Macro trends: Artificial Intelligence

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Top enterprise AI scenarios

- Sales Order Processing
- E-Commerce Hyperpersonalization
- Learning Recommendations
- Chat Optimization for Ticket Handling
- Purchase Order Processing
- Service Request Handling
- Service Ticket Automation
- Receivables Line-Item Matching
- Tax Compliance Issue Processing
- Online Patient Experience
- Intelligent Finance Invoice Processing with an RPA Bot
- Vendor Invoice Inquiry Automation
- Employee Purchase Inquiry Automation
- Accounts Payable Invoice Extraction
- Intelligent Lead Capturing from Business Cards
- Automatic Prediction of Missing Master Data Fields for New Product Introduction
- HR Admission and Onboarding Process
- Intelligent Screening of Resumes
- Digital Assistant for HR Tasks
The SAP Global AI Ethics Policy defines a group-wide minimum ethical standard for the development, deployment, use, or sale of SAP’s AI systems. It defines requirements for SAP’s business processes that involve AI and assigns clear responsibilities.
AI Ethics Guiding Principles
Dynamic foundation for continuous engagement with the ethical and socioeconomic challenges of AI

1. We are driven by our values.
2. We design for people.
3. We enable business beyond bias.
4. We strive for transparency and integrity in all that we do.
5. We uphold quality and safety standards.
6. We place data protection and privacy at our core.
7. We engage with the wider societal challenges of AI.

Internal AI ethics steering committee
Senior leaders responsible for developing, enforcing, and operationalizing the guiding principles for AI

External AI ethics advisory panel
Experts from industry, academia, and public policy who advise SAP on the development and operationalization of guiding principles for AI

Stakeholder engagement
Engagement and commitment of stakeholders in different committees, advisory boards, trade bodies, and expert groups
AI Ethics Policy

FRAMEWORK

Human Agency and Oversight  |  Addressing Bias and Discrimination  |  Transparency and Explainability  |  Civic Society

GOVERNANCE PROCESS

Initiator  |  AI Ethics Office  |  AI Ethics Steering Committee  |  Sustainability Council*

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Industry-driven research and innovation community with more than 230 members all over Europe. And growing!!
BDVA and Trustworthy AI

- **Data-driven AI for European Economic Competitiveness and Social progress** (BDVA position statement): Nov 2018
- BDVA joins the high level expert group on AI
- **AI PPP vision paper** (March 2019) and 3 versions of the **Strategic Research, Innovation and Deployment Agenda** of the AI Partnership. Latest version **September 2020 → AI Framework.** Promoter and Founding member of the **AI, Data and Robotics Partnership**
- **Task Force on “Trustworthiness of Industrial AI”:**
  - Response to the **AI regulation**
  - **Engineering and Standardisation framework** (France/German initiative + BDVA))
  - **Link Data Spaces with Industrial and Trustworthy AI**
  - **Tools** for adoption (in progress...)
  - Collaboration with AI national initiatives
  - **Regular organisation of workshops** with members and projects
- Liaisons with Standardisation bodies (CEN-CENELEC, ETSI, ISO/IEC JTC1 SC42)
Thank you!

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