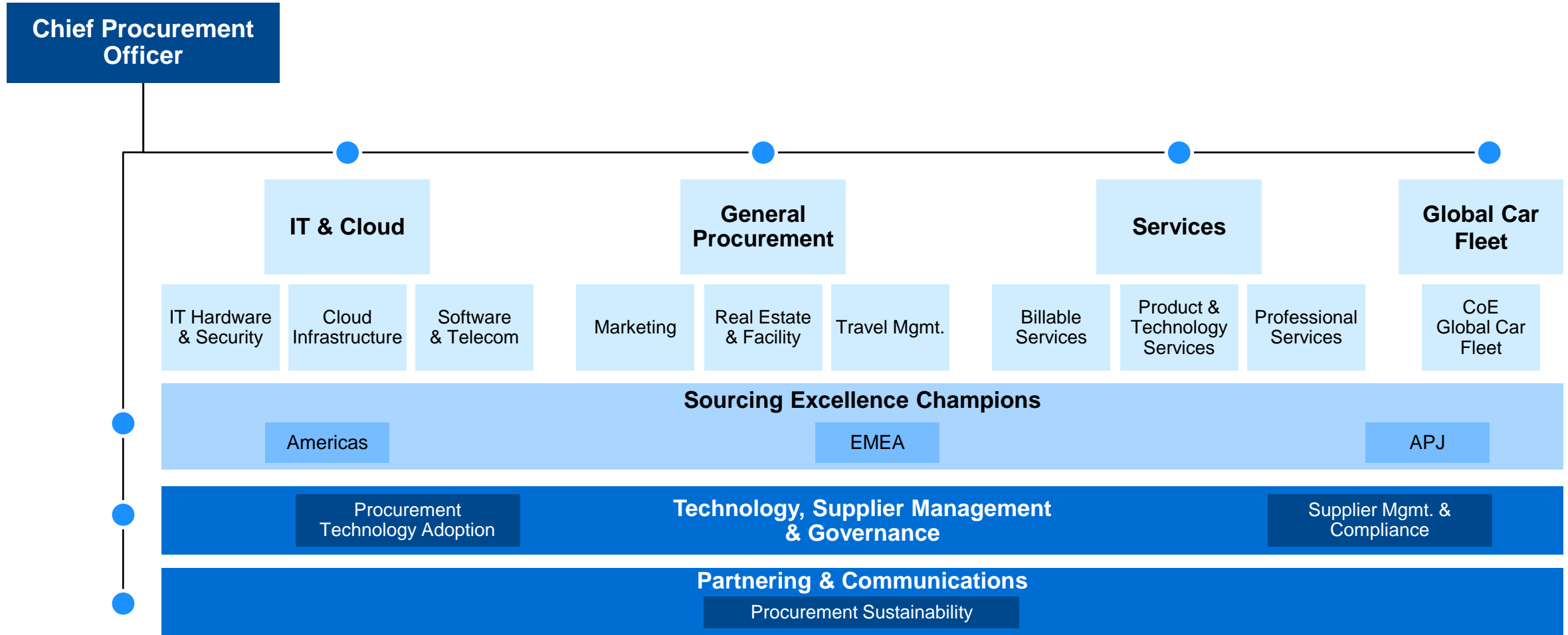
8,400+
Global suppliers

Spend Analysis 2023

28% Americas 62% EMEA 10% APJ

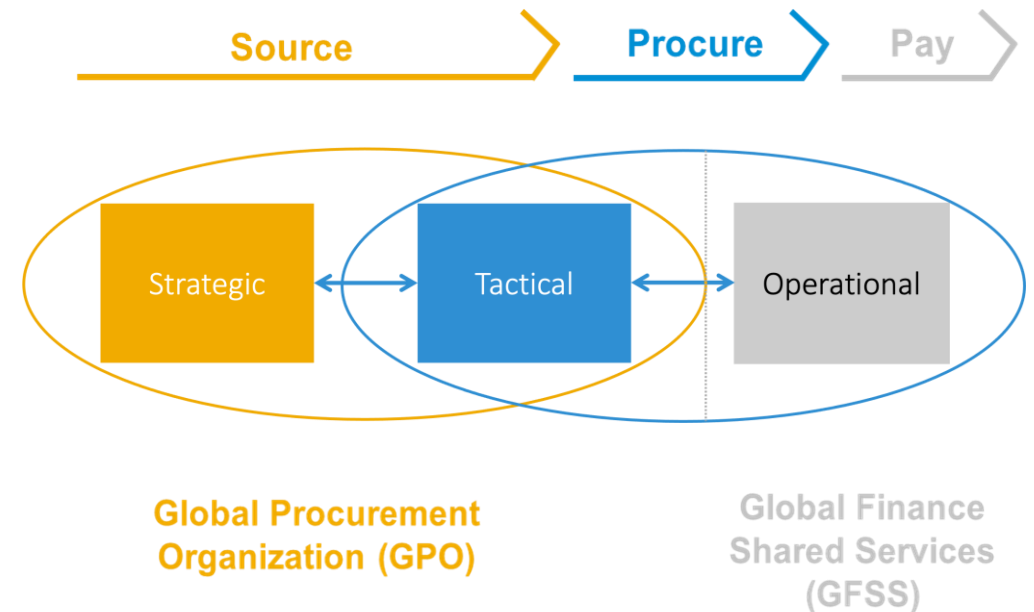


GPO is structured in the following way

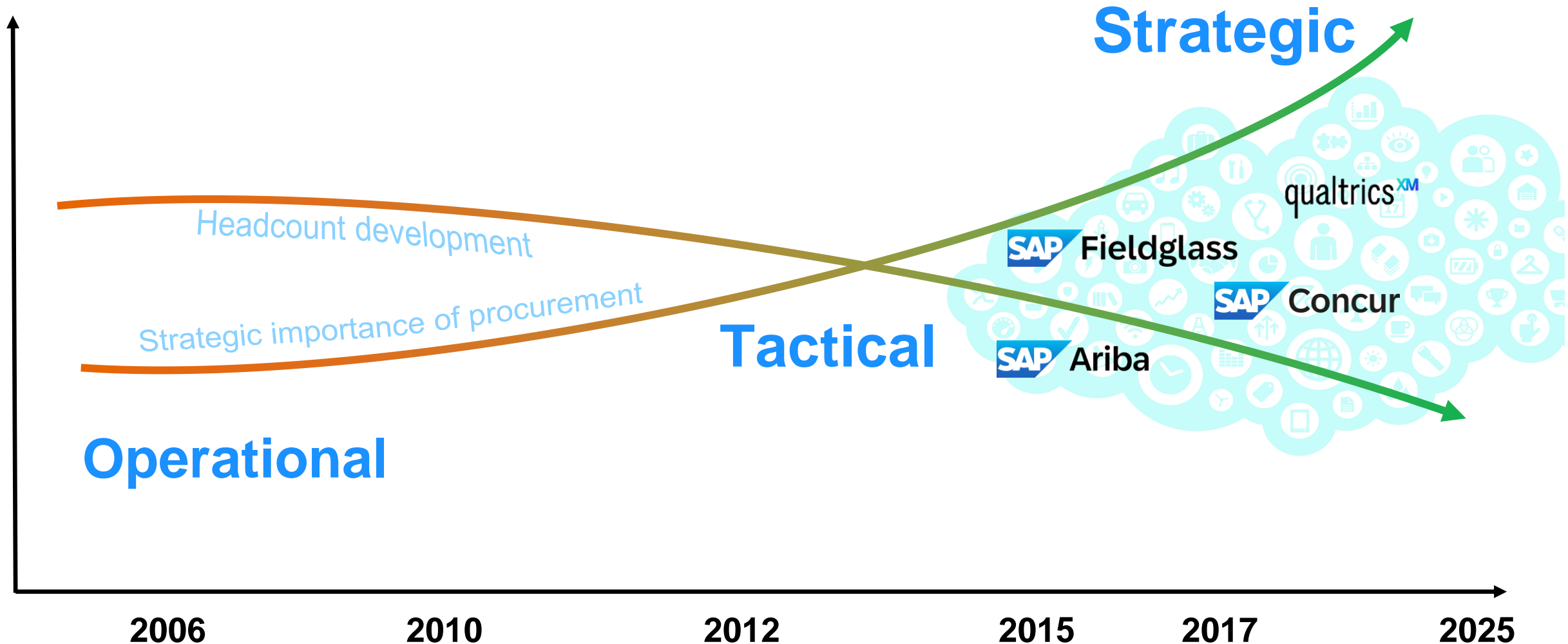


E2E Source-to-Pay process at GPO and GFSS

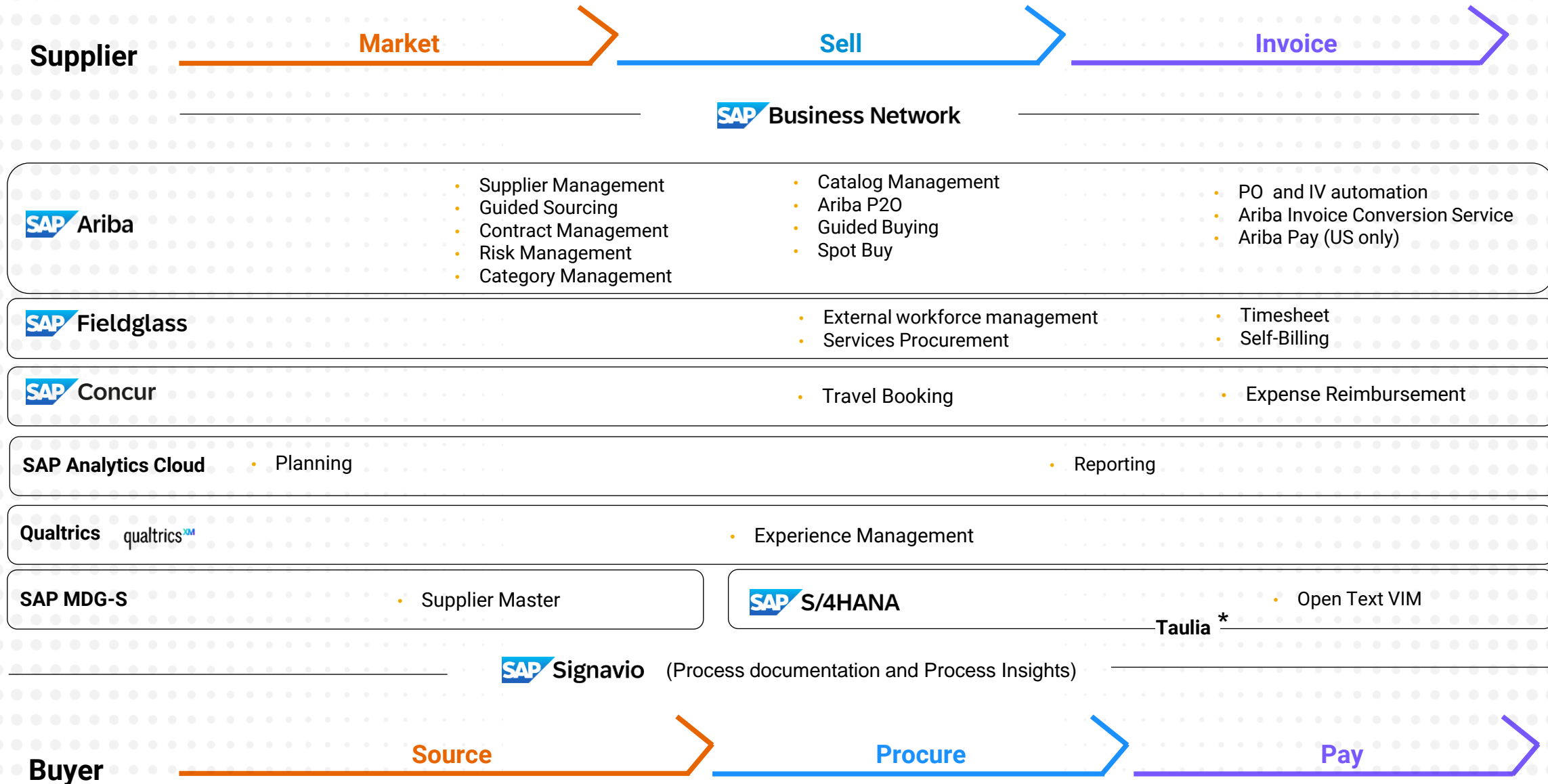
- Global Procurement Organization (GPO) combines **all procurement functions** and Source-to-Pay activities globally
- **Center-led** Organization steered by **global Categories**, executed by **Sourcing Excellence Champions**, enabled through **COO**
- GPO colleagues are based in **more than 40 locations** globally
- Procurement Operations and Accounts Payable are managed out of **three central regional Service Delivery Hubs** (Americas, EMEA and APJ) at GFSS



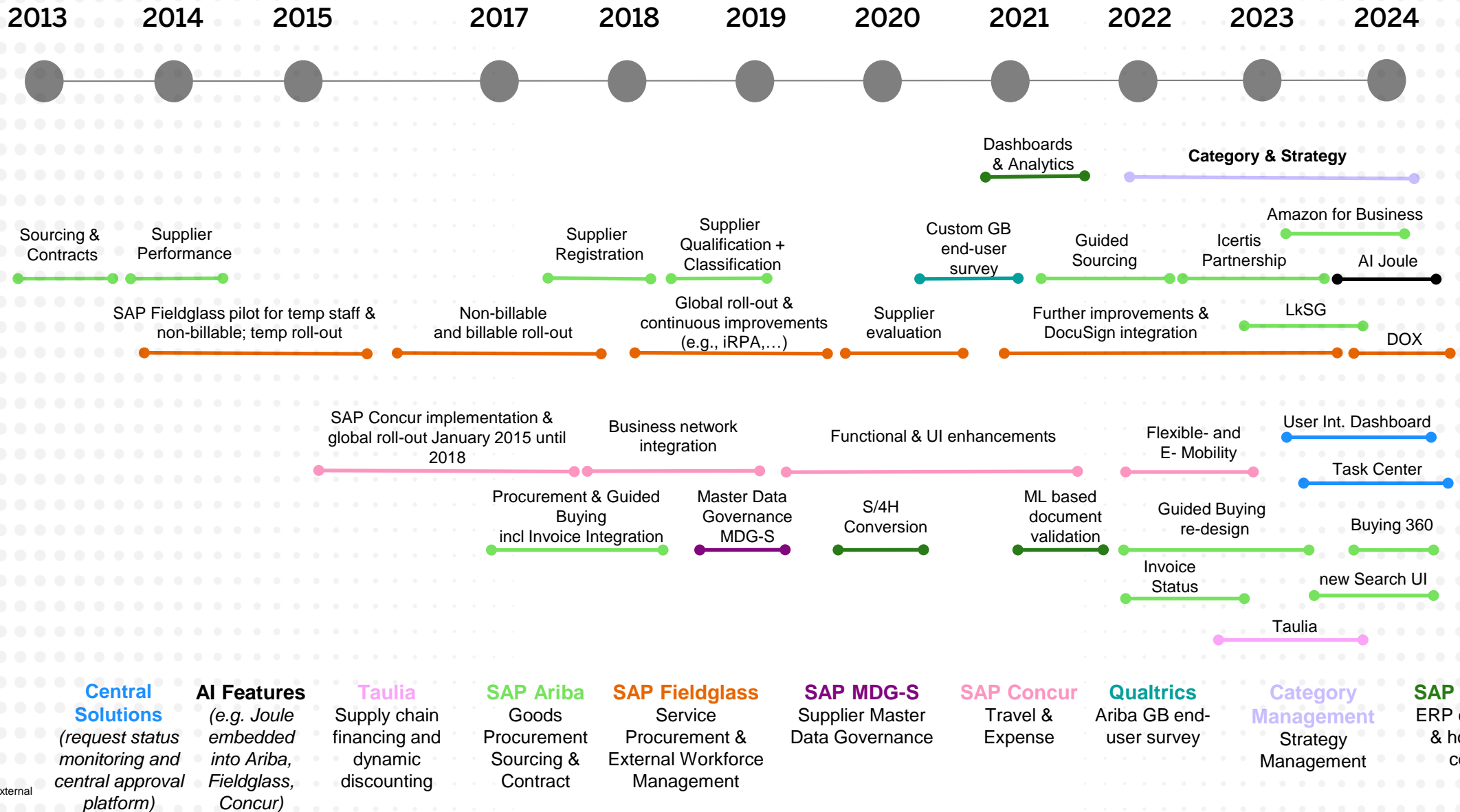
Evolution of Procurement towards a Strategic Function in a dynamic environment



Source to Pay – Current System/Process Landscape



Source to Pay – Our Transformation Journey

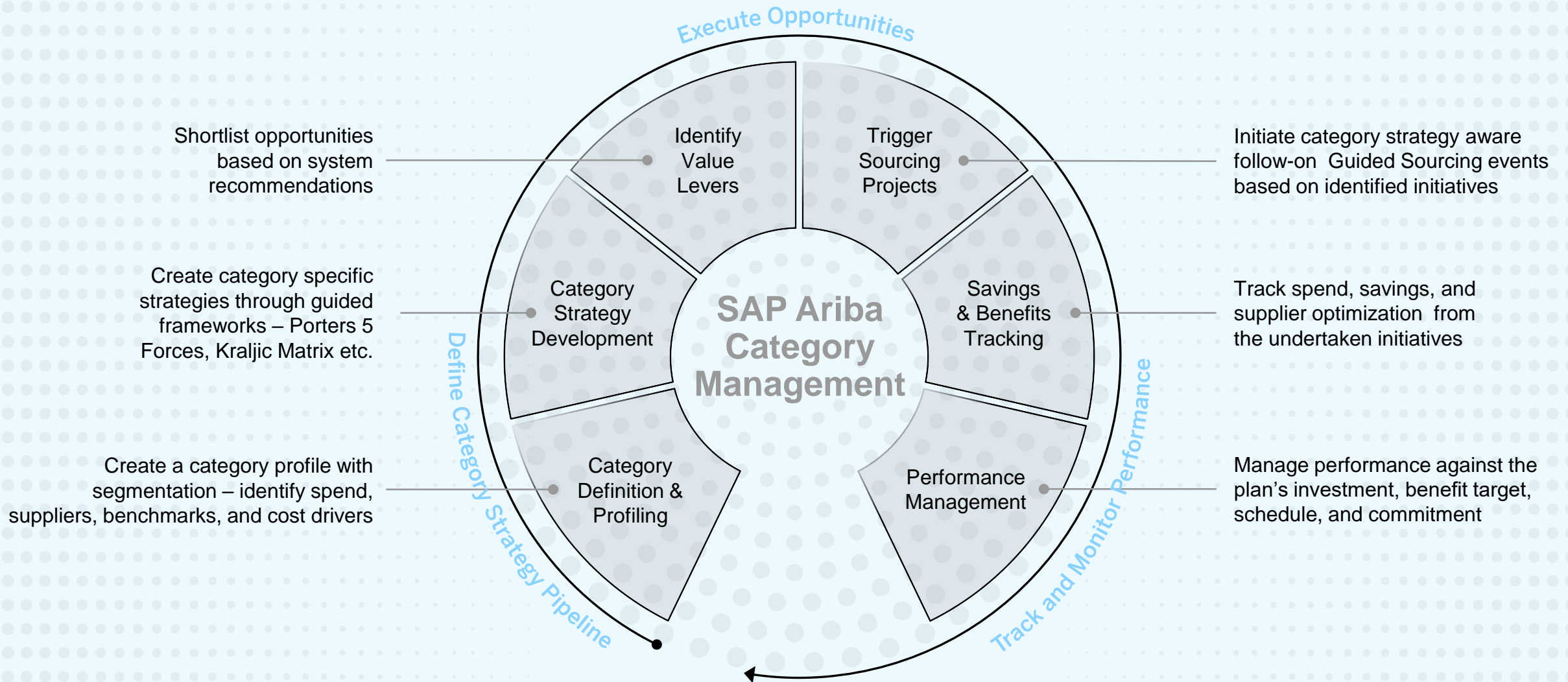


**“Plans are worthless, but
planning is everything.”**

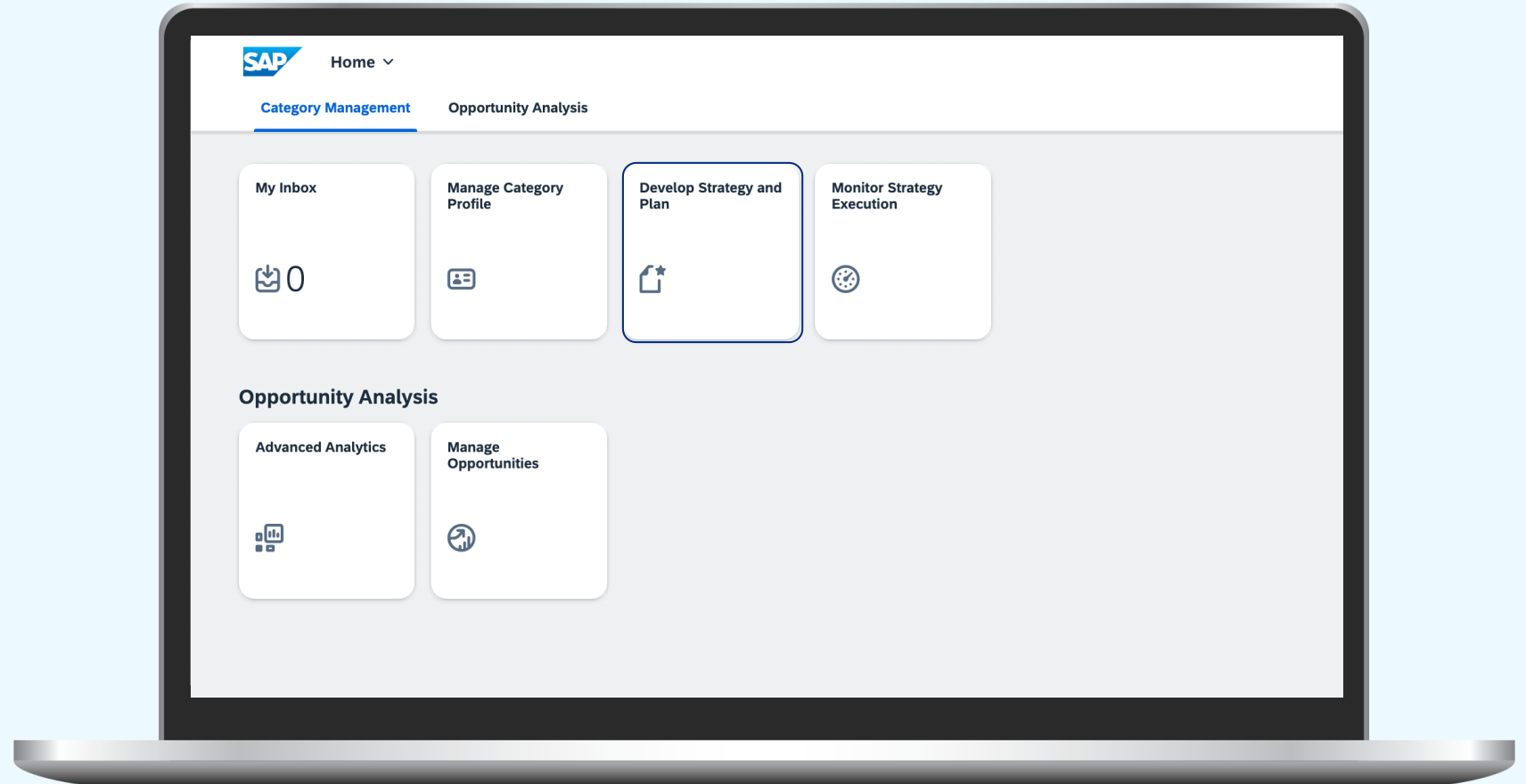
Dwight D. Eisenhower *

** Remarks at the National Defense Executive Reserve Conference, November 14th 1957*

1. Define & Plan 2. Execute 3. Monitor



2. Develop IT category strategy for 2025



My Inbox

Manage Category
ProfileDevelop Strategy and
PlanMonitor Strategy
Execution

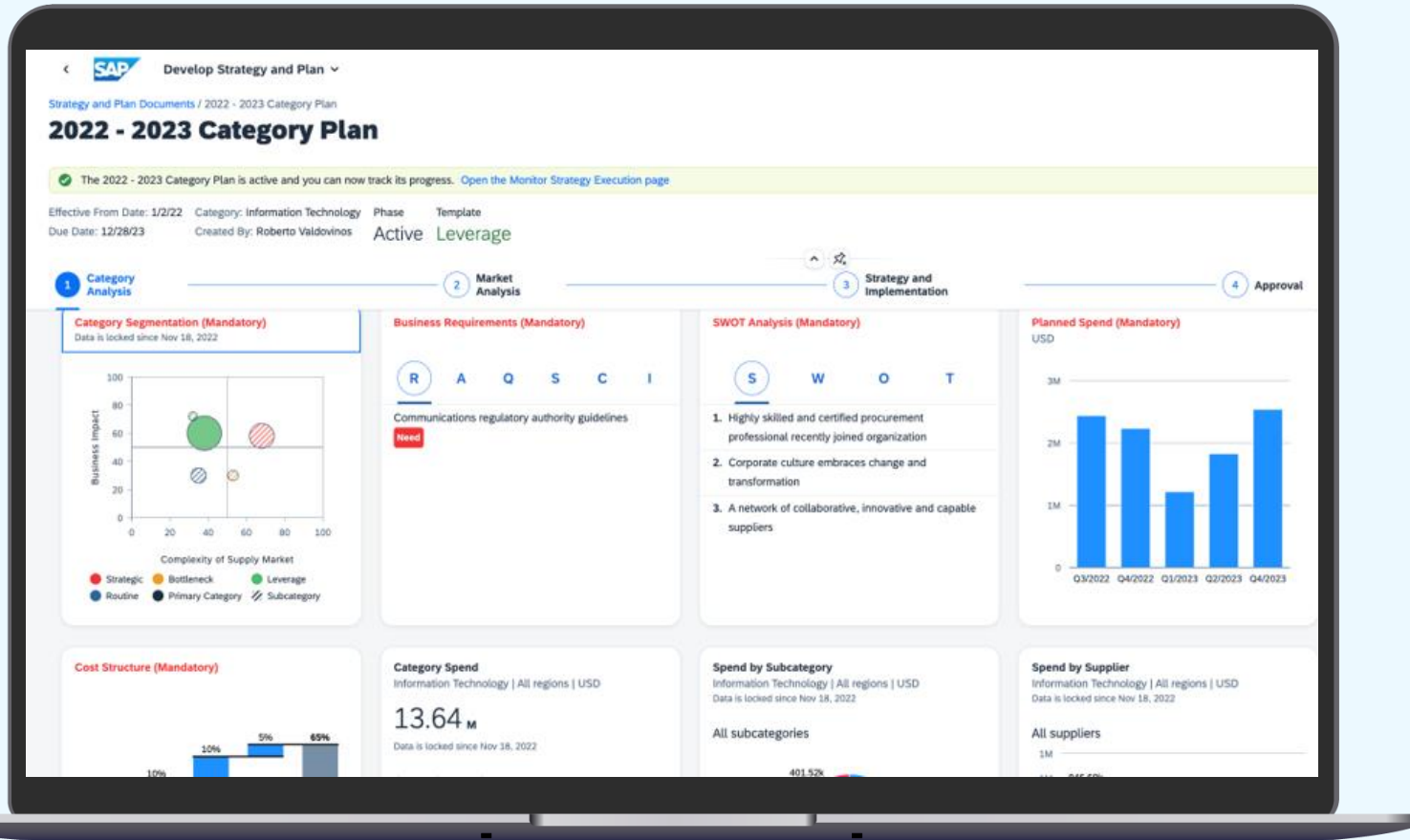
Opportunity Analysis

Manage
Opportunities

Advanced Analytics



EASY STRATEGY DEVELOPMENT



- Guided strategy development using a process framework
- Advantage of best practice templates and tools, such **Gen AI guided category segmentation, market dynamics, cost structure**
- Easy creation of category-related goals and value levers; identification of opportunities
- **Everything in one place for all stakeholders**

THANK YOU.