

# SAP ASIA

## Helping the World Run Better and Improving People's Lives

SAP is committed to enabling every organisation and every industry to become a network of intelligent, sustainable enterprises – bringing together the solutions, technology, and best practices needed to run integrated, AI-powered business processes in the cloud. SAP's strategy is to help every business run as an intelligent, sustainable enterprise. SAP's machine learning, Internet of Things (IoT), and advanced analytics technologies help transform customers' businesses into intelligent enterprises. SAP's end-to-end suite of applications and services enables business and public customers across 25 industries globally to operate profitably, adapt continuously, and make a difference. With a global network of customers, partners, employees, and thought leaders, SAP helps the world run better and improve people's lives.

### EMPOWERING SMES TO PURSUE DIGITAL INNOVATION

SMEs are the backbone of the Southeast Asian economy. Specifically for SMEs, SAP offers "GROW with SAP," a program that provides preconfigured best practices which allow midsize companies to immediately adopt cloud enterprise resource planning. The GROW with SAP offering also brings together SAP S/4HANA Cloud (public edition) with accelerated adoption services, a global community of experts, and free learning resources, which help businesses go live in as little as four weeks.

### SAP LABS

In March 2022, SAP announced the launch of SAP Labs Singapore, a digital innovation hub in partnership with the Economic Development Board (EDB), Government of Singapore that will drive product leadership, foster local digital talent, and boost ecosystem and community engagement.

The new SAP Labs will catalyse deep technologies such as AI/ML and advance SAP solutions within the digital supply chain and business network. Fundamental to the mission of SAP Labs Singapore will be en-

gagement with organisations to understand how innovation and new technologies are transforming their capabilities to weather challenges and drive long-term growth.

In June 2023, SAP Labs Singapore announced its intention to invest in hiring and development of approximately 200 AI engineers to become a key AI Hub and centre of excellence for the company globally. Over the next two years, SAP Labs Singapore plans to hire approximately 200 engineers to fill newly created roles in AI, with a focus on nurturing early-career talents from Singapore's local universities and institutions of higher learning.

### ARTIFICIAL INTELLIGENCE PARTNERSHIPS

SAP has announced a Business AI strategy that uniquely positions SAP as the company that delivers Artificial Intelligence (AI) built for business. There have been three recent partnerships on AI:

1. SAP and IBM are partnering to embed IBM Watson AI capabilities into SAP solutions.
2. SAP and Google Cloud are expanding their partnership to build the future of open data and AI for future enterprises. The companies are introducing a comprehensive open data offering designed to simplify data landscapes and unleash the power of business data.
3. SAP and Microsoft extended their long-standing partnership, using Microsoft's latest enterprise-ready generative AI innovation to help SAP solve customers' most fundamental business challenges.

### USING IOT TO ENHANCE OPERATIONAL EFFICIENCY

SAP helps organisations to transform operational sensor data into intelligent insights and actions. IoT-embedded Line of Business (LoB) applications help organisations to automate business processes. With IoT-Em-



bedded LoB applications, organisations combine IoT data with business data to automate business processes and drive decisions based on the actual business context near real-time.

SAP’s IoT-integrated Line of Business applications, such as SAP Asset Performance Management, SAP Enterprise Product Development, and SAP Digital Manufacturing, offer predictive asset health optimisation, automated maintenance generation, and generate valuable insights through IoT sensor data and machine learning models. This initiative represents SAP’s innovative approach in enhancing operational efficiency and proactive business strategies by intertwining IoT capabilities with core business functions.

**FINANCIAL TECHNOLOGY**

SAP and Dediq formed a joint venture dedicated to the Financial Services Industry (FSI), “SAP Pioneer,” which is jointly owned by the two companies. SAP Pioneer aims to enable FSI customers to transition into modern applications and cloud-based business processes and platforms.

SAP and Visa, the digital payments leader, have just announced the collaboration. Together with Visa, SAP will offer convenient B2B digital payment services to enterprises across Asia Pacific and Japan.

**LEVERAGING ROBOTIC PROCESS AUTOMATION**

There are several SAP solutions that leverage automation within its processes – including SAP Business Technology Platform, SAP Build, and SAP S/4HANA Cloud. Automation capabilities have been added to SAP Business Technology Platform and SAP Build. Within SAP Build, users have over 135 automation recommendations, with which customers can fully automate their



business processes at the task and system level. Businesses can leverage continuous process monitoring and AI to fix bottlenecks proactively.

Additionally, SAP S/4HANA Cloud makes companies resilient, agile, and responsive with low total cost of ownership. It offers the lowest TCI allowing companies to fit to standard and complete delivery of a pre-activated business innovation scope.

**POWERING SUSTAINABILITY THROUGH ACCOUNTABILITY**

SAP has recently announced solutions to reinvent carbon accounting and lead companies to a green ledger. The solution enables combined financial and environmental decision-making at different points across the business process. The green ledger offers deep insights by being embedded into RISE with SAP S/4HANA Cloud and the GROW with SAP solution, with additional capabilities added with every release.

With SAP Sustainability Control Tower, companies can extend transparency across financial, operational, compliance, envi-

ronmental, and social parameters to show customers’ impact on the environment, society, and communities based on established frameworks.

In 2023, Standard Chartered Bank in Singapore rolled out SAP Concur as part of their financial transformation journey. SAP Concur technologies allow Standard Chartered Bank to deliver on sustainability goals. The company uses functionality within Concur User Assistant by WalkMe to deliver pop-up messages to advise employees of their carbon impact when booking flights.



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