PRISM

Partner-Ready Intelligence for SAP Modernization™

INDUSTRY AI INTELLIGENCE

Industry AI Partner Readiness Assessment™



Assessing partner readiness to turn Industry AI opportunity into SAP relevance, customer adoption, consumption, and growth

ALIGN STRATEGY

ENGAGE ECOSYSTEM

ACCELERATE GROWTH

OCTOBER 2026

EXPERIENCE. ACCESS. EXECUTION.

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01 WHY READINESS MATTERS

AI capability alone does not create market impact.

SAP is advancing embedded and agentic AI, industry-specific solutions, and trusted business data—creating opportunities for partners that can drive adoption, productive consumption, and measurable customer outcomes.

For partners, success requires more than building an AI use case. It requires connecting industry need, SAP process knowledge, contextualized data, agentic capability, differentiated solutions, commercial readiness, and SAP ecosystem activation.

PRISM INTELLIEGENCE

Industry AI readiness is not defined by whether a partner can build AI. It is defined by whether the partner can turn AI capability into **an industry-relevant, SAP-contextualized, commercially executable** customer motion.

THE OPPORTUNITY IS REAL - AND SO ARE THE CHALLENGES

LARGE MARKET OPPORTUNITY

Industry AI is a key growth priority for SAP and its ecosystem, with increasing demand for industry-specific solutions and outcomes.

EXECUTION GAP

Many partners have strong technical AI capability but lack the commercial, industry, or ecosystem readiness to drive adoption at scale.

CUSTOMER EXPECTATIONS

Customers are looking for industry expertise, proven outcomes, and trusted partners who can help them accelerate business value with AI and SAP.

SAP ECOSYSTEM PRIORITIES

SAP is prioritizing embedded and agentic AI, industry relevance, adoption and consumption, and partners that can extend SAP capabilities into measurable customer impact.

PARTNER READINESS TURNS **OPPORTUNITY INTO IMPACT.**

02 THE READINESS FRAMEWORK

Six Dimensions.
Greater Impact.

Partner readiness for Industry AI requires more than technology.

It takes a connected set of capabilities that align to SAP's strategy, address industry needs, and drive customer outcomes at scale.



FROM READINESS TO RESULTS

Customer Adoption → Productive Usage → AI Consumption → Growth

03 DIMENSION DETAILS

Dimensions 01 and 02. Building the foundations for Industry AI Success.

Industry expertise and SAP process knowledge establish relevance, credibility, and a clear path to industry outcomes.

01

INDUSTRY EXPERTISE

Deep industry knowledge to solve real business problems.

- Priority industries
- Industry problems & processes
- Customer/domain evidence

02

SAP PROCESS KNOWLEDGE

Deep SAP process knowledge to connect AI to business outcomes.

- SAP business processes
- Application knowledge
- AI + SAP modernization relevance

KEY READINESS QUESTIONS

01 INDUSTRY EXPERTISE

- Are our target industries clearly defined?
- Do we understand the key business problems and processes?
- Do we have referenceable customer evidence in the industry?

02 SAP PROCESS KNOWLEDGE

- Do we have deep knowledge of relevant SAP business processes?
- Can we connect SAP processes, data, and AI capabilities to industry needs?
- Are we positioned for Cloud ERP, modernization and Industry AI motions?

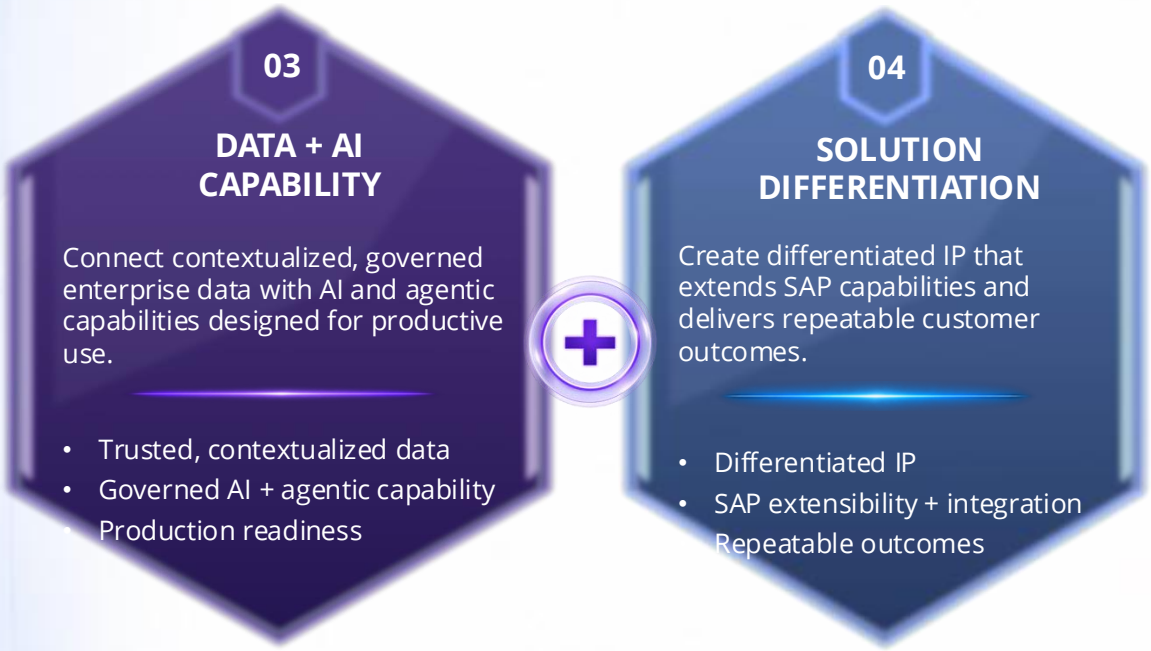
TOGETHER, THESE TWO DIMENSIONS

Create the context for differentiated solutions and measurable customer outcomes.

03 DIMENSION DETAILS

Dimensions 03 and 04. Turning AI capability into Differentiated Solutions.

Data + AI capability and solution differentiation turn technical capability into SAP-relevant solutions designed for productive customer use.



KEY READINESS QUESTIONS

03 DATA + AI CAPABILITY

- Can we connect SAP Business Data Cloud and governed enterprise data to provide the business context required for Industry AI and Joule agents?
- Do we have the AI and agentic capabilities needed to execute reliably within customer workflows?
- Is the solution ready to move from prototype to productive customer use?

04 SOLUTION DIFFERENTIATION

- Is our solution clearly differentiated from SAP capabilities and competing alternatives?
- Does our IP extend SAP capabilities, support clean-core principles, and deliver differentiated industry value?
- Can we demonstrate a repeatable solution with measurable customer outcomes?

TOGETHER, THESE TWO DIMENSIONS

Turn AI capability into differentiated, SAP-extensible solutions ready for productive customer use.

03 DIMENSION DETAILS

Dimensions 05 and 06. Taking the solution to market and Activating the SAP ecosystem.

Commercial readiness and SAP ecosystem alignment turn a differentiated solution into a credible market motion that SAP teams and customers can activate.

05 COMMERCIAL READINESS

Turn the solution into a clear, compelling offer that customers understand and sales teams can activate.

- Defined offering
- Buyer value proposition
- Sales + activation readiness

06 SAP ECOSYSTEM READINESS

Align the solution to SAP priorities and make it relevant and visible to the teams that can help activate it.

- SAP strategic alignment
- SAP field relevance + readiness
- Competency + compliance readiness

KEY READINESS QUESTIONS

05 COMMERCIAL READINESS

- Is our offering clearly defined and easy for customers and sellers to understand?
- Can we articulate the buyer value proposition and measurable business outcome?
- Are our sales assets, proof points, and activation motion ready to support customer conversations?

06 SAP ECOSYSTEM READINESS

- Is our solution clearly aligned to SAP's strategic, Industry AI, and business process priorities?
- Do the right SAP stakeholders and field teams understand where and how we add value?
- Do we meet the applicable SAP competency, certification, and partner program requirements to support ecosystem visibility and customer activation?

TOGETHER, THESE TWO DIMENSIONS

Turn solution readiness into SAP ecosystem activation and commercial opportunity.

04 FROM READINESS TO RESULTS

Readiness Creates the Foundation. Execution Creates the Impact.

Industry AI readiness creates value when partners turn capability into customer adoption, productive usage, measurable AI consumption, and scalable growth.

CUSTOMER ADOPTION

Customer activates the AI use case and begins adopting it within business workflows.

PRODUCTIVE USAGE

AI moves from pilot or experimentation into productive business processes.

AI CONSUMPTION

Ongoing productive use drives measurable SAP AI consumption.

GROWTH

Successful outcomes create expansion, repeatability, and new opportunities.

BUILT ON THE SIX DIMENSIONS OF INDUSTRY AI PARTNER READINESS

01 INDUSTRY EXPERTISE

02 SAP PROCESS KNOWLEDGE

03 DATA + AI CAPABILITY

04 SOLUTION DIFFERENTIA-TION

05 COMMERCIAL READINESS

06 SAP ECOSYSTEM READINESS

PRISM INTELLIGENCE

Sustained AI consumption depends on **successful adoption and productive usage**—not simply AI availability.

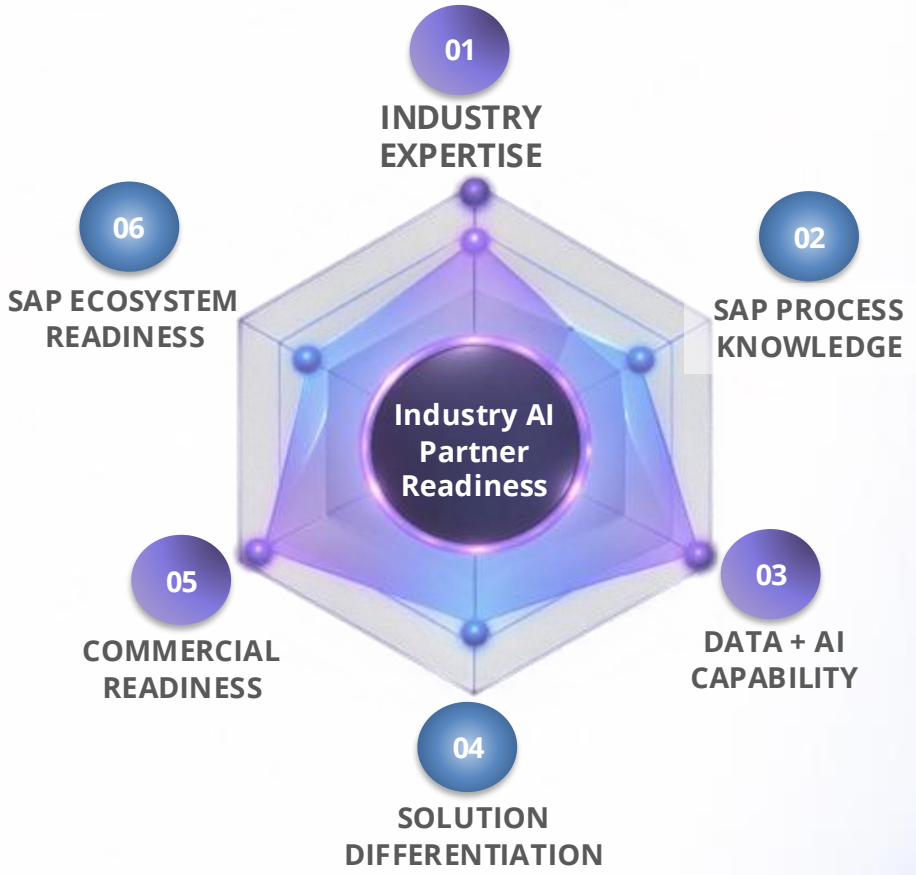
THE BOTTOM LINE

The objective is not AI capability alone.
It is measurable customer value that sustains consumption and growth.

05 READINESS PROFILE

Know Where You're Ready.
Know Where to Focus.

The six dimensions create a practical view of Industry AI partner readiness—showing where capabilities are strong, where gaps may limit execution, and where focused action can improve market impact.



STRENGTHS
Capabilities already supporting differentiation and execution.

GAPS
Readiness issues that may slow adoption, activation, or scale.

PRIORITIES
Capabilities requiring focused action to improve market readiness.

PRISM INTELLIGENCE

The objective is not AI capability alone. It is measurable **customer value that sustains adoption, consumption, and growth.**

ASSESS → PRIORITIZE → ACTIVATE

Turn readiness insight into a focused action plan for SAP ecosystem and market execution.

06 FROM READINESS TO ACTION

Turn Readiness Priorities into Focused Market Action.

The assessment creates a focused action path based on the capabilities that matter most to the partner's Industry AI opportunity and growth motion.

ALIGN

Focus the Growth Motion

Translate assessment findings into clear priorities for positioning, differentiation, and market readiness.

ENGAGE

Activate the Ecosystem

Align the right SAP stakeholders, field teams, and customer opportunities around prioritized Industry AI growth motions.

ACCELERATE

Build Market Momentum

Turn alignment and engagement into customer activation, productive usage, consumption, and scalable growth.

The assessment identifies where to focus.
The PRISM Partner Growth System ™ turns those priorities into action.

PRISM INTELLIGENCE

Not all readiness gaps carry equal business impact.
Prioritize the gaps that most constrain the partner's growth motion.

07 WHAT COMES NEXT

Industry AI Readiness is the Starting Point. Market Impact is the Goal.

The opportunity for SAP partners is not simply to build AI capability. It is to connect industry expertise, SAP process knowledge, contextualized and governed data, differentiated solutions, commercial readiness, and ecosystem execution to create measurable customer value.

The partners positioned to lead in Industry AI will be those that can turn readiness into **customer adoption, productive usage, consumption, and sustainable growth.**

PRISM helps SAP-aligned partners understand where they are ready, where to focus, and how to move forward.

Ready to assess your Industry AI partner readiness?
Start the conversation.



Michelle Huang

Founder & CEO | PRISM Partner Advisors Inc.
Former SAP Global VP • 27 Years at SAP

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INFO@prism.us.org

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