PRISM

Partner-Ready Intelligence for SAP Modernization ™

EXPERIENCE. ACCESS. EXECUTION.
ALIGN. ENGAGE. ACCELERATE.

PRISM INDUSTRY AI INTELLIGENCE

From AI Opportunity to Productive Consumption

What SAP partners need to turn Industry AI use cases into sustained customer value and growth



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01 THE EXECUTION CHALLENGE

AI Opportunity is Expanding. Productive Usage is the Real Test.

Industry AI is creating new opportunities for partners to apply AI to industry-specific business problems and processes. Identifying a compelling use case is only the beginning. The greater challenge is moving that opportunity into productive customer use — where AI is embedded in the business process and begins creating measurable value.



The opportunity creates interest. Productive usage creates impact.

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The number of potential AI use cases is growing rapidly.

Partner differentiation will increasingly come from **identifying the right opportunities, grounding them in business processes and data context, and carrying them through to productive customer value**.

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02 START WITH THE INDUSTRY PROBLEM

Industry Challenges Create the Real AI Opportunity.

Industry AI gains traction when it solves real operational problems within specific industries. Partners that combine deep industry expertise, SAP process knowledge, and customer collaboration are better positioned to identify high-value use cases and translate them into measurable business outcomes.



Same technology.
Different industries.
Different problems.
Real opportunities.

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The strongest Industry AI opportunities emerge from clearly defined business problems, deep process understanding, and customer collaboration.

Partners that align early with SAP industry and field teams can accelerate validation, adoption, and repeatable value.

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03 ESTABLISH THE SAP + DATA CONTEXT

AI Creates Value When it Connects to the Business Process.

A relevant Industry AI use case requires more than a defined business problem. Partners must connect SAP business processes, trusted enterprise data, and business context to identify where Joule and AI agents can improve decisions, automate actions, and deliver measurable outcomes.



INDUSTRY PROCESS

Value Chain | Use Cases | Pain Points

Where does the business process live?



SAP APPLICATIONS + PROCESSES

Cloud ERP | Industry Solution | Business Processes

How do SAP applications and processes support the industry process?



SAP + ENTERPRISE DATA

Business Data Cloud | Trusted Data | Business Context | Governance

What SAP and enterprise data provides the context?



AI + AGENTS

Joule | AI Services | Partner Agents | Orchestration | Guardrails

Where can AI meaningfully augment the process?



BUSINESS ACTIONS + OUTCOMES

Better Decision | Greater Efficiency | Improved Experiences | Measurable Value

What business action or outcome changes?

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AI becomes commercially relevant when **it is grounded in business process and trusted data** — and connected to an outcome the customer values.

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04 QUALIFY THE AI USE CASE

Not Every AI Opportunity Should Move Forward.

Once the industry problem, SAP process, and data context are understood, partners need to determine whether the use case is valuable, feasible, differentiated, and capable of reaching productive use.

BUSINESS VALUE

- Meaningful outcomes
- Clear ROI potential
- Strategic alignment

DATA + AI FEASIBILITY

- Required data exists
- Data quality & access
- AI / agent capability is achievable

SAP RELEVANCE

- Strengthens SAP process
- Uses SAP data or services
- Extends SAP capabilities

PATH TO PRODUCTION

- Clear path beyond proof of concept
- Governance & security
- Scalable and repeatable



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The strongest AI opportunities sit at the intersection of customer value, technical feasibility, SAP relevance, and a credible path to productive use.

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05 VALIDATE AND BRING TO LIFE

From Qualified Use Case to Real Business Impact.

Turn qualified Industry AI use cases into measurable business outcomes through customer co-innovation, SAP-aligned solution design, governed AI execution, and a clear path to productive use.

01 VALIDATE WITH CUSTOMERS

- Confirm business value with customer stakeholders
- Align on success metrics and scope
- Engage SAP teams for guidance and support

02 DESIGN THE SOLUTION

- Define solution architecture
- Leverage SAP processes, data, AI services, and agents
- Establish governance, security, and responsible AI

03 BUILD & TEST

- Develop and test with trusted business data
- Iterate with customer and SAP
- Validate performance, accuracy, and business outcomes

04 DEPLOY & SCALE

- Deploy into production workflows
- Drive user adoption and change enablement
- Measure operational outcomes and value realization
- Expand successful use cases across the business



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Execution discipline, customer co-creation, and tight SAP alignment turn AI from potential into measurable business impact.

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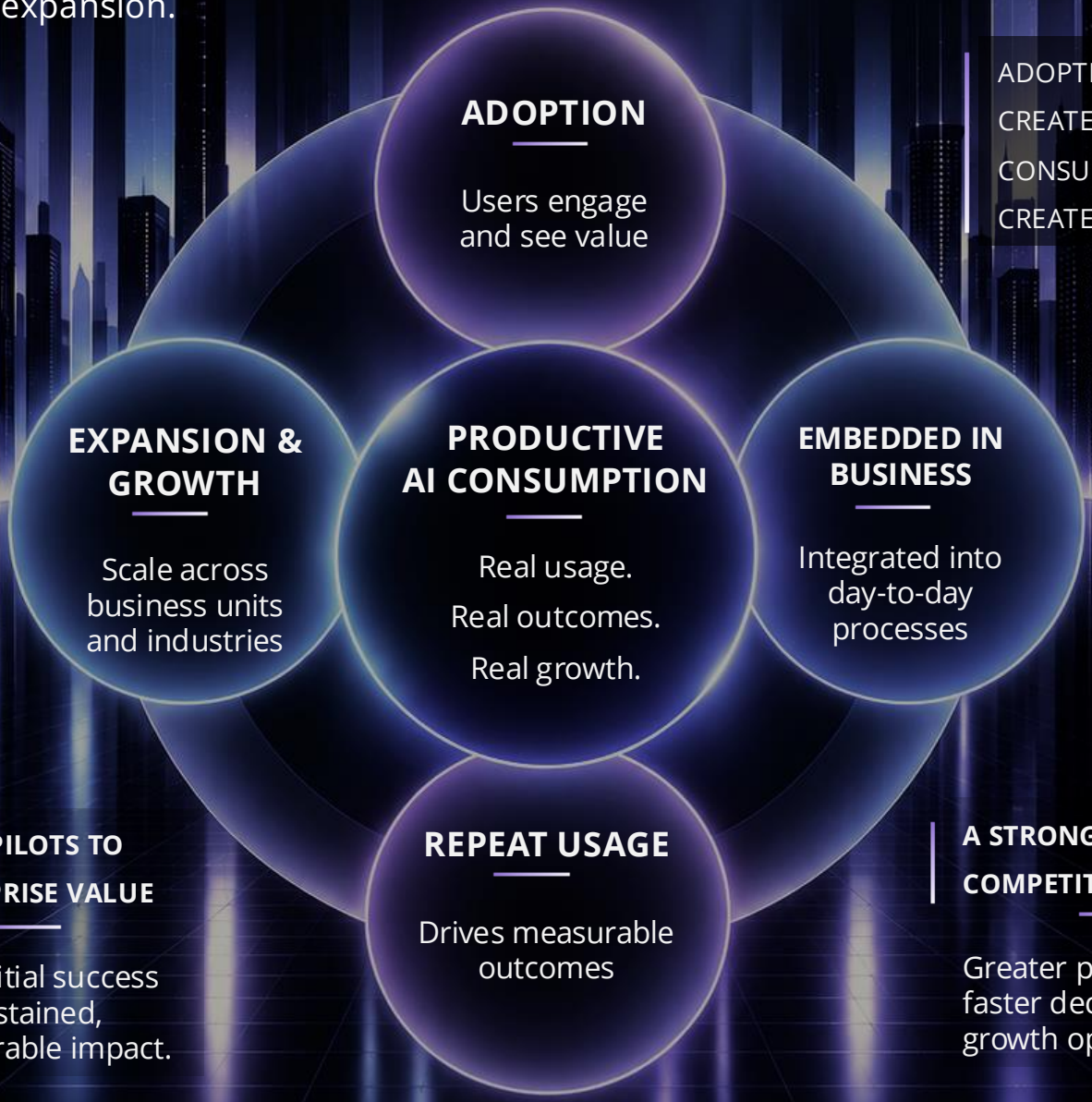
06 FROM ADOPTION TO CONSUMPTION

Productive Use is What Turns AI into Growth.

Move beyond pilots and one-off deployments. Drive sustained, scalable AI consumption by embedding AI and agents into real business processes, with measurable value and a path to expansion.



ADOPTION CREATES **TRACTION.**
CONSUMPTION CREATES **VALUE.**

FROM PILOTS TO ENTERPRISE VALUE

Turn initial success into sustained, measurable impact.

A STRONGER MORE COMPETITIVE BUSINESS

Greater productivity, faster decisions, and new growth opportunities.

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Sustained AI consumption comes from business integration, continuous usage, and measurable outcomes — not just successful deployment.

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