

# IOTWeek

Dublin — June 20-23, 2022

## Macro trends: Artificial Intelligence

**Laure Le Bars**

SAP - Research project Director

QuIC - President

DAIRO – Vice-President

**GLOBAL VISION:**

**IoT TODAY AND BEYOND**

**IoTForum**



**IoTWeek**

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# Artificial Intelligence Ethics @SAP

# Top enterprise AI scenarios

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Sales Order Processing



E-Commerce  
Hyperpersonalization

Zoom out



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



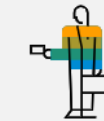
Vendor Invoice Inquiry  
Automation



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

# Ethical AI at SAP



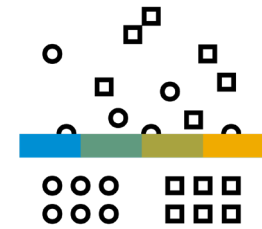
**The SAP Global AI Ethics Policy** defines a group-wide minimum ethical standard for the development, deployment, use, or sale of SAP's AI systems. It defines requirements for SAP's business processes that involve AI and assigns clear responsibilities.



**Control and Security  
Concerns of AI**



**Data Security and  
Data Privacy Concerns**



**Danger of Discrimination  
and Bias**

# 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



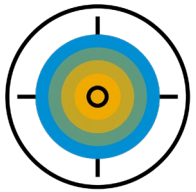
## Stakeholder engagement

Engagement and commitment of stakeholders in different committees, advisory boards, trade bodies, and expert groups



# AI Ethics Policy

## FRAMEWORK



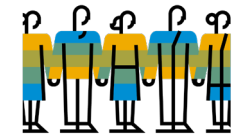
Human Agency and Oversight



Addressing Bias and Discrimination



Transparency and Explainability



Civic Society

## GOVERNANCE PROCESS

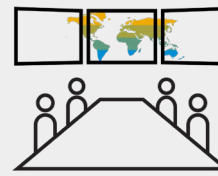
Initiator



AI Ethics Office



AI Ethics Steering Committee



Sustainability Council\*





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**BDVA/DAIRO**

Trustworthy AI

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

## Data Strategy



## AI Strategy



## Digital Transformation



## European Ecosystem



## Network of Collaborations

### Big Data Value cPPP



### AI, Data and Robotics Partnership



### EuroHPC JU



### Data Spaces Business Alliance (DSBA)





# 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)



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# Thank you!

Find more:

[www.sap.com](http://www.sap.com)

[www.bdva.eu](http://www.bdva.eu)

[iotweek.org](http://iotweek.org)