PRISM

Partner-Ready Intelligence for SAP Modernization ™

PRISM INDUSTRY AI INTELLIGENCE

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.



INDUSTRY INSIGHTS

ECOSYSTEM INTELLIGENCE

EXECUTION IMPACT

SEPTEMBER 2026

INTELLIGENCE BRIEF # 01

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01 EXECUTIVE INTELLIGENCE SUMMARY

SAP is advancing toward the Autonomous Enterprise — where business and industry context, trusted data, governed AI, process knowledge, customer adoption, and consumption increasingly 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, Business Data Cloud, business context, integration, governance, and agentic AI through SAP Business AI Platform to create solutions that operate reliably inside customer workflows.

3 PARTNER READINESS

Technical capability is only part of readiness.

SAP's evolving AI competency requirements reinforce the need for partners to combine industry expertise, certified capabilities, commercial readiness, SAP field alignment, and the ability to deliver measurable customer outcomes.

4 ADOPTION + CONSUMPTION

Deployment is not the finish line.

SAP is increasingly investing in partner-led AI adoption and consumption—creating a path from use case to deployment, adoption, measurable usage, and repeatable growth.

POINT OF VIEW

The emerging advantage belongs to partners that can turn SAP AI capability into **an industry-specific, commercially executable customer motion** – from use case through adoption, consumption, and measurable business value.

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02 SAP AI STRATEGIC DIRECTION

SAP is advancing from 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 adaptive, intelligent enterprise where AI operates across business processes with trusted context and governance.
2	**BUSINESS AI PLATFORM** **Build + Contextualize + Govern**	A unified foundation connecting SAP applications, business context, data, AI, and governance to orchestrate end-to-end business processes.
3	**JOULE + AGENTS** **AI embedded into roles, processes and workflows**	AI assistants and agents embedded in roles, processes, and workflows to 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, commercial reach, 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.**

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03 FROM GENERIC AI TO INDUSTRY AI

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

1 GENERIC AI CAPABILITY

- Models and prompts
- Automation
- Broad use cases
- Technical skills

Powerful technology – but limited business impact without context.

2 ENTERPRISE CONTEXT

- SAP business processes
- Trusted, contextualized data
- Integration & orchestration
- Governance & security

Turns AI capability into relevant, secure, and scalable enterprise solutions.

3 INDUSTRY INTELLIGENCE

- Domain expertise
- Industry workflows
- Regulatory & compliance context
- Specialized use cases

Combines industry expertise and customer co-innovation to create differentiated, scalable solutions.

4 BUSINESS OUTCOME

- Measurable value
- Faster adoption
- Increased consumption
- Repeatable across customers & use cases

Drives customer impact and a sustainable growth pathway 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.

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04 THE INDUSTRY AI PARTNER OPPORTUNITY

Partners can create differentiated value across the SAP Business AI opportunity -- from adopting SAP AI innovations to extending, building, and activating industry-specific solutions that drive customer 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 relevance with SAP.

2 EXTEND

Differentiate with industry context

- Extend SAP solutions with industry-specific data, processes, and workflows
- Integrate with SAP Business AI Platform, data, 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 Business AI Platform
- Solve industry-specific business problems
- Package, validate, 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
- Activate customer use cases and deployment
- Drive consumption, expansion, and lifecycle value
- Leverage SAP investments, adoption, and commercial programs

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.

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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
- Process context and integration
- Clean-core relevance

3 DATA + AI CAPABILITY

Turn data into value with AI.

- Business Data Cloud & governance
- Business AI Platform capabilities
- AI agents & orchestration
- Integration & 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
- Demand generation and opportunity conversion
- Customer success and support
- Capacity to drive adoption and consumption

6 SAP ECOSYSTEM READINESS

Operate and grow within the ecosystem.

- SAP competencies, specializations & certifications
- SAP field relevance and stakeholder alignment
- Partner program eligibility and compliance
- 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 increasingly depends on industry expertise, SAP process knowledge, governed data and AI capabilities, commercial readiness, and alignment with SAP's evolving competency requirements.

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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.

1 POSITION
Define and differentiate

- Refine industry value proposition
- Align to SAP strategy and priority use cases
- Develop targeted messaging and collateral
- Identify beachhead markets and use cases

Clear, differentiated positioning that resonates with SAP and customers.

2 ENGAGE
Activate the ecosystem

- Build relationships with SAP field teams and solution advisors
- Leverage SAP programs, investments, and incentives
- Execute joint demand generation
- Align on target accounts and industry priorities

Stronger SAP field relevance and a qualified pipeline.

3 EXECUTE
Convert to opportunities

- Co-create and pursue customer use cases
- Demonstrate value through pilots and POCs
- Integrate SAP capabilities with partner IP
- Drive to commercial proposals and deals

Validated use cases and closed business.

4 SCALE
Drive adoption and growth

- Ensure successful deployment , adoption, and value realization
- Drive consumption across accounts and business units
- Expand to adjacent use cases and industries
- Establish repeatable and scalable delivery

Increased consumption, expanded growth, and long-term customer value.

MARKET IMPACT

More opportunities	Higher win rates	Greater consumption	Sustainable growth

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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.

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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.

1 INDUSTRY NEED

Identify the opportunity

- Understand business challenges
- Leverage industry insights and benchmarks
- Identify priority business processes
- Define value hypothesis

A validated business problem with clear outcome potential.

2 AI USE CASE

Design and scope the solution

- Map to SAP processes and data
- Prioritize high-value, scalable use cases
- Leverage SAP Business AI Platform, Joule, and partner IP
- Define success metrics

A targeted AI use case with measurable business value.

3 CUSTOMER ACTIVATION

Deploy and adopt

- Co-create with customer and SAP field teams
- Validate in a real-world environment
- Drive user adoption and change management
- Establish governance and scalability plan

A deployed solution with proven value in production.

4 AI CONSUMPTION

Drive usage and expansion

- Drive productive AI usage and adoption
- Measure business outcomes and value realization
- Expand across processes, users, and workloads
- Optimize consumption based on results

Growing AI consumption with measurable business impact.

THE VALUE CHAIN

From problem to solution	From deployment to productive use	From usage to consumption	From one customer to many

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Building the use case creates potential. Productive consumption demonstrates value.
Partners that move AI solutions into production, measure business outcomes, and expand adoption across customer workflows create stronger opportunities for sustainable growth with SAP.

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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 Business AI Platform, 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 customer-facing assets

A complete, market-ready submission.

3 PUBLISH

Publish in SAP Discovery Center

- Submit the AI use case for SAP review
- Publish through relevant SAP partner channels
- Keep content current and differentiated
- Follow SAP
- governance and quality

A discoverable solution in the SAP ecosystem.

4 DISCOVER

Increase visibility and reach

- Increase discoverability through SAP Discovery Center
- Align solutions with AI-assisted discovery and blueprinting
- Connect visibility to SAP field and customer opportunities

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	Ecosystem Programs	Field Enablement	Partner Support
Partner agentic AI use case catalog	Co-sell campaigns and events	Connect with SAP sales teams	Tools, guidance, and resources

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Visibility creates opportunity. Commercial readiness drives impact.

Partners that present differentiated, well-documented Industry AI solutions and align with SAP's evolving discovery capabilities can strengthen field engagement, customer adoption, and growth opportunities.

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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 ecosystem 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, partner programs, and investments
- 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 validation 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

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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.

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10 WHAT THIS MEANS FOR SAP PARTNERS

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

The convergence of Business AI, trusted 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, investments, campaigns, and events

Increase visibility, build relationships, and create demand.

3 DRIVE ADOPTION AND CONSUMPTION

- Help customers move from deployment 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 SAP Business AI competencies and specializations
- Align capabilities with evolving SAP PartnerEdge requirements
- Invest in industry expertise and scalable AI solutions

Be a trusted, strategic partner for the Autonomous Enterprise.

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Partners that turn readiness into execution will be better positioned for what's next.
As SAP raises expectations for AI competency, industry expertise, and measurable customer outcomes, partners must align their investments with ecosystem requirements and translate AI capabilities into sustainable commercial growth.

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