



PRISM

Partner-Ready Intelligence for SAP Modernization™

Industry AI Partner Intelligence

PRISM Industry AI Partner Intelligence Framework.

What SAP needs from partners to turn AI strategy into customer adoption, consumption, and growth.

PRISM INDUSTRY AI INTELLIGENCE

INDUSTRY INSIGHTS

ECOSYSTEM INTELLIGENCE

EXECUTION IMPACT

SEPTEMBER 2026
INTELLIGENCE BRIEF

01 EXECUTIVE INTELLIGENCE SUMMARY

SAP is moving partner AI from **enablement toward execution** -- where industry context, business processes, trusted data, commercial readiness, customer adoption, and consumption determine partner relevance.

1 INDUSTRY + PROCESS

AI value starts with the business problem.

SAP's Industry AI direction increasingly connects AI to specific industry challenges, business processes, workflows, and measurable outcomes – not AI technology in isolation.

2 DATA + AI

Business context differentiates enterprise AI.

Partners need to connect SAP processes, enterprise data, integration, governance, and agentic AI to create solutions that can operate reliably inside customer workflows.

3 PARTNER READINESS

Technical capability is only part of readiness.

SAP-relevant partners also need industry expertise, sales, and presales capacity, delivery capability, repeatable offerings, field alignment, and the ability to create demand.

4 ADOPTION + CONSUMPTION

Deployment is not the finish line.

SAP is increasingly connecting partner opportunity to customer AI adoption and consumption – creating a path from use case to deployment, reusable IP, cACV, and repeatable growth.

POINT OF VIEW

The emerging advantage belongs to partners that can turn SAP AI capability into an **industry-specific, commercially execution customer motion** – not simply demonstrate that they “do AI.”

02 SAP AI STRATEGIC DIRECTION

SAP is moving AI embedded in applications toward an **autonomous enterprise model** -- where industry context, business processes, trusted data, commercial readiness, customer adoption, and consumption determine partner relevance.

1

AUTONOMOUS ENTERPRISE SAP's strategic destination

A more resilient, adaptive, and intelligent enterprise powered by Business AI.

2

BUSINESS AI PLATFORM Business context + data + AI + orchestration

A unified foundation that connects SAP applications, data, and AI to orchestrate end-to-end business processes.

3

JOULE + AGENTS AI embedded into roles, processes and workflows

AI assistants and agents that augment people, automate work, and drive better decisions.

4

INDUSTRY AI Industry-specific problems + processes + outcomes

Purpose-built AI use cases aligned to industry challenges, business processes, and measurable outcomes.

5

PARTNER ECOSYSTEM Adopt + Extend + Build + Activate

Partners bring industry expertise, solutions, and execution capacity to scale SAP's AI strategy.

6

CUSTOMER VALUE Adoption → Consumption → Growth

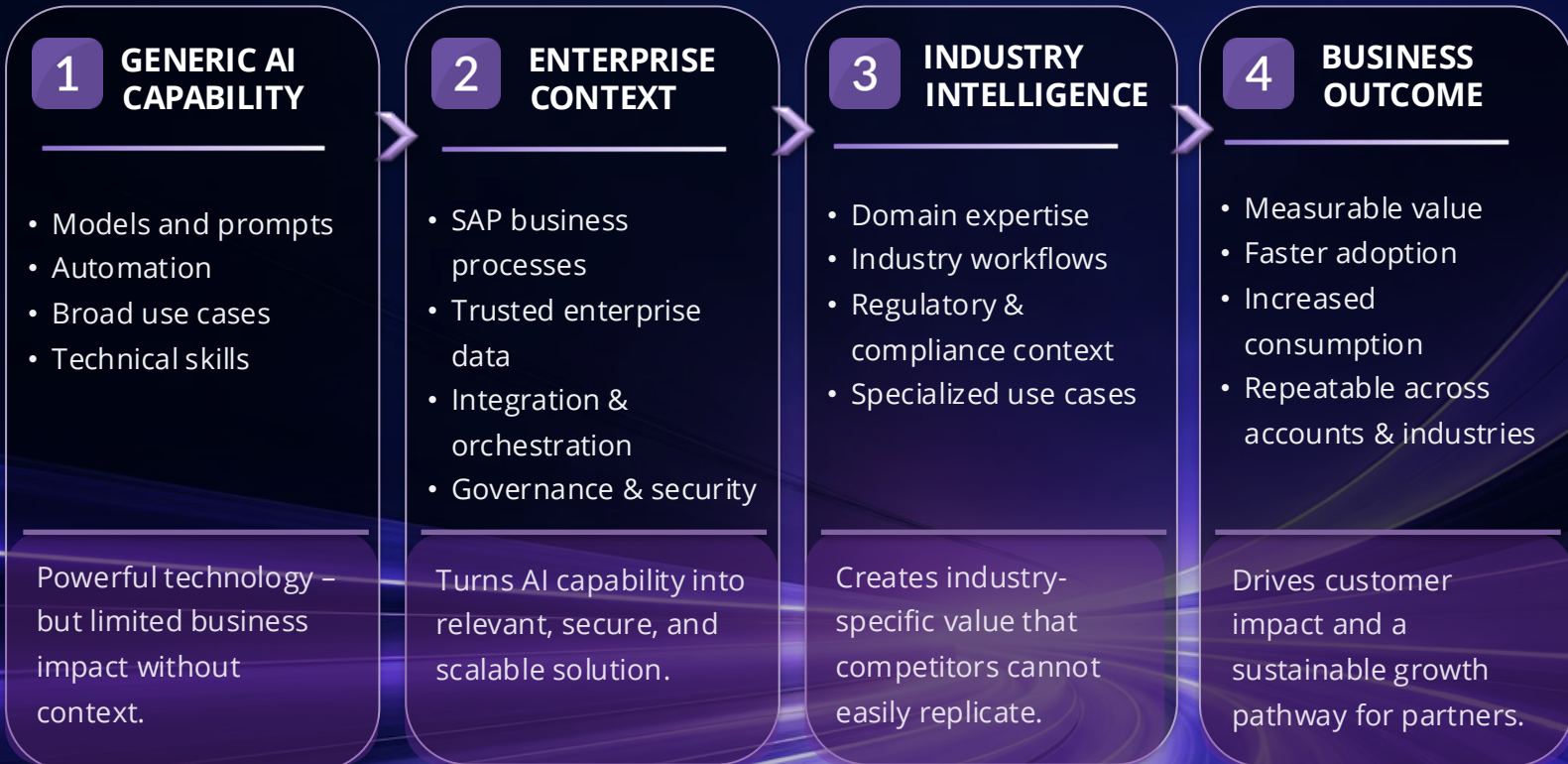
Real business impact through faster adoption, increased consumption, and repeatable growth opportunities.

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The partner opportunity is shifting from implementing AI features to helping customers **operationalize AI across business processes, data workflows, and industry-specific outcomes.**

03 FROM GENERIC AI TO INDUSTRY AI

Industry context transforms AI from a general-purpose capability into a differentiated opportunity – creating a greater value for customers and a stronger growth path for partners.



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Industry AI raises the bar for partner differentiation. The advantage shifts toward partners that can combine AI capability with SAP process knowledge, enterprise data, and deep industry expertise.

04 THE INDUSTRY AI PARTNER OPPORTUNITY

Partners can create **differentiated value** across the SAP AI opportunity -- from adopting SAP AI innovations to extending, building, and activating industry-specific solutions that drive customers adoption and consumption.

1 ADOPT

Leverage SAP AI innovations

- Integrate Joule and AI capabilities into offerings
- Enable business AI scenarios within SAP applications
- Upskill teams and achieve partner readiness

Build foundational capability and relevant with SAP.

2 EXTEND

Differentiate with industry context

- Extend SAP solutions with industry-specific data, processes, and workflows
- Integrate with SAP BTP, Datasphere, and partner solutions
- Address unique industry requirements and regulations

Turns SAP capabilities into industry relevant solutions.

3 BUILD

Create and scale industry solutions

- Build AI agents, applications, and accelerators on SAP BTP
- Solve industry-specific business problems
- Package and productize for repeatability
- Bring solutions to market through SAP PartnerEdge

Create differentiated IP and scalable offerings for industry needs.

4 ACTIVATE

Drive adoption and consumption

- Co-sell with SAP field teams
- Enable customer pilots and use case deployment
- Drive consumption, expansion, and lifecycle value
- Leverage SAP commercial program and incentives

Turn solutions into customer outcomes and revenue growth.

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The greatest partner opportunity is not just adopting SAP AI – it's **extending, building, and activating** industry-specific solutions that drive measurable customer value and sustained consumption.

05 WHAT MAKES AN INDUSTRY AI PARTNER READY?

Partners need more than AI capability. They need **a combination of industry expertise, SAP knowledge, data, and AI capability, differentiated solutions, commercial readiness, and ecosystem alignment** to be truly ready for the Industry AI opportunity.

1 INDUSTRY EXPERTISE

Know the industry,
Speak the language.

- Domain knowledge and industry workflows
- Regulatory and compliance context
- Customer relationships and credibility

2 SAP PROCESS KNOWLEDGE

Understand what runs
the business.

- End-to-end business process knowledge
- SAP application landscape
- Workflow and integration understanding
- Clean-core relevance

3 DATA + AI CAPABILITY

Turn data into value with
AI.

- Enterprise data strategy and governance
- SAP Business AI Platform and SAP BTP
- AI agents and automation
- Integration and data management

4 SOLUTION DIFFERENTIATION

Solve real problems.
Deliver measurable value.

- Industry-specific use cases
- Differentiated IP and accelerators
- Measurable business outcomes
- Repeatable and scalable offerings

5 COMMERCIAL READINESS

Go to market with scale
and focus.

- Sales, presales, and delivery capability
- Marketing and demand generation
- Customer success and support
- Capacity to drive adoption and consumption

6 SAP ECOSYSTEM READINESS

Operate and grow within
the ecosystem.

- Partner qualifications and certifications
- SAP field relevance and stakeholder alignment
- Programs, incentives, and funding readiness
- Execution discipline and proof-of-value



SAP-RELEVANT INDUSTRY AI PARTNER

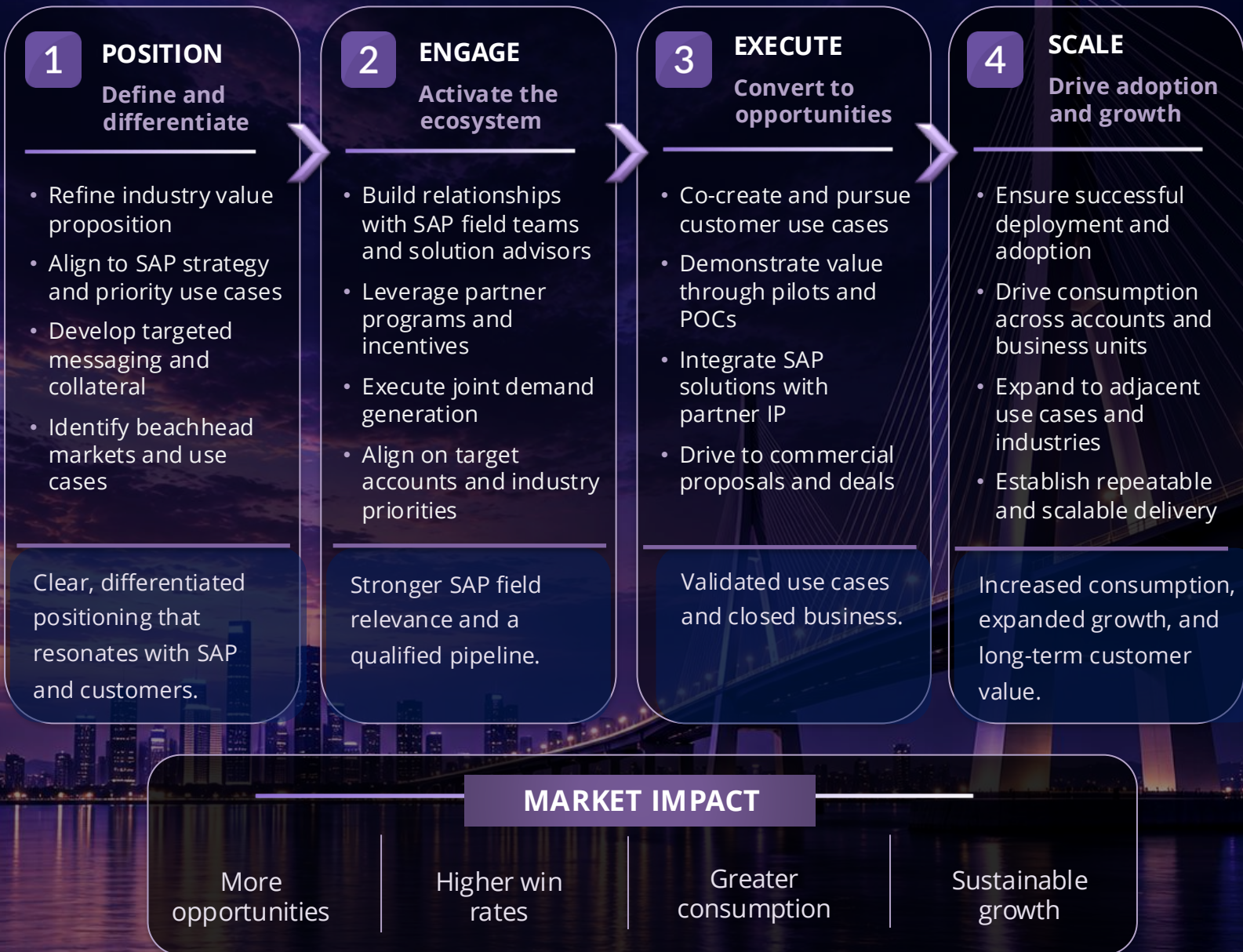
Ready to create demand, activate customer use cases, deliver outcomes, and drive adoption and consumption.

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Technical AI capability is necessary – but insufficient. Partner relevance is created when industry expertise, SAP process knowledge, data and AI capability, differentiated solutions, commercial capacity, and ecosystem readiness work together.

06 FROM READINESS TO MARKET IMPACT

A practical GTM motion helps partners **translate readiness into customer engagement, modernization opportunities, and measurable business outcomes - with SAP.**



PRISM INTELLIGENCE

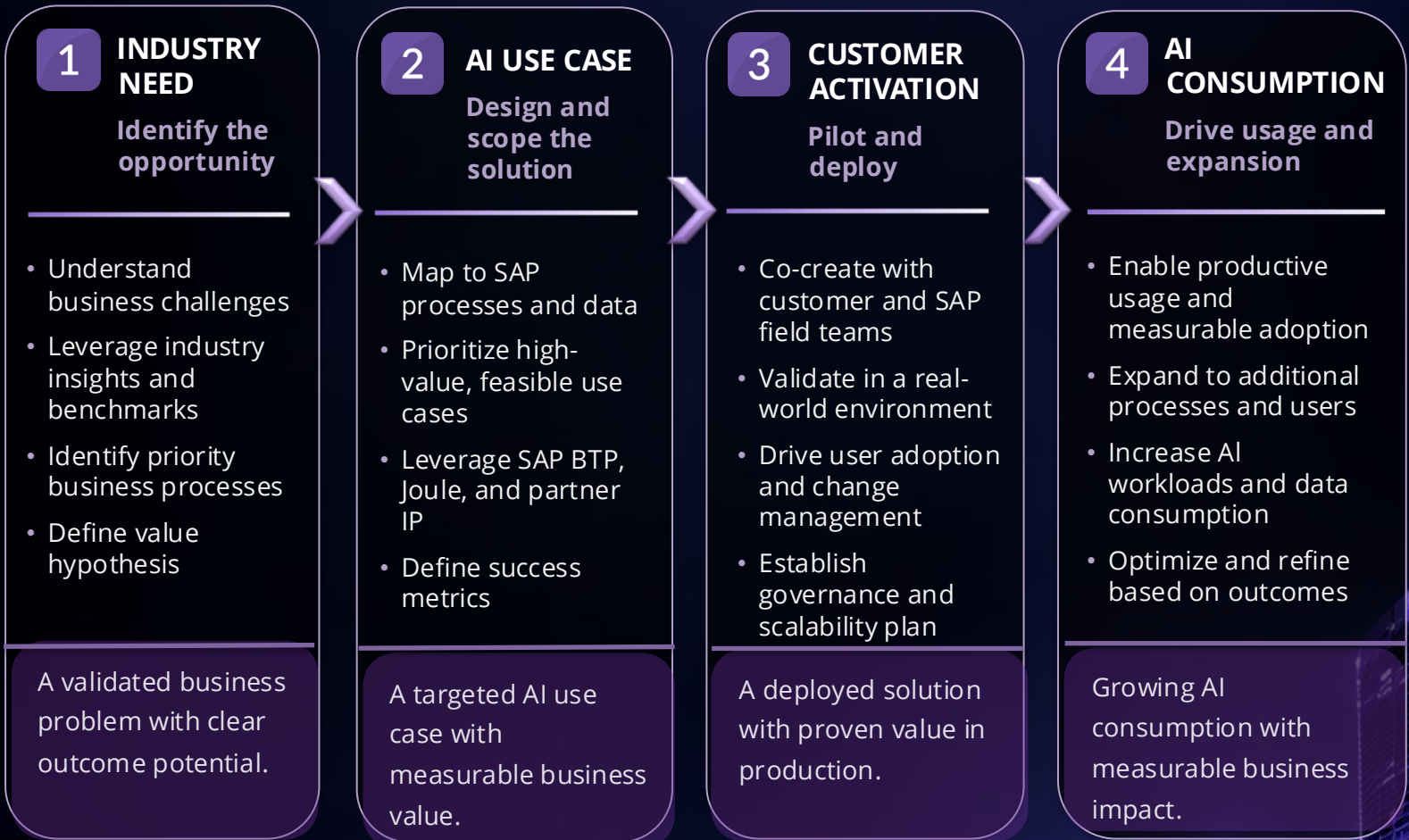
Readiness creates the opportunity. Execution creates the impact.

Partners that position clearly, engage effectively, execute with the SAP ecosystem, and scale adoption are the ones that turn Industry AI into lasting growth.

07 FROM USE CASE TO AI CONSUMPTION

Building the use case creates potential. Consumption demonstrates value.

Partners that drive real customer usage and expanding AI workloads unlock greater value for customers - and strengthen their relevance with SAP.



THE VALUE CHAIN

From problem
to solution

From pilot to
productive use

From usage to
consumption

From one
customer to many

PRISM INTELLIGENCE

Building the use case creates potential. Consumption demonstrates value.

Partners that drive real customer usage, expanding AI workloads, and measurable outcomes are the ones that unlock long-term growth with SAP.

08 FROM INNOVATION TO ECOSYSTEM VISIBILITY

Innovation gains traction when its visible, governed, and easy to activate.

SAP is making it easier for partners to showcase AI capabilities, increase discoverability, and connect innovation to customer and field engagement through a centralized ecosystem.

1

BUILD

Develop the AI innovation

- Create industry-specific solutions
- Leverage SAP BTP, Joule, and partner IP
- Align to customer needs and SAP solution areas

A differentiated AI solution with clear value.

2

PREPARE

Package for ecosystem visibility

- Document the use case and solution details
- Align to SAP content guidelines and categories
- Prepare solution, value, industry, and contact assets

A complete, market-ready submission.

3

PUBLISH

List in SAP Discovery Center

- Submit the AI use case for SAP review
- Publish in the partner catalog
- Keep content current and differentiated
- Follow SAP governance and quality

A discoverable solution in the SAP ecosystem.

4

DISCOVER

Increase visibility and reach

- Increase visibility with SAP field teams, customers, and partners
- Create pathways to co-sell and demand generation
- Leverage SAP campaigns, events, and programs

Greater exposure to the right SAP & customer audiences.

5

ACTIVATE

Drive engagement and pipeline

- Engage with SAP account teams
- Pursue co-sell opportunities
- Turn visibility into customer conversations
- Scale across accounts and industries

Pipeline & revenue growth through ecosystem activation.

ENABLED BY SAP

SAP Discovery Center

Partner AI use case catalog

Ecosystem Programs

Co-sell campaigns and events

Field Enablement

Connect with SAP sales teams

Partner Support

Tools, guidance, and resources

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Visibility turns innovation into opportunity.

Partners that publish compelling, well-documented AI use cases and actively engage through the SAP ecosystem are best positioned to scale adoption, expand across accounts, and grow with SAP.

09 FROM ECOSYSTEM VISIBILITY TO BUSINESS IMPACT

Visibility opens the door. Execution creates the value.

Showcasing your AI innovation is only the beginning. Partners that align with SAP, activate the right motions, and drive customer adoption turn visibility into tangible business outcomes.

1

POSITION

Align with SAP priorities

- Focus on strategic themes and industry priorities
- Position your solution in relevant SAP motions
- Understand target industries and accounts
- Ensure commercial and technical readiness
- Differentiate with clear value and outcomes

Relevance creates the foundation for opportunity.

2

ENABLE

Activate the ecosystem

- Leverage SAP field teams, partners, and ecosystem programs
- Participate in campaigns, events, and demand generation
- Connect with industry and customer audiences
- Access enablement, tools, and resources
- Build a compelling customer-outcome story

Ecosystem engagement turns visibility into demand.

3

EXECUTE

Drive customer adoption

- Co-create account plans with SAP
- Pursue and close co-sell opportunities
- Support customer evaluations and proof of value
- Remove adoption barriers with solutions, services, and enablement
- Drive usage, expansion, and measurable outcomes

Execution converts demand into customer and business value.

SUSTAINED OUTCOMES

Deeper SAP relevance

More customer opportunities

Expanded accounts and industries

Long-term profitable growth

PRISM INTELLIGENCE

From visibility to measurable impact.

Partners that align, engage, and execute through the SAP ecosystem turn innovation into customer value, scale across accounts and industries, and build a stronger, long-term partnership with SAP.

10 WHAT THIS MEANS FOR SAP PARTNERS

Turn insight into action. Strengthen your position in the next era of growth.

The convergence of AI, enterprise data, and a more connected SAP ecosystem creates new opportunities for partners. Success requires greater focus, ecosystem alignment, and execution discipline.

1 FOCUS ON VALUE AND DIFFERENTIATION

- Align to SAP strategic themes and industry priorities
- Build relevant, differentiated AI-powered solutions
- Address real customer business outcomes

Move from generic offerings to high-value, outcome-driven solutions.

2 ACTIVATE THE SAP ECOSYSTEM

- Publish use cases in SAP Discovery Center
- Engage with SAP field teams and industry units
- Leverage SAP programs, campaigns, and events

Increase visibility, build relationships, and create demand.

3 DRIVE ADOPTION AND CONSUMPTION

- Help customers move from pilot to productive usage
- Remove adoption barriers with services and enablement
- Measure and communicate business value

Turn innovation into customer usage and measurable outcomes.

4 SCALE ACROSS ACCOUNTS AND INDUSTRIES

- Replicate proven use cases
- Expand to adjacent industries and solution areas
- Leverage customer references and success stories

Multiply impact through repeatability and scale.

5 INVEST FOR LONG-TERM GROWTH

- Build internal AI and SAP capability
- Maintain partner requirements and readiness
- Access enablement, tools, and resources.
- Co-innovate with SAP and ISVs

Be a trusted, strategic partner for the Autonomous Enterprise.

PRISM INTELLIGENCE

Partners who act now will be best positioned for what's next.

Partners that align, activate, and execute through the SAP ecosystem can accelerate customer value, expand their market reach, and build a stronger, more resilient business for the AI era.