Positioning SAP Business AI Solutions as part of SAP Business Suite

Course Description

This course equips learners with the knowledge and skills to effectively position SAP Business AI as part of digital transformation initiatives. Participants will explore SAP's AI strategy, the Business AI value story, and its differentiators, while learning how to tailor AI messaging for different roles. The course also covers Joule and Joule Agents, SAP AI Foundation, deployment models, and ethical considerations. Practical exercises and demos reinforce real-world application, preparing learners for certification as an **SAP Certified Associate – Positioning SAP Business AI Solutions as part of SAP Business Suite**.

Audience Profile

- Sales professionals presenting SAP AI to customers
- Presales consultants demonstrating AI use cases
- SAP Rookies beginning their AI journey
- Consultants implementing AI-enabled solutions
- Customer Success Managers ensuring adoption and business value

Prerequisites

- Completion of *Discovering SAP* (introductory module)
- Basic understanding of SAP ecosystem and business processes

Course Objectives

By the end of this course, learners will be able to:

1. Explain SAP's Business AI strategy and ethical foundation.
2. Describe the SAP Business AI value story and Flywheel.

3. Tailor AI messaging for sales, presales, consultants, and CSM roles.

4. Understand Joule Agents and their role in SAP's ecosystem.

5. Demonstrate how Business AI automates processes and enhances decision-making.

6. Apply AI to practical scenarios such as customer returns management.

7. Prepare for and achieve certification as an SAP Certified Associate in Positioning SAP Business AI.

Table of Contents (TOC)

Module 1: Discovering SAP Business AI

- Understanding AI Landscape & Evolution

- Exploring the SAP Business AI Value Story

- Addressing Business Challenges with the SAP Flywheel

- Understanding the SAP Business AI Portfolio

- Quizzes & Optional Live Sessions: Agentic AI, SAP AI Strategy, Business AI Updates

---

Module 2: Positioning SAP Business AI

- SAP Business AI Differentiators

- Adapting Messaging for Sales, Presales, Consultants, and CSMs

- Deployment Options: Out-of-the-box vs Custom

- RISE vs Non-RISE Scenarios

- SAP AI Ethics, Privacy, and Responsible AI

Module 3: Boosting AI-driven Business Transformation with Joule Agents

- Role of Agentic AI in Business Transformation

- Enabling AI Agents through SAP's Ecosystem

- Showcasing Joule Agents: Workflow Automation & Decision Support

Module 4: Practical Exercise – Customer Return Management

- AI-powered Return Management in S/4HANA Cloud

- Dynamic Recommendation Model

- Boosting Efficiency & Customer Satisfaction

Module 5: Certification Preparation

- SAP Business AI Value Story Review

- Ethics, Privacy, and Compliance Review

- Hands-on Test:

    o Create a Value Story Video **or**

    o Demonstrate SAP System Expertise