

# SAP Business AI Use Cases:

Boosting Efficiency in Manufacturing, Oil & Gas and  
Transportation Logistics and Supply Chain





Business Function (Process)	Tasks/Intents	SAP Business AI Activity	Expected Outcomes
<b>Smart Production Planning</b>	Optimize demand forecasting and production schedules	AI predicts production demand trends, adjusts schedules dynamically	Reduced delays, improved efficiency in resource allocation
<b>Resilient Supply Chain Management</b>	Monitor supply chain disruptions and improve transparency	Real-time tracking and predictive analytics identify risks and suggest mitigation	Enhanced supply chain resilience, reduced downtime
<b>Intelligent Quality Assurance</b>	Detect defects and predict maintenance needs	AI uses computer vision for defect detection and IoT for predictive maintenance	Higher product quality, minimized downtime
<b>Dynamic Inventory Optimization</b>	Optimize inventory levels and reduce overstock	SAP AI recommends inventory replenishment levels and avoids surplus	Reduced carrying costs, better stock availability
<b>Strategic Procurement Automation</b>	Automate supplier evaluation and optimize procurement processes	AI evaluates supplier risks and automates purchase order creation	Faster procurement cycles, reduced costs
<b>Innovative Product Development</b>	Innovate and optimize product designs	Generative AI creates optimized prototypes based on performance simulations	Faster time-to-market, reduced R&D costs
<b>Predictive Maintenance Operations</b>	Predict maintenance schedules and automate work order prioritization	SAP AI identifies critical systems requiring immediate attention based on sensor data	Lower repair costs, increased operational reliability

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<b>Energy Efficiency Management</b>	Optimize energy usage and detect anomalies	AI tracks energy patterns and flags inefficiencies	Reduced energy consumption, lower utility costs
<b>Proactive Worker Safety &amp; Compliance</b>	Monitor workplace safety and enforce compliance	Real-time video analytics detect hazards and ensure safety protocols	Safer work environments, reduced compliance penalties
<b>Smart Sales &amp; Order Execution</b>	Automate order tracking and recommend personalized products	AI analyzes customer data to recommend products and update order statuses	Improved customer satisfaction, higher sales
<b>Optimized Logistics &amp; Delivery</b>	Optimize delivery routes and track shipment in real-time	SAP AI provides route optimization and real-time updates for delivery schedules	Faster delivery times, reduced fuel costs
<b>Agile Workforce Management</b>	Schedule workforce efficiently and analyze skills gaps	AI creates dynamic workforce schedules and identifies training needs	Improved productivity, better workforce engagement
<b>Sustainable Manufacturing Practices</b>	Track environmental impact and optimize resource utilization	AI analyzes carbon footprint data and recommends greener alternatives	Lower environmental impact, improved sustainability goals
<b>Production Line Performance Optimization</b>	Monitor production performance and resolve bottlenecks	AI evaluates line performance in real-time and suggests process adjustments	Improved throughput, minimized production delays
<b>Data-Driven Sales Enablement</b>	Identify high-value leads and optimize sales strategies	SAP AI predicts customer preferences, identifies top leads, and suggests upselling opportunities	Increased sales pipeline efficiency, higher revenue

Business Function (Process)	Tasks/Intentions	AI-Enabled Activity	Expected Outcomes
<b>Exploration &amp; Production</b>	Optimize drilling operations, predict equipment failures, and monitor exploration activities	Predicts maintenance needs, analyzes seismic data, and optimizes drilling strategies	Increased productivity, reduced downtime, and cost efficiency
<b>Reservoir Management</b>	Analyze reservoir data, forecast production, and optimize recovery methods	Utilizes AI models for reservoir simulation, production forecasting, and recovery optimization	Enhanced resource utilization, increased recovery rates, and reduced exploration costs
<b>Supply Chain Management</b>	Streamline logistics, manage inventory levels, and optimize procurement	Automates supply chain workflows, predicts demand, and enhances supplier collaboration	Improved supply chain visibility, reduced operational costs, and on-time delivery
<b>Health, Safety, and Environment</b>	Monitor compliance, track safety incidents, and ensure environmental sustainability	Identifies risks, analyzes safety trends, and ensures adherence to environmental regulations	Enhanced safety, reduced environmental impact, and regulatory compliance
<b>Maintenance and Asset Management</b>	Predict asset failures, optimize maintenance schedules, and track equipment performance	Automates maintenance workflows, monitors IoT-enabled equipment, and predicts failures	Improved asset reliability, reduced operational downtime, and maintenance cost savings
<b>Finance and Accounting</b>	Manage cost control, optimize budgeting, and improve financial reporting	Automates financial forecasting, generates real-time insights, and ensures compliance with financial regulations	Faster decision-making, improved financial accuracy, and enhanced transparency
<b>Production Operations</b>	Monitor refinery operations, optimize energy usage, and ensure process efficiency	Predicts anomalies in production, optimizes energy consumption, and automates operational workflows	Enhanced production efficiency, reduced energy costs, and minimized operational disruptions
<b>Human Resources</b>	Enhance workforce management, track employee performance, and improve recruitment	Screens candidates, automates onboarding processes, and monitors employee satisfaction	Improved talent acquisition, enhanced workforce productivity, and reduced HR overhead

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<b>Marketing and Sales</b>	Target customers effectively, forecast market trends, and manage campaigns	Suggests marketing strategies, forecasts pricing trends, and personalizes customer experiences	Improved market penetration, higher sales conversions, and enhanced customer satisfaction
<b>Legal and Compliance</b>	Manage legal documentation, ensure compliance, and mitigate risks	Drafts contracts, identifies legal risks, and ensures adherence to industry-specific regulations	Faster contract approvals, reduced legal risks, and enhanced compliance
<b>Procurement</b>	Optimize vendor selection, manage purchase orders, and track supplier performance	Compares vendor quotes, automates procurement workflows, and monitors supplier performance	Faster procurement cycles, reduced procurement costs, and improved supplier relationships
<b>Digital Transformation</b>	Integrate advanced technologies across business units	Leverages predictive analytics, real-time data visualization, and IoT for connected operations	Improved cross-functional collaboration, accelerated innovation, and competitive advantage
<b>Risk Management</b>	Analyze operational risks, ensure disaster recovery readiness, and mitigate hazards	Identifies potential risks, optimizes disaster recovery plans, and monitors risk mitigation activities	Reduced operational risks, improved disaster preparedness, and increased resilience
<b>Energy Management</b>	Monitor energy consumption, reduce waste, and optimize energy sources	Tracks real-time energy usage, suggests alternative energy sources, and optimizes consumption patterns	Reduced energy costs, enhanced sustainability, and improved energy efficiency
<b>Project Management</b>	Plan and execute large-scale infrastructure projects	Automates project scheduling, monitors budgets, and ensures timely completion	Faster project delivery, reduced delays, and cost optimization
<b>Data Analytics and Reporting</b>	Leverage historical and real-time data for decision-making	Automates data analysis, generates dashboards, and provides actionable insights	Improved decision-making, faster reporting, and better strategic planning

Business Function (Process)	AI-Enabled Tasks/Intentions	SAP Business AI Activity	Expected Outcomes
<b>Fleet Management (Logistics Manager)</b>	Monitor fleet health, predict maintenance needs, and optimize usage	Analyzes vehicle telemetry, schedules maintenance, and optimizes fleet allocation	Reduced downtime, optimized fleet utilization, and lower operational costs
<b>Inventory Management (Supply Chain Manager)</b>	Track inventory levels, predict shortages, and manage restocking	Forecasts demand, updates inventory in real-time, and automates reorder processes	Avoided stockouts, better inventory turnover, and reduced waste
<b>Route Optimization (Transportation Planner)</b>	Generate optimized delivery routes based on real-time traffic data	Uses geospatial data to optimize routes and reduce transportation costs	Shorter delivery times, improved fuel efficiency, and enhanced customer satisfaction
<b>Order Tracking (Customer Service Representative)</b>	Provide real-time order updates and resolve tracking queries	Automates customer query handling and provides proactive status updates	Higher customer satisfaction, reduced query resolution times, and improved loyalty
<b>Vendor Management (Procurement Manager)</b>	Automate vendor communication, compare pricing, and negotiate terms	Automates RFP processing, evaluates vendor performance, and tracks KPIs	Reduced procurement cycles, cost savings, and improved vendor relationships
<b>Warehouse Management (Operations Supervisor)</b>	Monitor warehouse operations, predict delays, and optimize storage	Generates insights on space utilization, workforce productivity, and operational efficiency	Increased operational efficiency, reduced delays, and optimized storage capacity
<b>Shipment Tracking (Logistics Coordinator)</b>	Track shipments in real-time, predict delays, and notify stakeholders	Integrates with GPS data to monitor shipments and update schedules proactively	Improved shipment visibility, reduced delays, and better stakeholder communication

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<b>Demand Planning (Supply Chain Analyst)</b>	Analyze historical data to predict demand and adjust inventory strategies	Analyzes trends and integrates market data to adjust demand forecasts	Accurate demand forecasts, improved stock availability, and reduced overstock
<b>Freight Optimization (Freight Manager)</b>	Optimize freight loads and carrier selection for cost and efficiency	Optimizes freight schedules and reduces empty miles using AI algorithms	Lower freight costs, better carrier utilization, and higher on-time delivery rates
<b>Risk Management (Compliance Officer)</b>	Monitor compliance with regulations and identify potential risks	Identifies compliance risks using predictive analytics and automates audits	Improved regulatory compliance, reduced legal risks, and efficient reporting
<b>Returns Management (Customer Support Agent)</b>	Automate returns processing and provide instant refunds or exchanges	Streamlines return workflows, updates inventory, and notifies customers	Enhanced customer satisfaction, reduced processing times, and lower operational costs
<b>Sustainability Monitoring (Environmental Analyst)</b>	Track carbon emissions and suggest eco-friendly transportation alternatives	Provides sustainability insights, tracks CO2 emissions, and generates reports	Reduced carbon footprint, better sustainability reporting, and eco-friendly operations
<b>Supply Chain Visibility (Supply Chain Director)</b>	Provide end-to-end visibility into supply chain processes and bottlenecks	Integrates data from multiple sources to provide actionable supply chain insights	Improved process transparency, reduced bottlenecks, and higher efficiency
<b>Transportation Analytics (Data Analyst)</b>	Analyze transportation performance and identify areas for cost-saving opportunities	Generates reports on delivery times, costs, and performance metrics	Enhanced decision-making, reduced transportation costs, and better performance





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*Thank you!*