

Feature at a Glance

Support for Generative Al-Enhanced Content Recommendations for Accelerating Enterprise Category Strategy Development CAT-4777

Target GA: February 2024



Accelerating Enterprise Category Strategy Development with Generative Al-Enhanced Content Recommendations

Description

This feature introduces integration between SAP Business AI and SAP Ariba Category Management to enable the use of generative Alenhanced content recommendations in tools such as Category Segmentation, Market Dynamics, and Cost Structure. The use of generative Al-enhanced content recommendations helps accelerate the category strategy and plan development process by minimizing the time required for manually updating the category management tools with the required information.

Customer benefit

Accelerate category strategy management instantly. Our innovation drives efficiency when working with Market Dynamics, Category Segmentation, and Cost Structures tools. The integration with Generative AI offers tailored insights, eliminating initial content setup. Experience swift decision-making, streamlined planning, and enterprise-wide strategy enhancement. Transform category strategies seamlessly, saving time and optimizing outcomes.

User

Buyer

Enablement model

Automatically on

Applicable solutions:

 SAP Ariba Category Management

Prerequisites, Restrictions, Cautions

Prerequisites

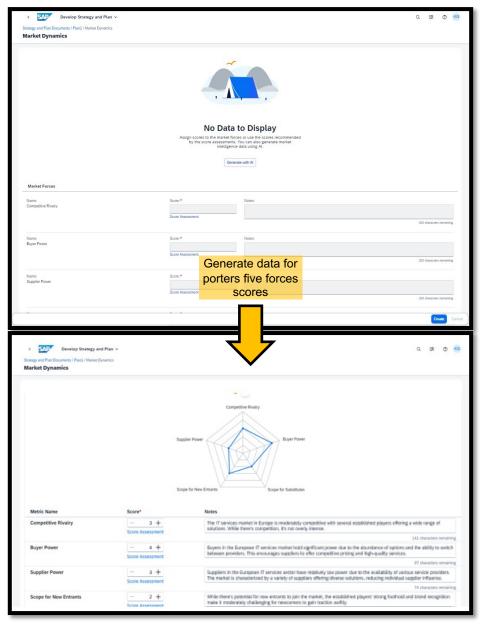
- For category managers to use this feature in Category Segmentation, Market Dynamics, and Cost Structure pages, the system administrator must have completed the required configurations in the SAP BTP Cockpit.
- For category managers to use this feature in **Category Segmentation**, **Market Dynamics**, and **Cost Structure** tools, a category management administrator must have completed the following: Enabled the API mapping for artificial intelligence. See <u>Enabling SAP Business AI for SAP Ariba Category Management</u>.
- Enabled AI feature for respective tools. See <u>Enabling Tools for Generating AI Data</u>.

Note: You can enable AI feature for tools only after you've enabled API mapping for artificial intelligence in SAP Ariba Category Management.

© 2023 SAP SE or an SAP affiliate company. All rights reserved. | PUBLIC

Feature Details

A new button, **Generate with AI** is now available within the tools Category Segmentation, Market Dynamics, and Cost Structure. Category managers can click the **Generate with AI** button to generate data for the segmentation scores, porters five forces scores or cost structure component percentages within the respective tools. Furthermore the content within Notes, Summary and Additional Resources are prefilled based on content retrieved via artificial intelligence.



© 2023 SAP SE or an SAP affiliate company. All rights reserved. | PUBLIC Example: Category Segmentation page

Thank you.



Follow us









www.sap.com/contactsap

© 2023 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company. The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary. These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty. In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platforms, directions, and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions. SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies. See www.sap.com/trademark for additional trademark information and notices.



