

Support for AI-Generated Product Summary and Description for Network Catalog Products

BNCAT-2497

Target GA: May, 2024



Feature Overview

Introducing: **Support for AI-Generated Product Summary and Description for Network Catalog Products**

BNCAT-2497

Feature Description

This feature enables suppliers to generate the product summary and description of a network catalog product using AI. The existing product information such as product name, product description, product summary, manufacturer name, and product category as per UNSPSC category code will be used to generate the product summary and product description. In addition to the existing product information, suppliers can also add more details as prompts to generate AI-enhanced product summary and description. It enables suppliers to better organize the content and improve readability.

Key Benefits

1. Empowers suppliers with AI assistance in catalog information grooming, for a simpler and faster catalog-upload process
2. Provides suppliers with well-written product summaries and descriptions, enabling them to rank higher in buyer search results

Audience:

Supplier

Enablement Model:

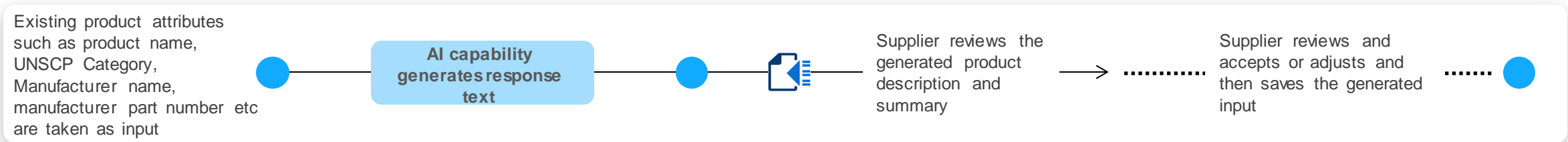
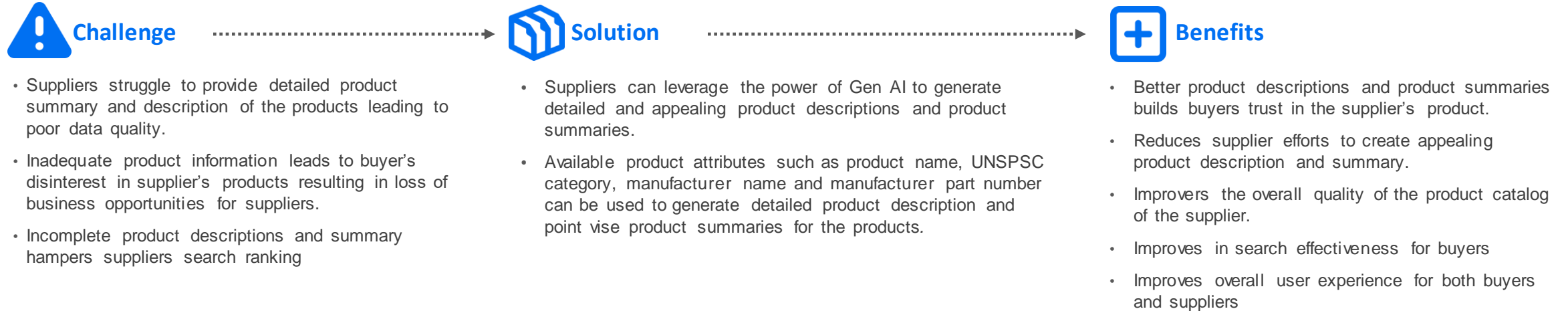
Customer Configured

Applicable Solutions:

Network Catalog

Product Description and Summary Generation in Network Catalog

Enabling suppliers to generate appealing and detailed product summary and product descriptions



Business Value

Increases number of high quality product listings on Network Catalog Marketplace resulting in improved buyers trust and increases new business opportunities for suppliers

Business Impact Reference

Impact applicable for catalog managers, sales team and business owners in supplier organization using SAP Business Network Catalog

Applicable Industries

Use case is applicable across industries

Enablement Steps & Notes

Enablement Mode: Customer Configured

Steps:

1. Supplier admin can go to the Profile > Settings > Gen AI settings
2. Check Catalog to enable use of Gen AI for network catalog.
3. Save settings

Prerequisites, Restrictions, Cautions

Prerequisites

- Supplier should have Enterprise Account to access Network Catalog
- Supplier user should have Catalog Product manager or Admin role

Restrictions

- Gen AI feature for Product Summary and Product Description generation is only applicable for product summary and description fields.

Cautions

- Artificial intelligence can create plausible results, however it can also make incorrect assumptions. Make sure you have reviewed all content generated by AI and adjusted as per your needs.
- Users should not add their personal information (Personal Identification numbers, social security numbers etc.) for response generation.
- Users should always use polite language in the free text section.

Feature Details

Step 1: Open the product in Edit view

Network Catalog | SAP Business Network

Upload Files

Download Templates

View Logs



5

Staged Products

0

Pending Approvals

6

Online Products

Staged Products (5)

Go



Filters (5)

Product ID

Product Name

Category

Update Date

Status

Send for Approval

Publish

Delete



<input type="checkbox"/>	Image	Product ID	Product Name	Update Date	Category	Status	Action
<input type="checkbox"/>		2772985	Standard Stapler	12/4/2024, 11:57:37 AM	Staplers	Draft	...
<input type="checkbox"/>		pp&&01	Human RIPK2 - 3001 PG01	12/4/2024, 11:45:09 AM	Lenses	Draft	...
<input type="checkbox"/>		&&01	Human RIPK2 - 3001 PG01	12/4/2024, 11:45:09 AM	Lenses	Draft	...

Click on the three dots to open products in the edit view

Feature Details

Step 2: See the Generate with AI buttons for product summary and description fields

The screenshot displays the 'Product Details' form in SAP. At the top, there are navigation buttons: '<', 'Product Details', 'Save', 'Preview', 'Delete', and 'Cancel'. A yellow warning banner at the top states: 'You have not defined any price for the specified Unit of Measurement(UOM)'. The form is divided into several sections:

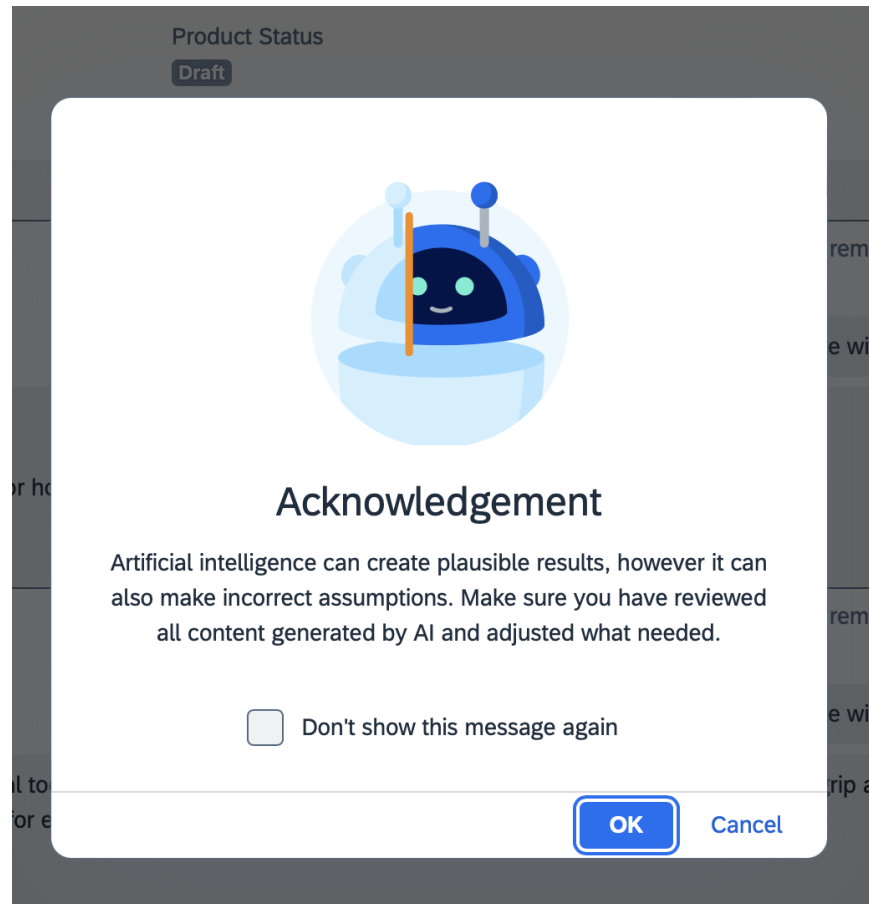
- General:** Includes 'Product ID' (2772985) and 'Product Status' (Draft). The 'Product Name' field contains 'Standard Stapler' with a character count of '64 characters remaining'.
- Product Summary:** Contains a 'Generate with AI' button (highlighted with an orange box). Below it, 'Product Attributes' are listed: '- Product Name: Standard Stapler', '- Product Description: Reliable and essential tool for office or home use', '- Manufacturer: Swingline', and '- Product Category: Staplers'. The character count is '415 characters remaining'.
- Product Description:** Contains a 'Generate with AI' button (highlighted with an orange box). The text reads: 'The Standard Stapler by Swingline is a reliable and essential tool for any office or home. With a sleek black design, it offers a comfortable grip and smooth stapling experience. This durable stapler is perfect for everyday use and can handle a variety of paper sizes. Keep your documents organized with this high-quality stapler from Swingline.' The character count is '655 characters remaining'.
- Change History:** Shows a record for 'man09-supplier03@ariba.com' with the action 'Created' on '12/4/2024, 11:49:24 AM'.

At the bottom of the form, there are labels for 'EAN Number', 'UOM Number', and 'Unit of Measure *'.

Generate with AI button is available for product summary and description field in the Edit view of the products in Network Catalog

Feature Details

Step 3: Click on Generate with AI button to read through the AI acknowledgement



Feature Details

Step 4: Generate the Product Description

The screenshot shows a web interface titled "Generate Product Description". It contains several input fields and a text area, all highlighted with yellow boxes. Arrows point from these boxes to explanatory text on the right. The interface includes:

- Product Name:** Standard Stapler
- Product Summary:** (empty text area)
- Product Category:** Staplers (44121615)
- Manufacturer Name:** Swingline
- Character Limit:** A dropdown menu currently showing "500".
- More Details:** A section containing "Color: Black" and a warning icon with text: "Please do not include sensitive personal data (for example, social security numbers) or personal data (for example, addresses) since the attribute field is not set up with appropriate data protection measures."
- Buttons:** "Regenerate" (with a refresh icon), "Apply" (in a blue box), and "Cancel".
- AI Generated Response:** A text box containing the description: "The Standard Stapler by Swingline is a reliable and essential tool for any office or home workspace. This classic black stapler is designed for everyday use and can securely fasten a substantial number of sheets. Its durable construction and simple design make it a practical choice for all your stapling needs."

Input parameters used to generate product description

User can provide additional details to fine tune the product description

Button to generate/regenerate the AI response

AI generated response

Click on Apply to save or click on cancel to discard the response

Feature Details

Step 5: Generate the Product Summary

The screenshot shows a web interface for generating a product summary. It is titled "Generate Product Summary". The interface is divided into several sections:

- Input Parameters:** A section at the top containing fields for "Product Name: Standard Stapler", "Product Description: The Standard Stapler by Swingline is a reliable and essential tool for any office or home. With a sleek black design, it offers a comfortable grip and smooth stapling experience. This durable stapler is perfect for everyday use and can handle a variety of paper sizes. Keep your documents organized with this high-quality stapler from Swingline.", "Product Category: Staplers (44121615)", "Manufacturer Name: Swingline", and "Character Limit: 500".
- More Details:** A large text area for providing additional information, currently empty. Below it is a warning icon and text: "Please do not include sensitive personal data (for example, social security numbers) or personal data (for example, addresses) since the attribute field is not set up with appropriate data protection measures".
- Regenerate Button:** A button with a circular arrow icon and the text "Regenerate".
- AI Generated Response:** A section titled "Product Attributes:" containing a list of attributes: "- Product Name: Standard Stapler", "- Product Description: Reliable and essential tool for office or home use", "- Manufacturer: Swingline", "- Product Category: Staplers", "- Color: Sleek black design", "- Material: Durable construction", "- Ideal Users: Office workers, students, home users", and "- Main Functionalities: Smooth stapling, comfortable grip, handles various paper sizes".
- Apply/Cancel Buttons:** Two buttons at the bottom, "Apply" and "Cancel".

Yellow boxes and arrows highlight these key elements, linking them to explanatory text on the right side of the slide.

Input parameters used to generate product description

User can provide additional details to fine tune the product summary

Button to generate/regenerate the AI response

AI generated response

Click on Apply to save or click on cancel to discard the response

Thank you.

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