

NEXTLEVEL

GenAI Playbook

A play-by-play guide to inject momentum into your GenAI journey as a business looking for real returns from the AI revolution. Real stories from businesses run on SAP.

by NTT DATA Business Solutions with SAP

“SAP’s focus on business AI marks the start of a completely new generation of enterprise innovation”

Dr. Philipp Herzig

Chief AI Officer, SAP

“Execution eats strategy for breakfast”

Tom Peters

Author in Business Management

Introduction

Today the gold is in finding and then prioritising the Use Cases for AI that will catalyse the alchemy of turning \$100bn of global investment into pounds and pence in your P&L.

It's never been easier to pick up a deep, nascent technology emerging from the labs of Silicon Valley and apply it to your personal life. It would be a crazy thought to imagine friends and family using AI deep learning algorithms to cook up new recipes only two years ago, but that's where we have arrived.

The Enterprise always takes time to adopt and adapt brand new technology into tools for their business, and today we can see only a handful of well documented GenAI use cases in production in global business.

These are largely founded in GPT-3 capabilities from the 2022 explosion of ChatGPT – think marketing content generation or summarising meeting minutes through a Co-Pilot.

However, for the first time, Enterprises are being asked to respond to a non-linear technology capability at pace. In the past we've talked of migrating our businesses to the cloud, or of shifting

to mobile business models in large multi-phase programmes. But now we're in a world where AI is accelerating in huge leaps (GPT-3 to GPT-4 to o1 Preview) at a pace never seen before. The critical scaling factors are no longer just compute, but significant algorithmic jumps coupled with agentic principles. For most of us, the productivity tools will be served to us on a plate by the most trusted vendors in our IT landscape. Table stake gains.

It is the opportunity to extend these capabilities into your business where true competitive advantage will be found. But what if the main constraint was not the technologies capability but your effective adoption? What if growth, profitability, or even survival rested on every manager's ability to drive adoption in their team?

A spirit of controlled experimentation is now a business-critical capability from the warehouse to Finance to the call centre.

It is hard to point to any business who's tripled their growth or ripped out 80% of their cost base with GenAI today – not many have started, certainly no one is finished. But we are now seeing a cohort of

businesses at their fourth or fifth iteration of their AI journey. There is still much to learn, but we can be sure that when that killer capability lands at some unknown date in the future, it is these businesses who will win, and it will be those still stuck at square-one who will slip, flounder, and fall behind.

It's all too easy to critique the ROI of GenAI based on today - but it's also never been more critical to get started. This small book is about exactly that. Practical ways to enter the arms race without risking too much and without spending too much.

With NTT DATA Business Solutions we're there to make sure you get off to a great start on the next era of transformation. We hope you find these real-world stories an inspiration and the lessons they've learned a guide for starting your own journey into AI.

Mark Wheeler

Mark Wheeler
Chief Product & IP Officer UK&I
NTT DATA Business Solutions



Product AI Assistant for Customer Services

Manufacturer of industrial products for HVAC engineering creates faster resolution time, better continuity and upsell opportunities for Customer Services team with GenAI.

With technical enquiries arriving into the Customer Services team every day from engineering specialists it can be challenging to provide the right insights from the product catalogue at the right time. Often enquires require consultation from experts or simply a direction towards a range of products for the customer to review themselves.

Using the NDBS GenAI Connector Aspen Pumps built a simple workflow in SAP Build Process Automation incorporating their very own GenAI Model built with on their 17,000 item Product Catalogue.

This enabled Call Agents to ask open questions from enquiring engineers and receive product specific recommendations and details to resolve the enquiry.

Using SAP Build Process Automation a geographical mapping service was then used to direct the Engineer to the nearest retail outlet to collect the recommended product, to create a strong call to action on every call.

For example:

“What product should I use for this job?”

“Which of your products should I replace this competitor’s component with to complete my repair?”

“Do you have anything operating at this noise level, with this flow rate that is ceiling mounted and compatible with my air conditioning unit?”



4 weeks



Product
Catalogue



Anthropic
Claude



Chat



See it in action

Aspen Pumps is a leading manufacturer in the HVAC/R industry, specialising in condensate removal pumps and related accessories. The company has a significant global footprint, distributing products to over 100 countries and operating offices on four continents. With over 30 years of experience, Aspen Pumps has established itself as a key player in the HVAC/R market, known for its innovative and reliable solutions.



Business Impact

2 mins

Faster Call Resolution Time

100%

Call to Action to end every call

2x

Faster Onboarding of new Call Agents



Technology

NDBS GenAI Connector

NTT DATA Business Solutions

SAP Build Process Automation

SAP

SAP AI Core

SAP

HANA Vector Engine

SAP



“

Everyone should be innovating during a time of such exciting technology. Too often the big project gets in the way of quick visualisation of potential business value. NTT DATA Business Solutions understand what true innovation means and have made GenAI real to Aspen Pumps as we continue to embrace the latest and greatest technology.

”

Jon Curtis
Business Systems Manager
Aspen Pumps

Reasoning Through Unstructured Customer Orders

Evergreen's Customer Account Managers face daily challenges managing unstructured sales order emails from multiple customers, with formats and product descriptions that rarely align with Evergreen's SAP system.

Evergreen have integrated directly through EDI to many customers, however these email orders, often multi-line and spanning several PDF pages, require manual processing to match customer product descriptions with the correct SAP product codes - resulting in inefficiencies and potential delays in fulfilment.

Evergreen wanted to explore if they could transform their order intake process using Machine Learning and Generative AI. Working with NTT DATA Business Solutions a bespoke GenAI model was created based on the Evergreen Product Catalogue. This model enabled unrecognised product lines in customer Purchase Orders to be searched against a Vector Store of embeddings, representing the entire catalogue. Using similarity search and technical filtering the GenAI agent is able to identify the most

likely match.

This capability was then embedded into an end to workflow in SAP Build Process Automation which monitored the shared mailbox for customer orders and called the pre-trained Document Information Extraction Service from SAP to extract line level detail in customer orders. Once identified, exceptions are routed to the Evergreen GenAI model and passed to the Customer Account Manager for review with a recommendation of strong, probable or possible match status.

Using the SAP Inbox in SAP Build the user can immediately view the source document to appraise the decision and either confirm the match or amend to a more appropriate match before raising the item directly in SAP S/4 HANA with a click of the button.



4 weeks



Product Catalogue



SAP Machine Learning



OpenAI



Embedded Workflow



See it in action

Evergreen Garden Care is a leading global manufacturer and supplier of garden care products, committed to helping gardeners create and maintain beautiful outdoor spaces. With a diverse portfolio of trusted brands, including Miracle-Gro, Roundup, and Levington, Evergreen offers a wide range of products, from fertilisers and plant food to lawn care and pest control solutions. Headquartered in the UK, the company operates internationally.



Business Impact

8 hours

daily saving in order processing

>20%

increase in same day orders

Increased

Customer Satisfaction, able to submit any format



Technology

NDBS GenAI Connector

NTT DATA Business Solutions

SAP Build Process Automation

SAP

SAP Document Information Extraction Service

SAP

SAP AI Core

SAP

HANA Vector Engine

SAP

“

We have long wanted to automate the exceptional orders that arrive via email into our business and with the help of NTT DATA Business Solutions we were able to combine technologies including Machine Learning for Document Extraction and Generative AI for exception handling to create a truly scalable solution for our business.

”

James Davies

Group IT Director
Evergreen Garden Care



Networking Engineer AI Checkout Assistant

CMS Distribution is a leading specialist distributor, supplying business and consumer technologies covering more than 10,000 product SKUs including technical products such as routers, switches and access points.

Through their website CMS Distribution provide direct order capability for customer accounts which range from individuals to wholesalers and often third parties installing their equipment as part of an office, school or institutional fit-out. Often batch orders are made for technical products where right-first time means the difference between opening those offices or delaying the project. Receiving the right product for the right job could also be the difference between creating a loyal repeat customer or a disgruntled customer and expensive returns process.

Complexities in networking products mean small variables such as compatibility, range, speed and frequency matter in matching the right products to the use case at hand.

Using the infinite scale of Artificial Intelligence CMS Distribution can now provide a network technician to every customer at the point of purchase to ensure

their transaction results in a successful project outcome – driving loyalty, satisfaction.

Deploying a configurable AI Agent during the checkout process also enables CMS Distribution to influence customer behaviour and drive upsell opportunities through their network catalogue at the point of purchase.

“What will you use these products for?”

“I am setting up a small commercial office. For about 20 employees at any one time. The office will utilise smart building features like smart lighting and smart cameras across the office. It is therefore important we don’t lose connectivity.”

“Great! You should consider upgrading your basket to include the DrayTek VigorAP 960C Access Point, it is Wi-Fi 6 and mesh capabilities handling more clients per Access Point efficiently. Ideal for your office environment.”



4 weeks



Product Catalogue



Open AI



Integrated Checkout Experience



See it in action

CMS Distribution is a specialist technology distributor, delivering innovative IT solutions and products to resellers, retailers, and e-commerce partners across Europe and beyond. CMS focuses on connecting emerging and established technology brands with its extensive partner network. Known for its customer-centric approach, CMS Distribution is a trusted partner for driving business growth and delivering cutting-edge technology solutions to diverse markets.



Business Impact

+20%

Average basket value

>10%

Reduction in returned networking products

Increased

Customer satisfaction, right product first time



Technology

NDBS GenAI Connector

NTT DATA Business Solutions

SAP AI Core

SAP

HANA Vector Engine

SAP



“

The prototyping process with NTT DATA Business Solutions enabled us to have an applied conversation about GenAI and a specific business opportunity. The business is excited about the potential for AI to improve the service we give our customers even further than where we are today.

”

John Fitzgerald

Chief Information Officer
CMS Distribution

Contract Guardian and Account Manager Assistant

When Account Managers inherit customer accounts, they must navigate the complexities of Master Services Agreements (MSAs) and Software Agreements. Understanding nuances and deviations from standard contractual terms requires painstaking manual review of lengthy documents, consuming significant time and risking overlooked details.

This manual process hinders efficient account management and slows decision-making. By leveraging Generative AI, NTT DATA Business Solutions have automated the analysis of MSAs and Software Agreements. Contracts can be uploaded and automatically compared against Gold Standard Agreements stored in the GenAI model.

The AI highlights key differences, deviations, and unique terms, enabling Account Managers and Legal Counsel to quickly identify contractual nuances and focus on critical areas requiring attention. This also streamlines customer account onboarding and management. A simple Executive Summary of critical and advisory notes is supplemented by a comprehensive report of variances for further reading if required.

It's not just the Account Managers who win, the in-house Legal team can use a variant of the same solution to identify potential opportunities to improve gold standard agreements and overlay the latest changes in regulation and compliance as they happen using the power of OpenAI's generative pre-trained transformer models.

Solution features:

- Understand the gold standard for Master Services Agreements
- Identify deviations in a client specific agreements
- Identify improvements in gold standard agreements
- Extract key data points i.e. expiry, notice period, renewal to populate CRM.



6 weeks



Gold Standard Contracts (PDF)



Google Gemini



Email request/response



See it in action

NTT DATA Business Solutions is a leading global IT services provider specialising in SAP solutions and digital transformation for businesses of all sizes. Combining deep industry expertise with cutting-edge technology to help organisations optimise operations, drive innovation, and achieve their strategic goals. NTT DATA Business Solutions empowers clients to unlock the full potential of their SAP and ServiceNow ecosystems. A trusted partner for navigating the complexities of the digital age.



Business Impact

90%

Reduction in account onboarding time for Account Managers

360° view

Complete visibility of expiry and renewal events



Technology

NDBS GenAI Connector

NTT DATA Business Solutions

SAP Build Process Automation

SAP

SAP AI Core

SAP

HANA Vector Engine

SAP

Landlord's Weekly Inventory AI Assistant

Holding excess stock at pubs has become a pressing issue, tying up valuable working capital. The goal was to provide critical insights at the point of inventory ordering which takes into account real-time external factors and historic trends.

Fluctuating demand is not just seasonal but road closures, local events, weather conditions and other factors also impact demand for the high street pub.

By utilising a Large Language Model with access to a web browser, the system can analyse real-time local factors such as unseasonal weather to make tailored stock level recommendations. This can be reconciled to established seasonal demand trends identified in historic data using Machine Learning techniques.

For example, the model could suggest increasing stock levels of red wine as Summer gives way to Autumn or increasing orders for ale to compliment the Oktoberfest event happening in the local park.

Coupled with this solution is a time series prediction

model powered by SAP Machine Learning and Analytics which can leverage historic sales and ordering data to forecast demand based on trends and recurring patterns. These predictions provide a stable baseline recommendation.

By blending insights from live data and predictive modelling, the solution generates a balanced recommendation, ensuring inventory levels are neither excessive nor insufficient.



6 weeks



Inventory Data



SAP Machine Learning



OpenAI



Analytics Dashboarding



See it in action

Marston's is a leading British pub company with a rich heritage dating back to 1834. Renowned for its extensive portfolio of country and high street pubs and hotels, Marston's operate more than a thousand pubs and serving iconic beers like Pedigree and Wainwright, the company is dedicated to delivering great experiences for customers while upholding its legacy of quality and innovation in the hospitality industry.



Business Impact

70%

Reduction in working capital tied up in excessive stock

360° view

Visibility of local impacts for landlords



Technology

NDBS GenAI Connector

NTT DATA Business Solutions

SAP Datasphere

SAP

SAP Analytics Cloud

SAP

SAP AI Core

SAP

SAP Master Data Quality Enhancements Using GenAI

Managing 17,000 product lines of master data, can be challenging. Managing incomplete or inconsistent data, conflicting descriptions and attributes is hard and often manual work to stay on top of the issues.

The limitations of traditional search and filter methods hindered the ability to efficiently validate, enrich, and analyse data. Furthermore, descriptions often could use some optimisation for SEO of product descriptions or upsell and cross-sell opportunities where not defined restricting your ability to fully leverage their product catalogue.

Through a combination of data rules, AI-powered similarity searches, and automation via SAP Build Process Automation, the system enabled enhanced data quality assessments and transformations. Generative AI was employed to enrich descriptions, flag errors in product attributes, and suggest SEO-optimised text.

The solution also demonstrated the capability to analyse data at scale, identifying patterns like

natural product pairings and generating actionable insights that were previously unattainable.

The implementation of GenAI brought significant new insights in product master data management. The system identified discrepancies in battery-related attributes, streamlined descriptions, and flagged invalid or missing values for correction. These capabilities significantly reduced the time required to identify and resolve data issues, accelerating workflows and improving overall data integrity.



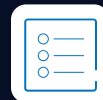
5 days



Product Catalogue



OpenAI



Excel Report



See it in action

Aspen Pumps is a leading manufacturer in the HVAC/R industry, specialising in condensate removal pumps and related accessories. The company has a significant global footprint, distributing products to over 100 countries and operating offices on four continents. With over 30 years of experience, Aspen Pumps has established itself as a key player in the HVAC/R market, known for its innovative and reliable solutions.



Business Impact

70%

Coverage of Product Lines with quality analysis

90%

of Product Lines with SEO improvement identified

70%

of lines with very similar product pairing identified opportunity to remediate missing information



Technology

NDBS GenAI Connector

NTT DATA Business Solutions

SAP Build Process Automation

SAP

SAP AI Core

SAP

HANA Vector Engine

SAP

My GenAI Assistant

I need a recommendation to replace a quiet, 550ltr per hour flow rate pump for a wall mounted air conditioning unit _

OK



Thinking

My GenAI Assistant

How about the Aspen Max Hi-Flow, it's the best-in-class condensate removal pump for AC units and runs at 20dB.

Find Store

Every use case in this book was created using this GenAI accelerator from NTT.

NTT DATA Business Solutions

GenAI Connector

Build your own GenAI model with your Business Data in minutes.

The repeatable GenAI accelerator for your business. Never start from a blank page and remove up to 80% of your development effort with the simplicity of the NDBS GenAI Connector.

- Load Business Data
- Select the right Large Language Model for the use case
- Tell your GenAI model how to behave
- Play, optimise and build confidence
- Share with your community of builders

Create consumable generative AI models for your development and low code communities in minutes and unleash the power of pre-trained generative models to supercharge your business processes.

With NTT DATA Business Solutions GenAI is as easy as 1,2,3.



1

Select Use Case

Make recommendations to internal or external users...

Best product

Best material

Best fix

Advise users during a process execution...

Guided approvals

Guided buying

Guided selling

Dispatch actions in response to events...

Commence sale

Commence return

Confirm delivery

2

Identify Data

Rich information such as long form descriptions, open comments, documents or images...

Catalogue

Knowledge base

Image library

Transaction history

Complaints

Manuals

3

Consider your User

Not everything GenAI has to be a chat experience, but sometimes it makes sense...

Microsoft Copilot

SAP Joule

Microsoft Teams

Email

Task box

Guided process workbench

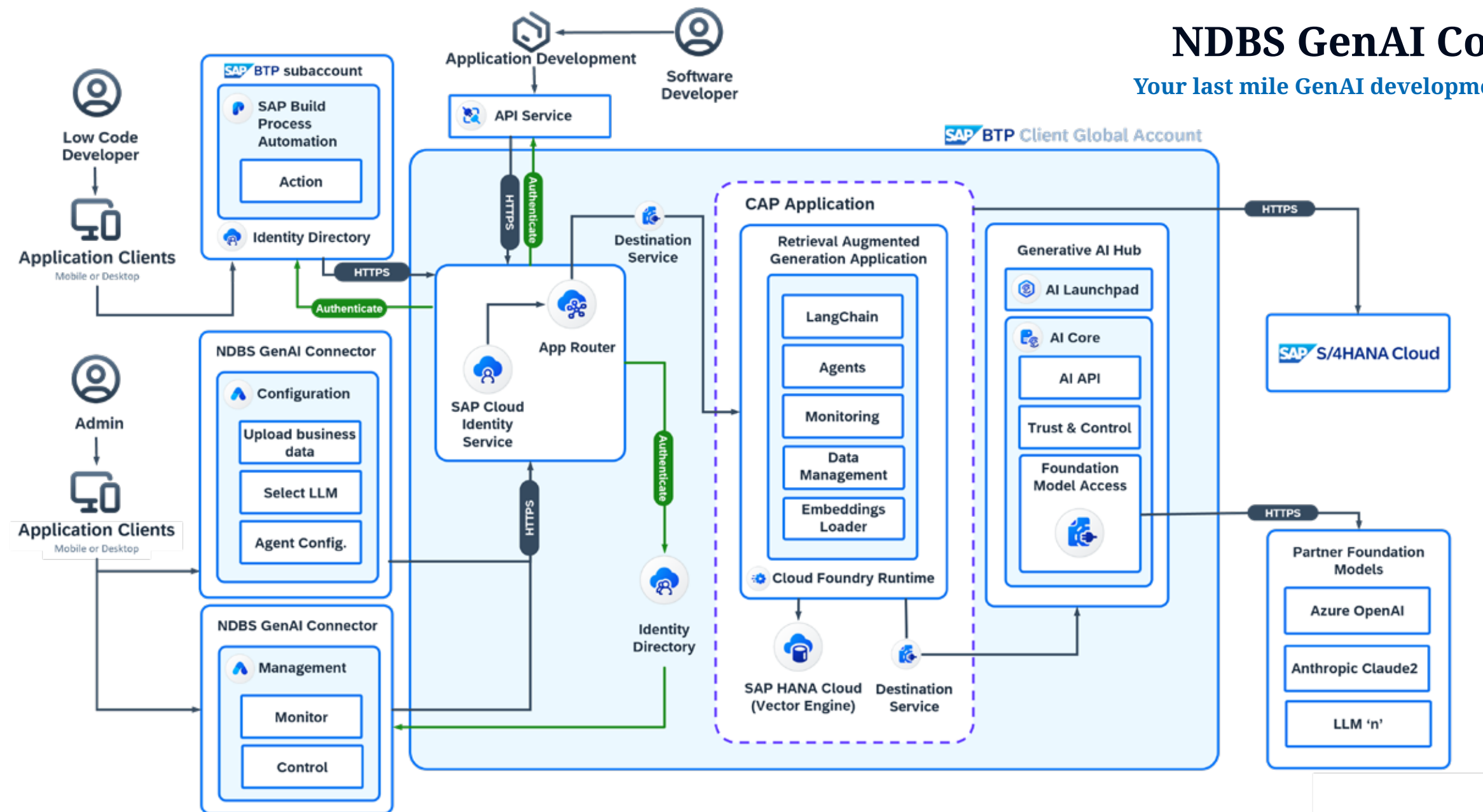
Pre-populated baskets, tickets, emails

Traffic lights

% scoring in decision making

NDBS GenAI Connector

Your last mile GenAI development accelerator





Generative AI Hub: integrate AI into applications, seamlessly

Joule

Applications & Extensions

Generative AI Hub

SAP AI
Launchpad

Toolset

Playground

Libraries & SDKs

Prompt Engineering

Prompt Management

Prompt Registry*

SAP AI
Core

Trust &
Control

Inference Engine

Agents*

Multi-tenancy

Security

Content Moderation*

Grounding

Plugins*

Data Privacy

Foundation
Model
Access

Built by SAP*

Custom

Built by
Partners

AVAILABLE

- Microsoft Azure OpenAI
- Falcon

UPCOMING

Additional foundation
models being added

SAP
HANA
Cloud

Business Data
and Context

Vector Engine

- Embeddings
- Similarity Functions

Application Data

GenAI Superpowers

1 Automate information processing and understanding

AI enables the automatic processing and analysis of information, making it easier to understand and use, and freeing up your time and resources for more complex challenges.

- Creating summaries
- Translating content
- Identifying patterns and anomalies
- Sorting information into categories
- Matching related information
- Performing sentiment analysis
- Extracting specific information
- Recognising visual content

What scenarios could be improved with automated information processing and analysis?

2 Streamline content creation

Generative AI models can produce novel and original content, as well as refine it to meet specific requirements, thereby enhancing and streamlining content creation workflows.

- Generating new text
- Editing or reviewing text
- Creating images and graphics
- Generating narrated content
- Modifying content to fit a certain tone or mood
- Creating personalised content
- Generating different variations of the same content

What scenarios could benefit from content creation capabilities?

3 Simplify access to information and knowledge

Generative AI allows the use of everyday language to interact with digital systems. Instead of mastering a user interface or remembering specific keywords, it understands questions and responds appropriately.

- Finding requested information
- Answering questions on any subject
- Managing systems through conversation

What scenarios could benefit from easier access to information and knowledge?

4 Streamline tests and simulations with realistic-looking data

Generative AI models can generate mock data that mirror real-world examples in situations where real data is limited or sensitive. This makes it easier to test and prepare for a range of scenarios.

What scenarios could benefit from the generation of synthetic data?

GenAI Superpowers

5 Augment decision-making with AI-driven insights

Using AI, systems can generate insights from the analysis of past decisions and outcomes, augmenting human decision-making and optimising complex business processes.

- Forecasting potential outcomes using historical data
- Prioritising the best alternatives based on their relevance (ranking)
- Automatically selecting the most suitable option in low-risk situations based on past successful outcomes
- Simulating various business situations to identify the most effective strategies.

What scenarios could benefit from augmented decision-making based on AI-driven insights?

6 Explore diverse suggestions and ideas

AI can support the creation of innovative personalised experiences by offering tailored suggestions and creative ideas based on available information or context.

- Proposing different solutions to customers' problems
- Advising on the best next steps in a process
- Generating diverse ideas to solve specific problems
- Recommending options tailored to specific situations and preferences

What scenarios could benefit from tailored suggestions and ideas?

7 Independent reasoning and implementation of tools

Generative AI can function as an autonomous agent to streamline, optimise, and even execute business processes. Reason through complex workflows, leverage tools like APIs, databases, or automation platforms to perform actions in your business.

- Take actions based on reasoning through unstructured data
- Navigate incomplete or ambiguous information during process execution
- Detect anomalies and autonomously resolve them in real time
- Improve process by analysing outcomes to refine automation over time.

What scenarios could benefit from an automation system that can reason?

8 Get coding assistance

Generative AI can support the developing of applications by:

- Generating code snippets in real-time
- Automating the generation of test scripts
- Documenting code
- Detecting issues in existing code

What scenarios could benefit from development and coding assistance?

Use Case Brief

Solution Idea Name

What is the name of your solution idea?

Target User Roles

Which are the potential user roles of this solution? To which department do they belong?

Main Business Benefit

What makes this a valuable solution for the business?

Relevance Indicators

Reach

How many potential users does this solution have?

☐ Few ☐ Some ☐ Many

Strategic Relevance

How important is this solution to achieve the organisation's targets?

☐ Low ☐ Medium ☐ High

Business Value

How would you rate the business impact of your solution idea?

☐ ☐ ☐ ☐ ☐
Low High

Challenges / Optimisations

What challenges are being addressed? What activities are being optimised and how?

Process steps with gen AI

How does the process look like with the solution?

Notes

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**Learn more
about GenAI**



nttdata-solutions.com