



# Feature at a Glance

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

Target GA: February 2024

# Accelerating Enterprise Category Strategy Development with Generative AI-Enhanced Content Recommendations

## Description

This feature introduces integration between SAP Business AI and SAP Ariba Category Management to enable the use of generative AI-enhanced content recommendations in tools such as Category Segmentation, Market Dynamics, and Cost Structure. The use of generative AI-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 [Enabling SAP Business AI for SAP Ariba Category Management](#).
- Enabled AI feature for respective tools. See [Enabling Tools for Generating AI Data](#).

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

# 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.

The image shows two screenshots of the SAP Market Dynamics tool. The top screenshot displays a 'No Data to Display' message with a 'Generate with AI' button. A yellow callout box points to this button with the text 'Generate data for porters five forces scores'. The bottom screenshot shows the tool's output, including a radar chart and a table of metrics.

Metric Name	Score*	Notes
Competitive Rivalry	3	The IT services market in Europe is moderately competitive with several established players offering a wide range of solutions. While there's competition, it's not overly intense.
Buyer Power	4	Buyers in the European IT services market hold significant power due to the abundance of options and the ability to switch between providers. This encourages suppliers to offer competitive pricing and high-quality services.
Supplier Power	3	Suppliers in the European IT services sector have relatively low power due to the availability of various service providers. The market is characterized by a variety of suppliers offering diverse solutions, reducing individual supplier influence.
Scope for New Entrants	2	While there's potential for new entrants to join the market, the established players' strong foothold and brand recognition make it moderately challenging for newcomers to gain traction swiftly.

# Thank you.



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