

# Accelerating enterprise transformation with **SAP Business AI**



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01

## Introduction





# 65%

of organizations are  
implementing GenAI  
in 2024

Source - McKinsey

**G**enAI has opened a new frontier for enterprise productivity and efficiency. What began as an experimental technology with immense potential has quickly evolved into a strategic imperative for enterprises globally as we head into 2025.

Market research highlights the growing confidence in GenAI's potential and the value it is set to deliver in the coming years. The numbers speak for themselves. **According to Forrester, current GenAI applications can potentially improve organizational productivity and problem-solving capabilities by 50%.** This isn't a small incremental change but a transformative shift for enterprises. **IDC predicts that by 2027 GenAI-based assistants will become the default interface for 25% of enterprise software interactions,** signaling a fundamental change in how organizations build technologies and manage businesses.

As AI-driven applications and processes continue to gain momentum, one important question arises: What trends are driving this transformation?

## 1.1

# Forces driving enterprise AI adoption

The rapid adoption of GenAI in enterprise environments isn't happening in isolation. It is driven by the need to enable new capabilities and outcomes (enterprise scale transformation) and compelling business requirements that directly influence competitive advantage, operational

efficiency and market positioning. Understanding these driving forces is essential for organizations looking to successfully integrate AI into their business strategy. Here are a few trends that are pushing enterprises to adopt and embed AI into their processes.

### Access to competitive intelligence at scale

Enterprises are moving beyond generic insights, using AI to gain highly contextualized business intelligence. This shift requires decision-makers to acquire a deeper, more nuanced understanding of their operations, markets and opportunities—all in real-time.



### A new standard for customer experience

Modern customers expect personalized, intelligent interactions at every touchpoint. GenAI makes this possible at scale, while streamlining internal processes and operations. It also significantly reduces operational costs associated with delivering a consistent customer experience.

### The next level of automation

As operational complexity increases, traditional automation is no longer sufficient. GenAI introduces cognitive capabilities, enabling systems to understand context, learn from patterns and make more human-like decisions—transforming how enterprises manage complex processes.

### The evolution of ERP

Enterprise Resource Planning (ERP) systems are being transformed through AI integration. By leveraging AI-powered process mining, enterprises can uncover opportunities to optimize core business processes, reduce operational friction, generate new value and improve overall ROI.



AI is revolutionizing industries faster than ever before and the AI & Cloud Native Lab with SAP in Munich is helping customers to keep pace with the speed of this transformation. The AI Lab offers them an immersive space to explore and harness the full potential of SAP Business AI. Together with HCLTech, we're not just adapting to change—we're setting new industry benchmarks and enabling our customers to achieve their boldest ambitions. ”

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## Thomas Saueressig

Member of the Executive Board of SAP SE,  
Customer Services & Delivery

## 1.2

# The SAP advantage in the AI Era

SAP holds a unique position in delivering AI-powered enterprise solutions. **With over 88% of Fortune 500 companies relying on its platform, SAP provides one of the most reliable foundations for implementing enterprise AI.** The company recognizes GenAI as “one of the most consequential technologies” of our time and is actively helping its cloud customers unlock the full potential of AI, maximizing value from their investments.

SAP has rapidly advanced in the AI space unlocking new opportunities for businesses that leverage their solutions. Their innovative offerings, such as the SAP AI copilot solution, Joule, provide smarter insights and accelerate work processes. Additionally, solutions like the Vector Engine in the SAP S/4HANA cloud and the GenAI hub demonstrate SAP’s commitment to developing effective and innovative AI applications. As organizations move forward, the ability to leverage SAP’s AI capabilities will be a true differentiator in establishing market leadership.

SAP’s advantages in the AI space can be summarized as:



### Comprehensive data infrastructure

SAP is the only enterprise platform offering AI models from all Hyperscalers or open-source options.



### Proven security and compliance

SAP’s AI solutions and applications use robust global security offerings, such as ISO/IEC, SOC, etc. to protect enterprise data.



### Support for global operations

Enabling AI adoption across diverse business environments, with a reach extending to businesses and users in 140+ countries.



### Seamless integration with core business processes

Aligning AI with existing business workflows across industries, ensuring consistent value delivery worldwide.

These differentiators position SAP as the transformational enabler for enterprises to transition into the AI era. Businesses that can effectively identify and implement AI use cases will

be well-positioned for future success. Let’s take a closer look at SAP’s position in the AI space, starting with the foundational element for GenAI – DATA.



A woman with dark, curly hair is sitting at a desk in a modern office at night. She is wearing a dark blazer over a light-colored collared shirt. She is looking towards the right side of the frame with a slight smile. Her hands are resting on a keyboard. The background is dark with blurred lights from office screens and windows, creating a bokeh effect.

02

**AI Needs Data,  
and SAP Delivers**





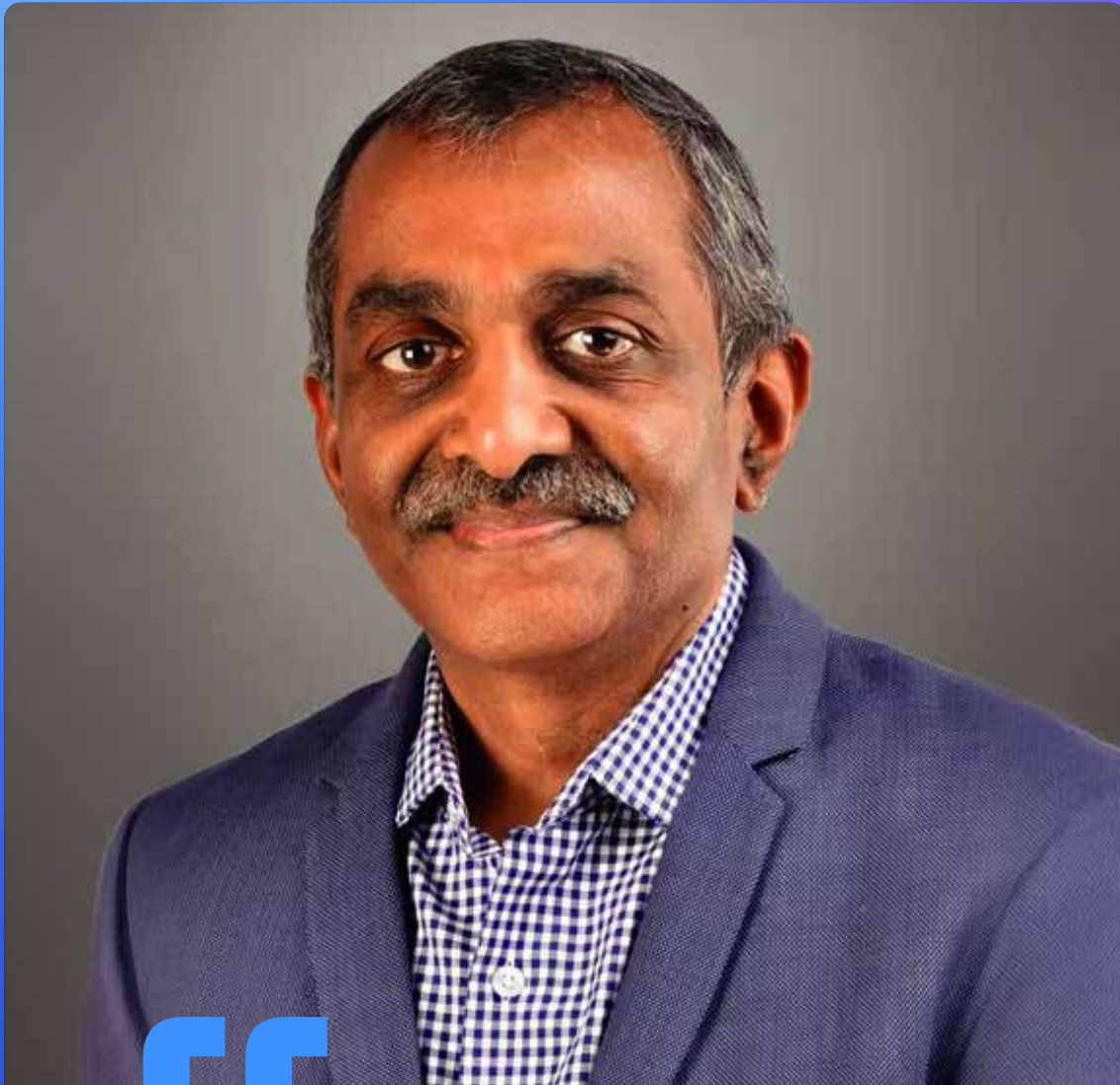
# 75%

of the world's transactional  
data passes through SAP  
Cloud

Source - SAP

Imagine teaching a child about the world without letting them experience it—that's AI without data. Now, imagine having access to three-quarters of all business transactions globally. That's how SAP operates. This isn't just a data point; it is the driving force behind global commerce. With [30,000 customers](#) worldwide using SAP Business AI platforms, SAP forms a critical part of the infrastructure supporting enterprises across the globe.

From multinational corporations to small and medium-sized businesses, SAP's integrated platform empowers organizations of all sizes to thrive in a dynamic and competitive market. SAP combines data and deep industry expertise forming the backbone of enterprise AI development.



The lab in Munich highlights our strong partnership with SAP, showcasing our combined AI capabilities to deliver exceptional value to our clients. ”

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## Vijay Guntur

Global Chief Technology Officer and  
Head of Ecosystems, HCLTech

## 2.1

# SAP and GenAI

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SAP's approach to GenAI goes beyond implementing technology – it's about reimagining business processes from the ground up. At the heart of its AI strategy is a sophisticated architectural framework that transforms the way enterprises leverage artificial intelligence.

Unlike consumer-focused AI applications, SAP recognizes a fundamental truth: enterprise AI must be as complex as the businesses it serves, yet simple enough to deliver tangible results. It isn't just about implementing the latest large language models (LLMs) – it's about creating a robust framework capable of supporting the scale and complexity of enterprise operations.



### Responsible AI development

SAP AI solutions are built with a commitment to ethics, security, and privacy. They adhere to key principles, such as fairness, transparency, safety, human oversight, and sustainability, ensuring responsible and collaborative practices across all applications.

### Access to AI hub

SAP is committed to providing enterprises access to both proprietary and open-source AI models through a dedicated generative AI hub. This helps them develop, test and deploy customized solutions that meet businesses' needs.



### Model evolution with industry data

SAP's high-quality, real-world business and industry data will be used to train AI models, enabling in-context learning that drives the creation of customized enterprise processes tailored to specific business requirements.

## 2.2

# AI-powered innovation across industries

SAP's AI-enabled enterprise solutions are transforming various industry capabilities and practices. From manufacturing floors to research laboratories, and retail warehouses to maintenance hangars, these innovations are impacting every corner of the enterprise landscape.

Whether optimizing complex supply chains, enhancing production efficiency, or revolutionizing customer experiences, AI-powered solutions are helping industries overcome their most pressing challenges. This technological revolution isn't limited by sector or scale - it's impacting all industries.

Here are a few that are being completely transformed:



Aerospace and  
Defence



Maintenance  
Repair and  
Overhaul (MRO)



Life Science  
and Healthcare



Utilities



Manufacturing



Automotive



Consumer  
Packaged Goods  
(CPG)



Public Sector





The partnership between HCLTech and SAP, grounded in a history of collaborative technological advancements, has reached new heights with the launch of the HCLTech SAP AI Lab in Munich. The AI Lab serves as a launchpad for redefining AI-driven business solutions, allowing us to transform bold ideas into practical, impactful innovations that set new standards for our customers. ”

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## Michael Ameling

EVP, Chief Product Officer of  
SAP Business Technology Platform, SAP



03

**Scaling SAP and AI requires  
the right partner**





Implementing SAP's AI solutions requires agility, deep technical expertise, industry knowledge and proven methodologies. **Organizations also need a trusted partner** who can navigate the complexities of AI integration, ensure business continuity and maximize the impact of AI-powered solutions.

HCLTech brings over **25 years of SAP excellence** and is an SAP Global Strategic Services Partner (GSSP). As the first GSSP to go live on RISE with SAP for our own global transformation, we don't just implement SAP solutions – we understand them!

### Our analyst recognitions



Leader in ISG Provider Lens™  
SAP Ecosystem Global, 2024



Leader in applied AI and  
advanced analytics services  
2023 radarview™



One of the major players  
in the IDC MarketScape  
worldwide AI services 2023



At HCLTech, we have been building and deploying enterprise AI solutions for almost a decade. Our strong foundational capabilities in AI and GenAI engineering, core expertise in data and analytics and established credibility in industry value chain transformation have provided us with a unique capability mix required to deliver business impact from AI.

### Our flagship AI offerings



**AI Force**



**AI Foundry**



**AI Labs**



**AI & GenAI Engineering**

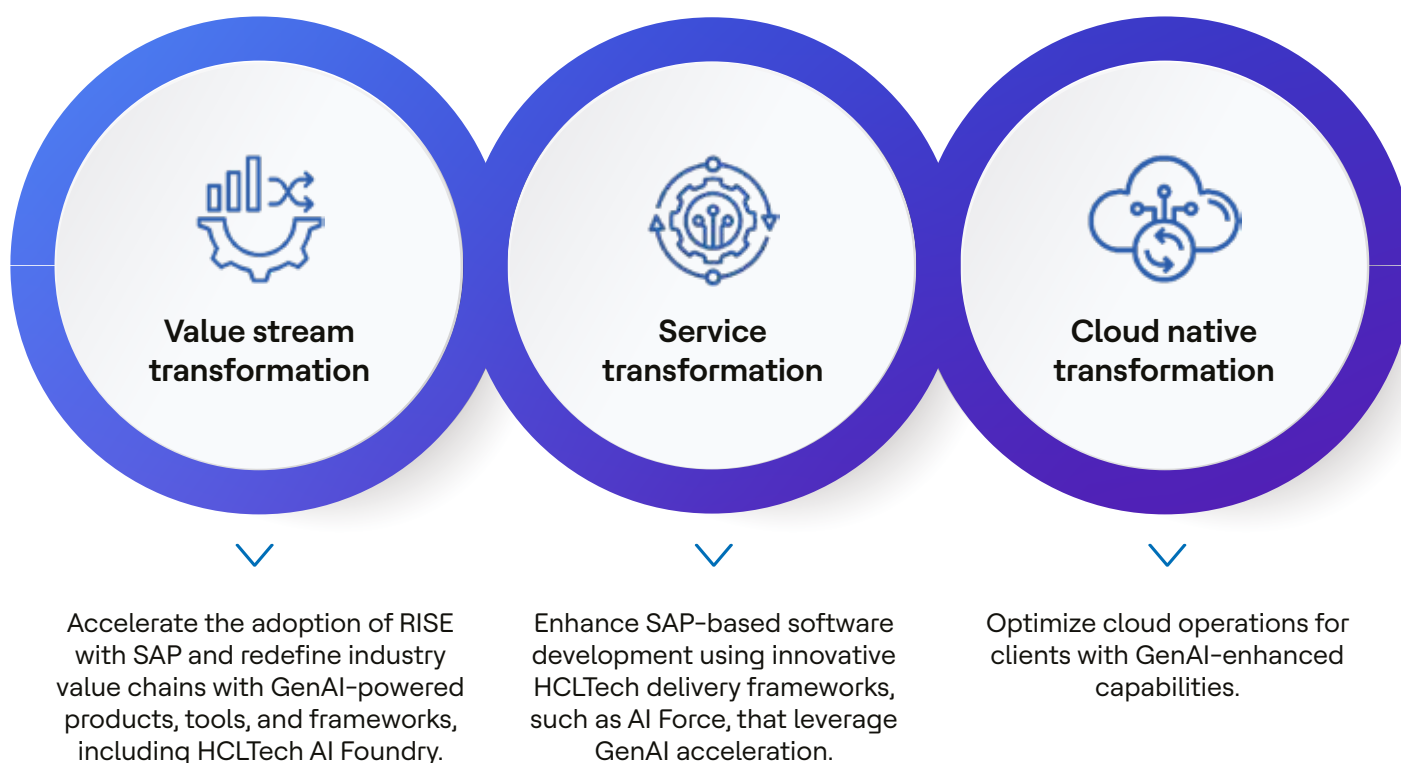


### 3.1

## Beyond just augmentation and automation

Our technology philosophy goes beyond traditional automation. We embrace a three-pillar transformation strategy, focusing on business, service and cloud-native transformation. This vision extends into the era of Generative AI, empowering

us to consistently deliver innovative SAP solutions that drive enterprise success. We believe that true digital transformation lies in integrating these three dimensions to create sustainable, long-term value for enterprises.





## 3.2

### HCLTech SAP Business AI solutions and services

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Building on our comprehensive transformation philosophy, HCLTech has developed a structured approach to GenAI development and deployment. We offer a dedicated service and product portfolio built for enterprises looking to supercharge their SAP infrastructures with AI-powered solutions. Our services help organizations navigate the complexities of GenAI integration within their SAP ecosystem, turning their vision into tangible, measurable business value.

Our SAP Business AI services offer a comprehensive suite of solutions to guide enterprises through their AI journeys, starting with tailored GenAI strategy roadmaps, business case discovery and a detailed analysis of technical architecture compatibility. HCLTech's SAP experts work with global businesses to implement and rapidly activate both pre-built and customized SAP GenAI solutions, enabling end-to-end deployment. Additionally, we offer ongoing support with the maintenance and governance of platforms, helping optimize costs and operational processes for AI-powered SAP BTP environments.

# Processes enriched by HCLTech with SAP Business AI

## Water sustainability with AquaSphere

Leverages GenAI to help enterprises achieve their water sustainability goals and accurately disclose mandatory and voluntary data points required by various sustainability reporting standards.



## Aircraft maintenance service bulletin

Uses GenAI to automate processes by building an SAP Business AI vector model of OEM documents, summarizing tasks, proposing key operations and parts for engineers and creating inspection or maintenance orders in the SAP S/4HANA iMRO solution.



## Autonomous quality inspection

The SAP AI agent autonomously executes a multi-step quality inspection process, enhancing reliability and increasing production throughput.



## Guided inbound delivery

Assists end users in completing inbound delivery orders in SAP S/4HANA, reducing costs and time while ensuring a seamless and delightful experience.

## Simplified asset management

The intelligent knowledge agent delivers real-time asset health insights, aggregates data from multiple systems, and uses the SAP knowledge graph to assess failure impacts and prevent inaccuracies.

## Rate case normalizer for utilities

Utilizes advanced AI features to streamline regulatory compliance by analyzing documents and automating reporting tasks.





At HCLTech, our commitment to innovation is demonstrated in our ability to fully embed AI across our service offerings. We utilize AI to drive business value for our customers by developing tailored AI use cases, infusing AI capabilities into SAP offerings, our industry products and services, and using AI to accelerate and streamline implementation and migration efforts. This approach has helped us prepare and propel organizations to realize AI's full transformative potential. ”

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## Sadagopan Singam

EVP (Global), Digital Business – SaaS  
and Enterprise Applications,  
HCLTech



A woman with dark curly hair tied back, wearing glasses and a blue shirt, is looking upwards and to the right. The background is a blurred digital display with vibrant blue and purple light effects, suggesting a high-tech or futuristic environment.

04

Rethinking progress  
with HCLTech



**T**he HCLTech AI & Cloud Native Lab with SAP, Munich marks a significant milestone in AI-powered enterprise transformation and innovation. Developed in collaboration with SAP, this state-of-the-art facility is designed to develop advanced SAP solutions, driving value stream innovation and enhancing GenAI capabilities for our global customers.

#### The lab will help enterprises to:



Unlock exciting AI and GenAI possibilities using HCLTech's AI Force, Enterprise AI Foundry and AI Engineering capabilities in every industry sector.



Build smarter AI programs that redefine business intelligence.



Scale solutions faster to meet evolving market demands.



Accelerate transformation for clients navigating complex digital landscapes.



Through this initiative in the thriving ecosystem of the greater Munich area, we will collaborate even more closely with HCLTech and bring together our expertise to build AI-powered industry solutions for our customers. ”

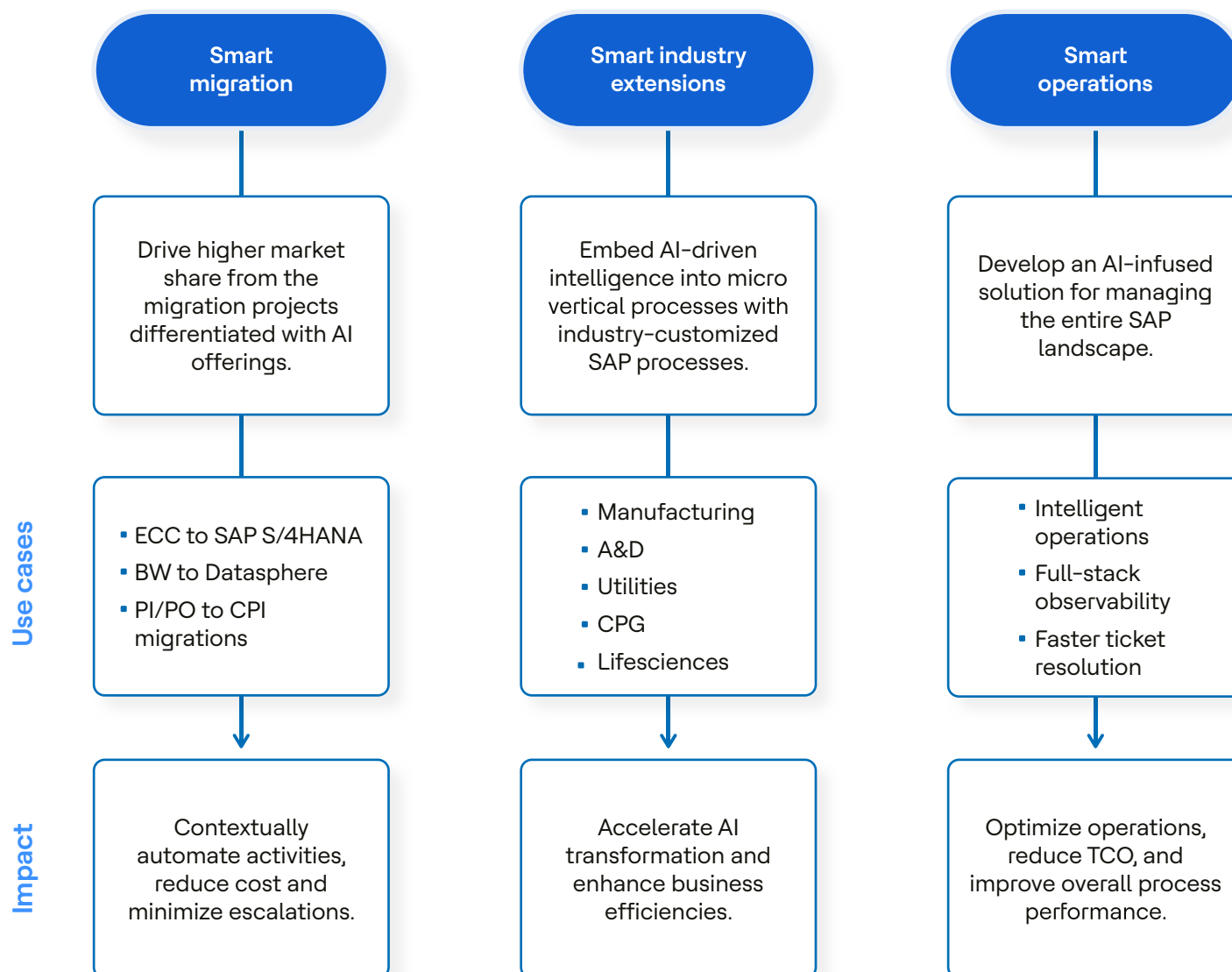
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## Stefan Wagner

SVP, Managing Director  
SAP Labs Munich, SAP SE



## Focus areas of HCLTech AI & Cloud Native Lab with SAP, Munich







## 4.1

# Groundbreaking SAP Business AI success stories

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HCLTech is committed to helping customers implement practical solutions within their SAP ecosystem. We specialize in deploying SAP Business AI solutions that address real business problems and deliver measurable results. Over the years, our expertise has enhanced SAP processes, driving tangible improvements for businesses leveraging AI for everyday operations.

### Overhauling digital infrastructure for a biodiversity conservation trust

HCLTech modernized the client's funding infrastructure by implementing an intuitive platform powered by SAP Business AI. The client needed a transformation partner to ensure process automation, enhance operational efficiency and reduce overheads.



## Challenge



- Legacy systems and manual processes limited scalability due to high costs and intensive supervision
- Manual data management hindered performance tracking and analysis
- Ensuring transparency in fund utilization posed significant difficulties

## Impact



- **75%** reduction in the overall grant selection process
- **37%** reduction in returns of initial applications
- **5x** increase in application processing

## Solution



- Cutting-edge, bundled processes that leverage SAP Build for development and advanced automation that improve the grant selection process
- SAP Business AI-powered knowledge agent for immediate query resolution and system-suggested scoring parameters to improve the grant selection process
- Smart document validation with auto-identification of document types like PAN Cards and Income Tax Reports to ensure compliance with COP guidelines



### Driving data assurance and real-time analytics for an automotive client

HCLTech collaborated with an aftermarket automotive parts client to overhaul and enhance their bidding calculation processes. The client wanted a SAP solution that could deliver timely, accurate, and optimized bids with a streamlined and scalable architecture that could be deployed across the enterprise.







## Challenge



- Heavy reliance on siloed data, Excel, and manual workflows for margin analysis and deal desk operations
- Error-prone, inconsistent and time-consuming calculations, resulting in inconsistent pricing strategies that impacted bid accuracy

## Impact



- **1000% YoY** sales volume increase
- **300%** increase in awarded bids
- **163%** rise in automated parts crossing
- **86%** reduction in bid submission time (5 weeks to 5 days)

## Solution



- Implemented SAP Analytics Cloud integrated with SAP S/4HANA database
- Built a margin analysis dashboard to process rebates and determine margins for effective pricing strategies, providing real-time insights at different aggregation levels
- Deal Desk Application: Enhanced bid accuracy through automation, standardized data and AI (Fuzzy logic), with an Excel-like interface in SAP UI5 to track historical/current bids and KPIs



## 4.2

# From a spark to a solution

### What you can do at HCLTech



#### Explore and innovate

##### Discover new avenues for growth

The lab will facilitate AI discovery workshops with customers to identify high-impact SAP use cases with the potential to drive business transformation.



#### Optimize and accelerate

##### Unlock the practical applications of SAP AI

The lab will activate standard SAP AI use cases, demonstrating the practical applications of GenAI within the customer's existing SAP landscape.



#### Design and execute

##### Prototype new solutions

Customers can leverage the lab's resources to prototype and validate custom SAP Business AI solutions in a controlled test environment before production deployment.



#### Scale and grow

##### Go live with an AI solution

The lab will assist customers in implementing SAP Business AI solutions, unlocking new levels of operational efficiency and delivering strategic advantage across the enterprise.

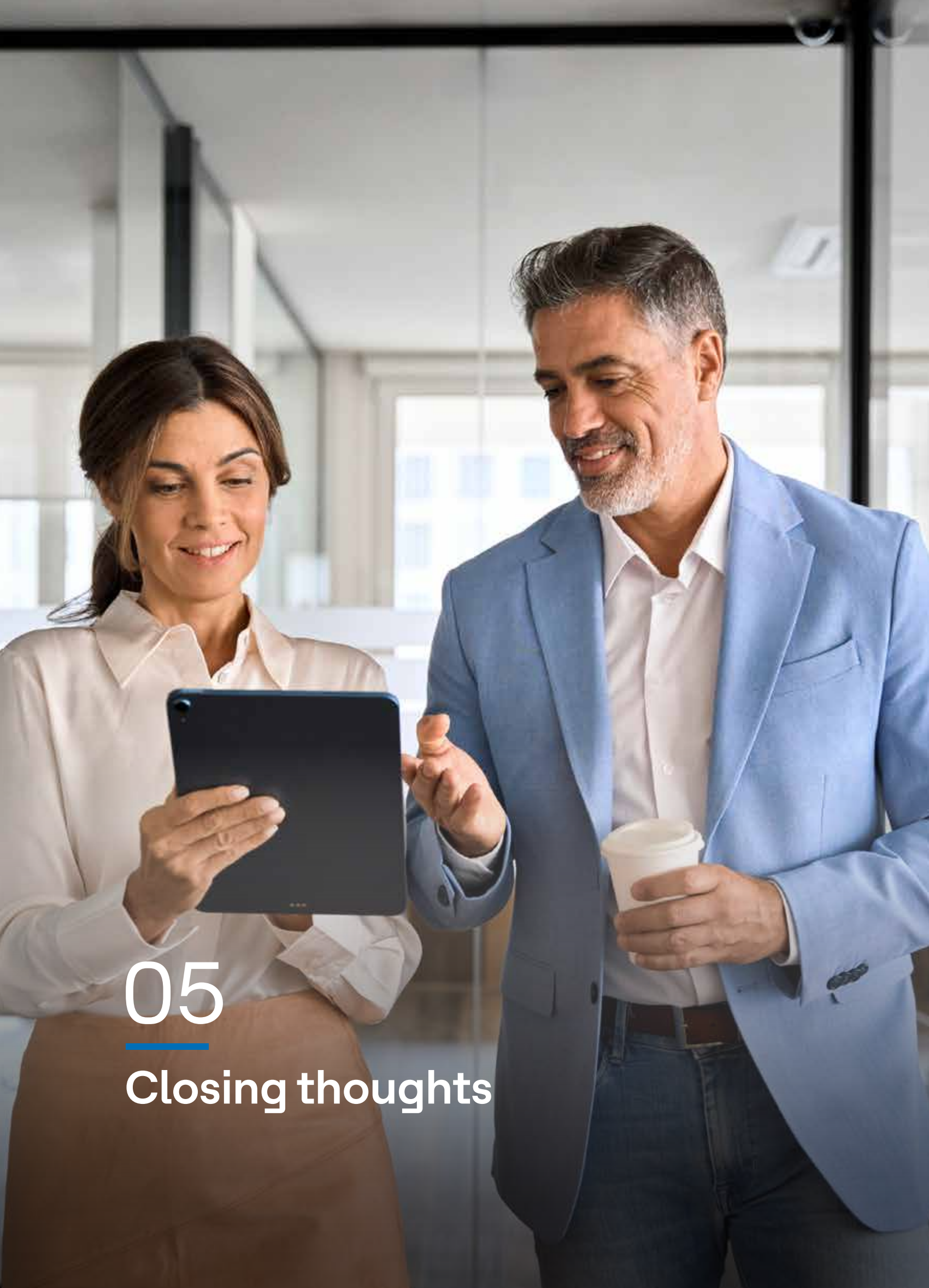


At HCLTech, we've deeply integrated SAP Business AI within our SAP ecosystem, ensuring we lay robust data foundations and optimize process architectures leveraging SAP BTP . This approach enables us to unlock the full potential of SAP Business AI, delivering highly relevant, context-driven solutions across diverse industries. Our partnership with SAP underscores our commitment to spearheading these advances, positioning our customers to lead in an AI-powered future. ”

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## Ajay Pasuvula

SVP and Global SAP Ecosystem Leader,  
HCLTech



05

Closing thoughts





As we navigate the challenges and opportunities of enterprise AI transformation, the convergence of GenAI with SAP's powerful enterprise data and solutions will be pivotal in shaping the future of businesses worldwide. This technological synergy goes beyond automation and it is poised to fundamentally transform how enterprises operate and deliver value.

Our position as a strategic SAP partner is further strengthened with the HCLTech AI & Cloud Native Lab with SAP, Munich, which provides enterprises a unique pathway to harness the capabilities of AI solutions for SAP technologies. The lab offers an ideal environment for enterprises to explore, develop and deploy AI solutions that significantly enhance SAP infrastructure and optimize operations.

Looking ahead, the key to success lies not just in implementing these technologies with agility, but in doing so thoughtfully and strategically. Enterprises that embrace this transformation while maintaining a clear focus on business value and ethical considerations will be best positioned to thrive in the AI-enabled future. The launch of our lab in Munich marks the beginning of a renewed commitment to guiding enterprises through their AI transformation journeys.

Experience the future of enterprise AI, where human capability isn't replaced, but amplified to achieve unprecedented levels of innovation!

To learn more, visit: [www.hcltech.com/cloud/sap](https://www.hcltech.com/cloud/sap)

**HCLTech** | Supercharging  
Progress™

[hcltech.com](https://hcltech.com)