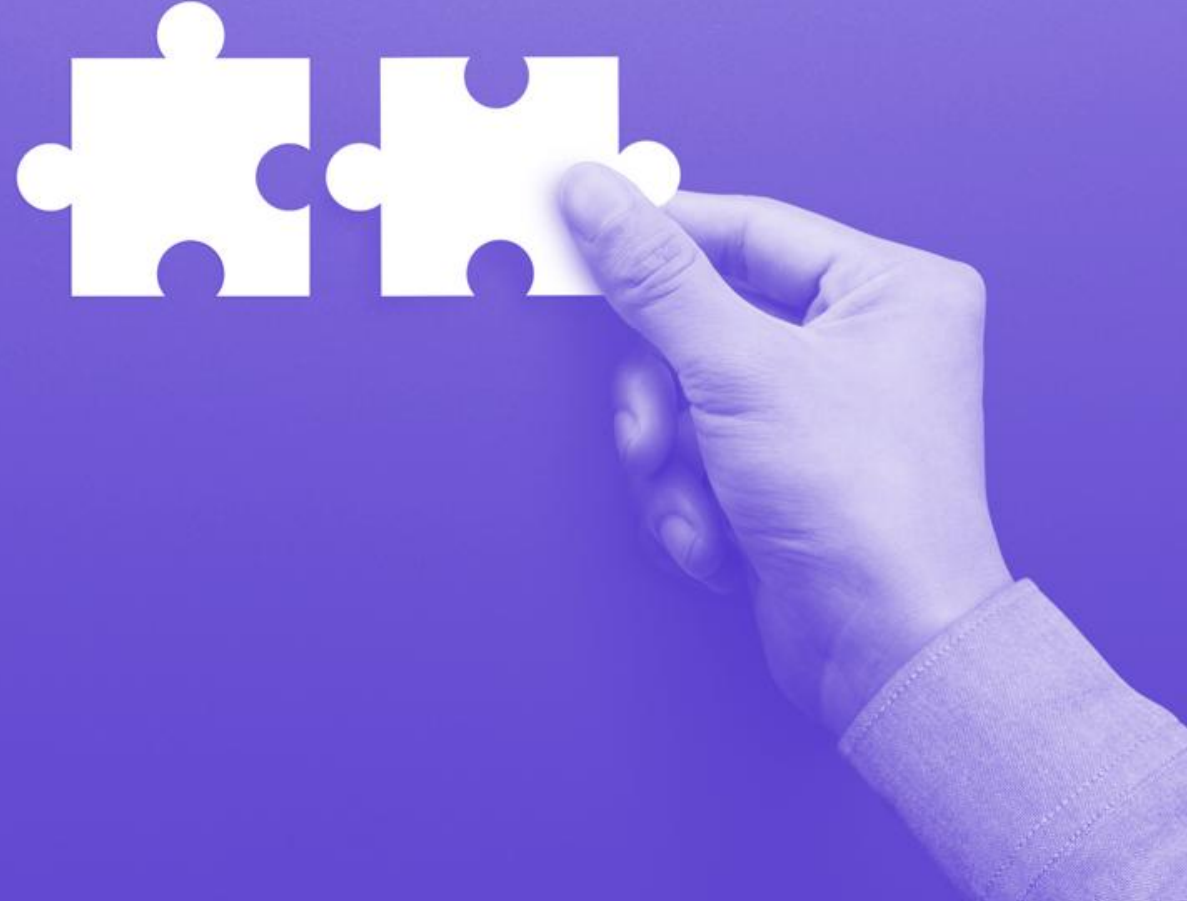


Joule Analytical Insights & Just Ask Best Practices

Francois Imberton, Flavia Moser

SAP Business Data Cloud, Product Management

June 2025





Agenda

- Introduction
- Challenges
- Best Practices
- Best Practice Example
- Q & A

The future of Planning & Analytics is powered by AI

Joule

Company

Best Run

Location

San Francisco, CA

Department

Product Engineering

Cost Center

25ef

You can change something else or send the position for approval. You can also say "cancel" to exit the flow at any time.

Send for Approval

Position sent for approval

Arya Smart is approving your request for Sustainability Supply Chain Consultant. View more in Org Chart.

Go to Org Chart

Message Joule...

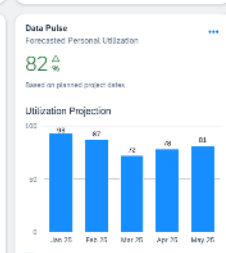


Open Tickets 4 of 12

INC0653107	All data mining project request for marketing
INC0653086	Creation of finance report for cryptocurrency
INC0652992	Data access approval request for controlling
INC0652911	Driver update for black and white BK printers

Cost Center: Impl. Projects Budget 2024 | EUR

IT Equipment	16.5K EUR	In budget
3rd Party Project Services	38.1K EUR	Exceeding budget
Office Supplies	2.7K EUR	Below budget
Other	11.4K EUR	Below budget



Purchasing Purchase Requisitions and Guided Buying

Comfort Easy	32 GB Digital Assistant with high resolution color sc...
ITeo Vault	Digital Organizer with State of the Art Storage Enc...
Notebook Professional 15	Notebook Professional 15 with 2.8K QHD+ quad core...
Ego Screen E-I	Optimum H4-resolution max. 1300 x 1300 38.104K...

Open Purchase Orders 4 of 35

Office Supplies	In Approval	5 months ago	2.5K EUR
Showroom Tablet	Draft	5 months ago	700.9 EUR
IT Software Licenses	In Approval	5 months ago	3.0K EUR
Notebook Reworks	Black	6 months ago	20.0K EUR

Project Data Pulse Revenue | USD

653.42 K

Target 1M Deviation 34.7%

Q4, 2024

Line chart

Today 2:05 PM

Show me internal candidates for the project manager

I found three matching internal candidates to fill the gap for the project manager. Have a look at their profiles and request the resource that fits best for project Data Pulse:

Intelligent Matching of Employees to Project Total Match (78.23%)

Marcos Rodriguez	Project Manager	Availability 100.00% Skills 100.00%	Very High
Sven Heinrich	Project Manager	Availability 80.00% Skills 84.00%	High
Samantha Jesse	Project Consultant		

Message Joule...

SAP Custom Logic

YY1_WEATHER_BASED_PRICING Weather_Based_Pricing

Develop Test Compare

Save and Publish Save Cancel Insert Code Snippet Show Sample Code

Draft Code

```
1 // Data Declaration
2 DATA :<temperature> TYPE p DECIMAL4 2.
3 DATA :<adjustment> TYPE p DECIMAL4 2.
4 DATA :<condition_amount> TYPE p DECIMAL4 2.
5 DATA :<error> TYPE string.
6
7 // Necessary step of importing parameters to changing parameters
8 NEW-CONVERSIONS :<temp_amount> TO :<temp_result_amount>.
9 NEW-CONVERSIONS :<temp_attribute> TO :<temp_result_attribute>.
10 NEW-CONVERSIONS :<temp_quantile> TO :<temp_result_quantile>.
11 NEW-CONVERSIONS :<temp_attribute> TO :<temp_result_attribute>.
12 NEW-CONVERSIONS :<temp_attribute> TO :<temp_result_attribute>.
13 NEW-CONVERSIONS :<temp_attribute> TO :<temp_result_attribute>.
14
15 // Fetch temperature from the specified table field
16 :<temp_amount> = :<temp_attribute>->:<temp_result_attribute>.
17
18 // Check if temperature is above 30 degrees
19 IF :<temp_amount> > 30
20 // Calculate the price adjustment: decrease by 10% for every 2 degrees above 30
21 :<adjustment> = ( ( :<temp_amount> - 30 ) / 2 ) * ( :<temp_result_attribute-conditionamount> / 10 ).
22 // Adjust the condition base value based on temperature
23 :<condition_amount> = :<temp_result_attribute-conditionamount> - :<adjustment>.
24 // Set the adjusted condition amount back to the structure
25 :<temp_result_attribute-conditionamount> = :<condition_amount>.
26 ENDIF.
```

Element Information

Parameters Importing

Name	Type Description	Type
ACTIVE_PRICE_AMOUNTS	Structure	Str...
CONDITIONAMOUNT	Decimal	FL

Joule

Can you explain the business logic of an ABAP code?

Sure, which ABAP code do you need help with?

• Data Declaration

DATA :<temperature> TYPE p DECIMAL4 2.

DATA :<adjustment> TYPE p DECIMAL4 2.

DATA :<condition_amount> TYPE p DECIMAL4 2.

DATA :<error> TYPE string.

• Necessary step of importing parameters to changing parameters

NEW-CONVERSIONS :<temp_amount> TO :<temp_result_amount>.

NEW-CONVERSIONS :<temp_attribute> TO :<temp_result_attribute>.

NEW-CONVERSIONS :<temp_quantile> TO :<temp_result_quantile>.

NEW-CONVERSIONS :<temp_attribute> TO :<temp_result_attribute>.

NEW-CONVERSIONS :<temp_attribute> TO :<temp_result_attribute>.

NEW-CONVERSIONS :<temp_attribute> TO :<temp_result_attribute>.

• Fetch temperature from the specified table field

:<temp_amount> = :<temp_attribute>->:<temp_result_attribute>.

• Check if temperature is above 30 degrees

IF :<temp_amount> > 30

Calculate the price adjustment: decrease by 10% for every 2 degrees above 30

Message Joule...

Joule

Show me the weekly sales totals for the past 4 weeks by revenue and cost.

Here is what I found:

Sales Fulfillment of Department SP 17

50.74 K

Target 500K Deviation -89.75%

Q4, 2023 2 minutes ago

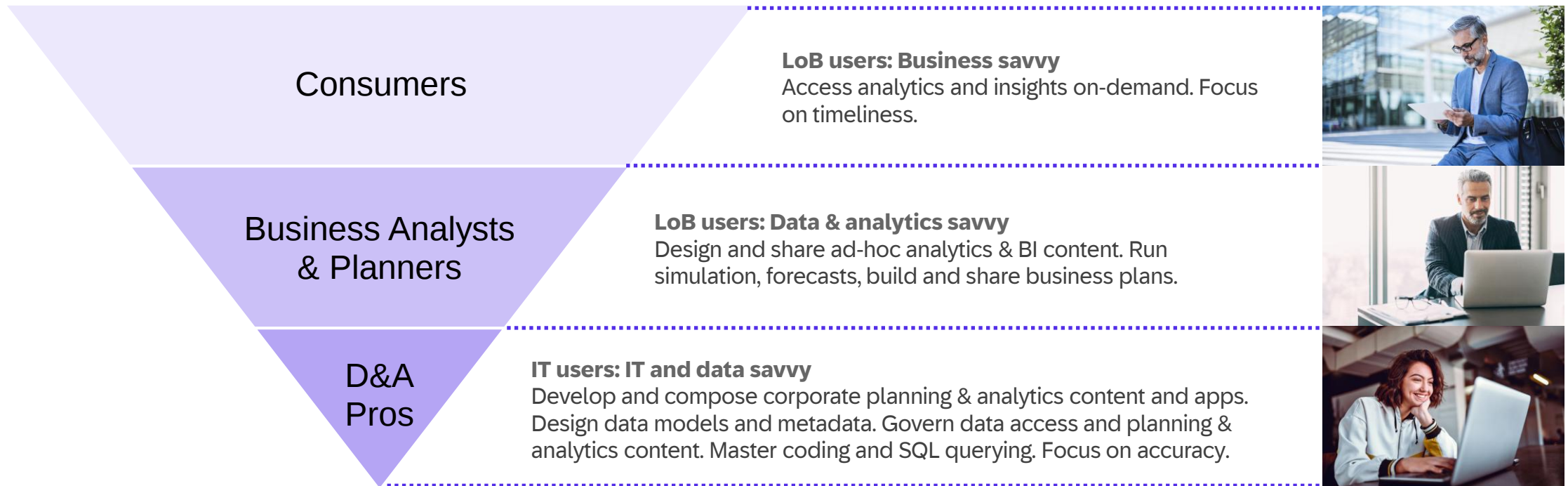
By Revenue and Cost

Week	Revenue	Cost
CW14	40,694	
CW15		33,193.3
CW16		
CW17		

Revenue Cost

Message Joule...

All Planning & Analytics Users can benefit from AI





AI with SAP Analytics Cloud



Existing AI Features

Powered by machine learning and statistical analysis



Just Ask

Ask analytical questions in natural language and get answers as charts and table



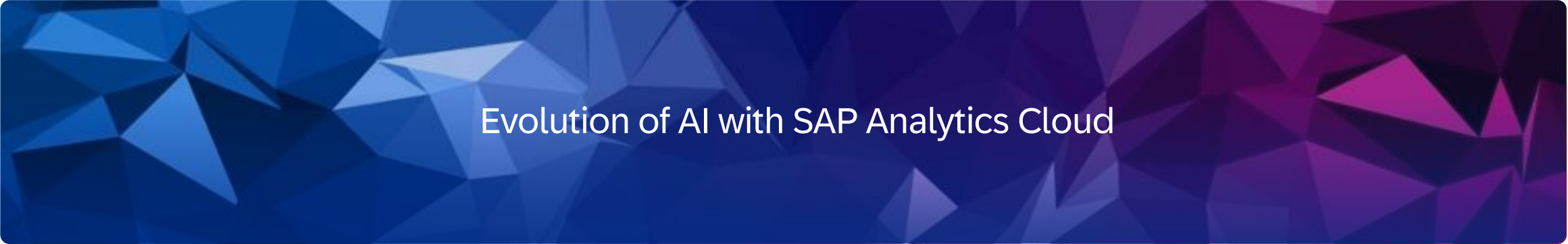
Joule

Deliver in-context, conversational AI with Joule



Infusing Generative AI

Infuse GenAI in place, where it's relevant to ease and accelerate planning & analytics workflows.

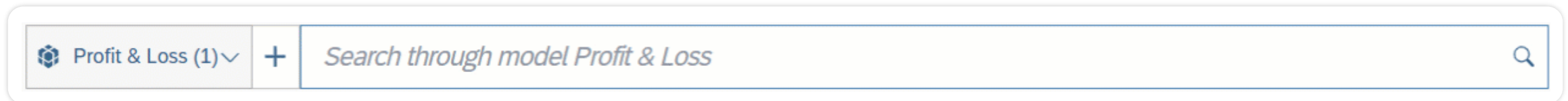


Evolution of AI with SAP Analytics Cloud

SAP Analytics Cloud Just Ask

Initial Release Q1 2024

- The *just ask* feature of SAP Analytics Cloud applies generative AI to search-driven analytics
- AI-powered **natural language queries** and **conversational** analytics
- Capability is based on the integration of the of **Askdata technology**



Joule Analytical Insights

Powered by just ask - Released Q2 2025

Tell me how...

- Expert advice on using SAP applications

Show me where...

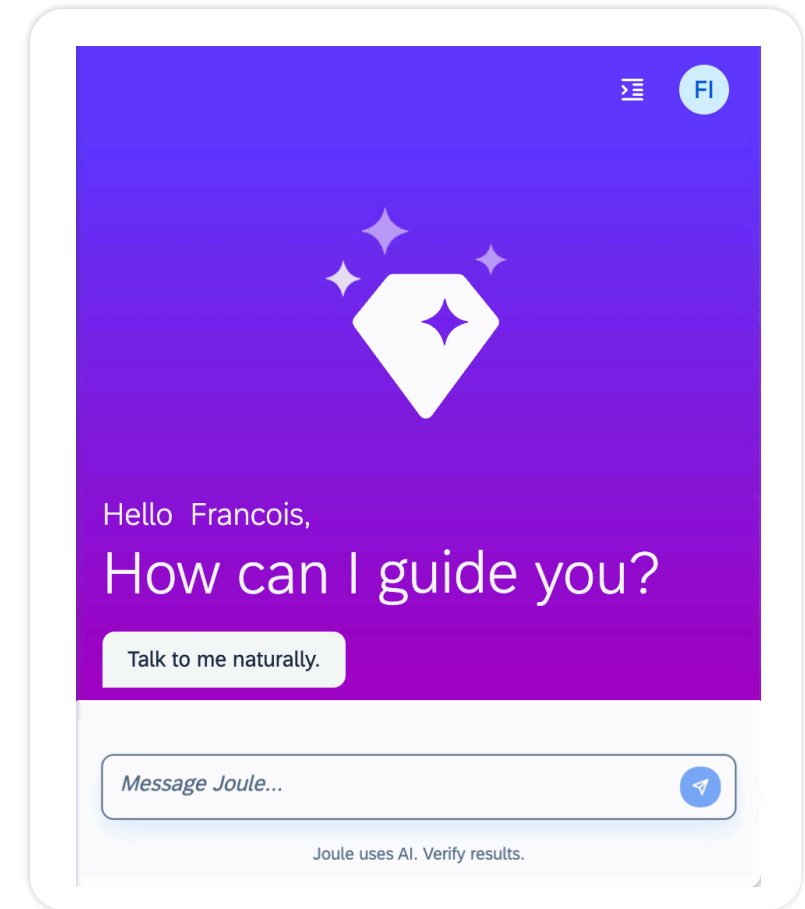
- Quick links to applications for the next task

Do this task...

- Automation that gets work done without the UI

Give me insights...

- Analytical answers thanks to just ask technology



The AI Copilot Revolutionizes How Users Interact with SAP Applications

What's the difference between Just Ask & Joule?

It all about questions in natural language



Just Ask: SAP Analytics Cloud NLQ

- SAP Analytics Cloud users can get answers on their own
- Analytical question and answer
 - Answers are numbers, charts & tables
 - Support for acquired data models and SAP Datasphere models
 - Question in natural language in English, German, Spanish, French & Italian



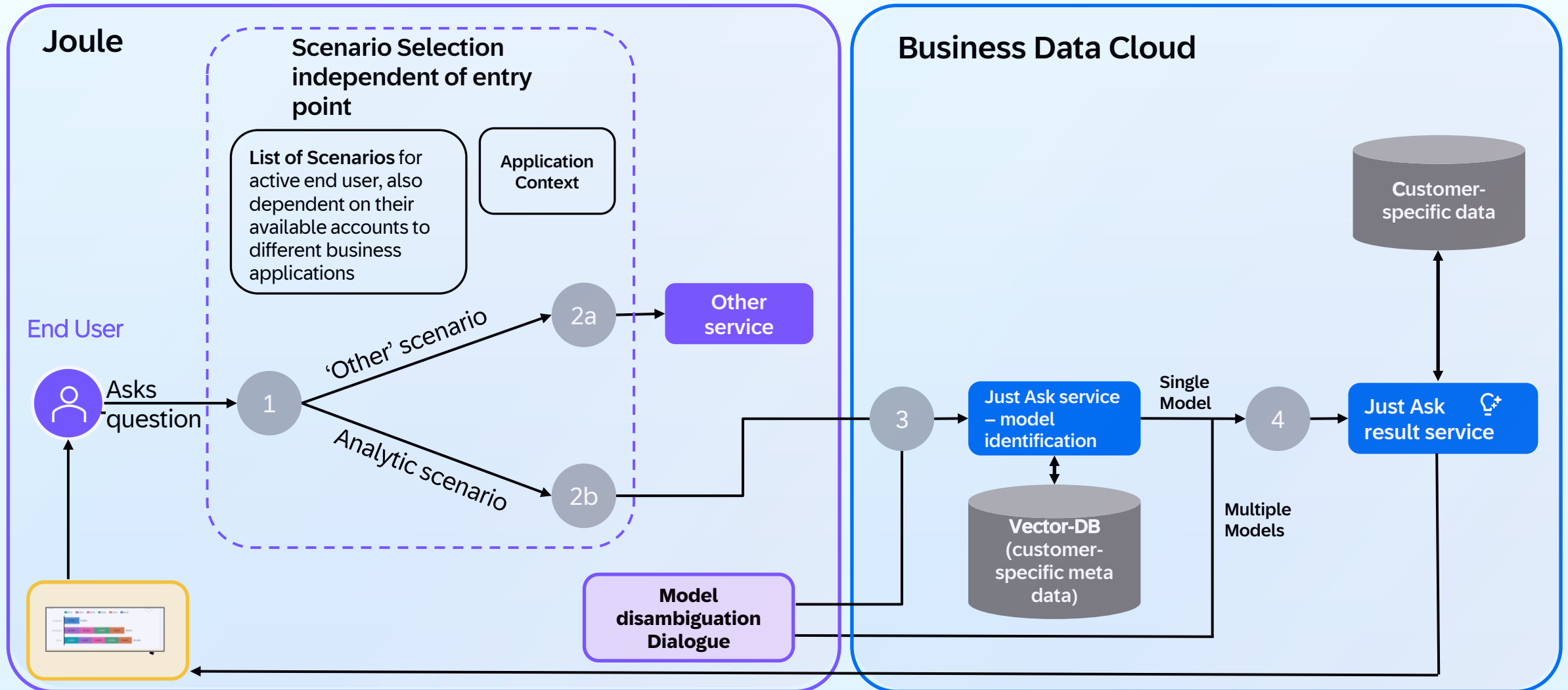
Joule: SAP AI conversational assistant

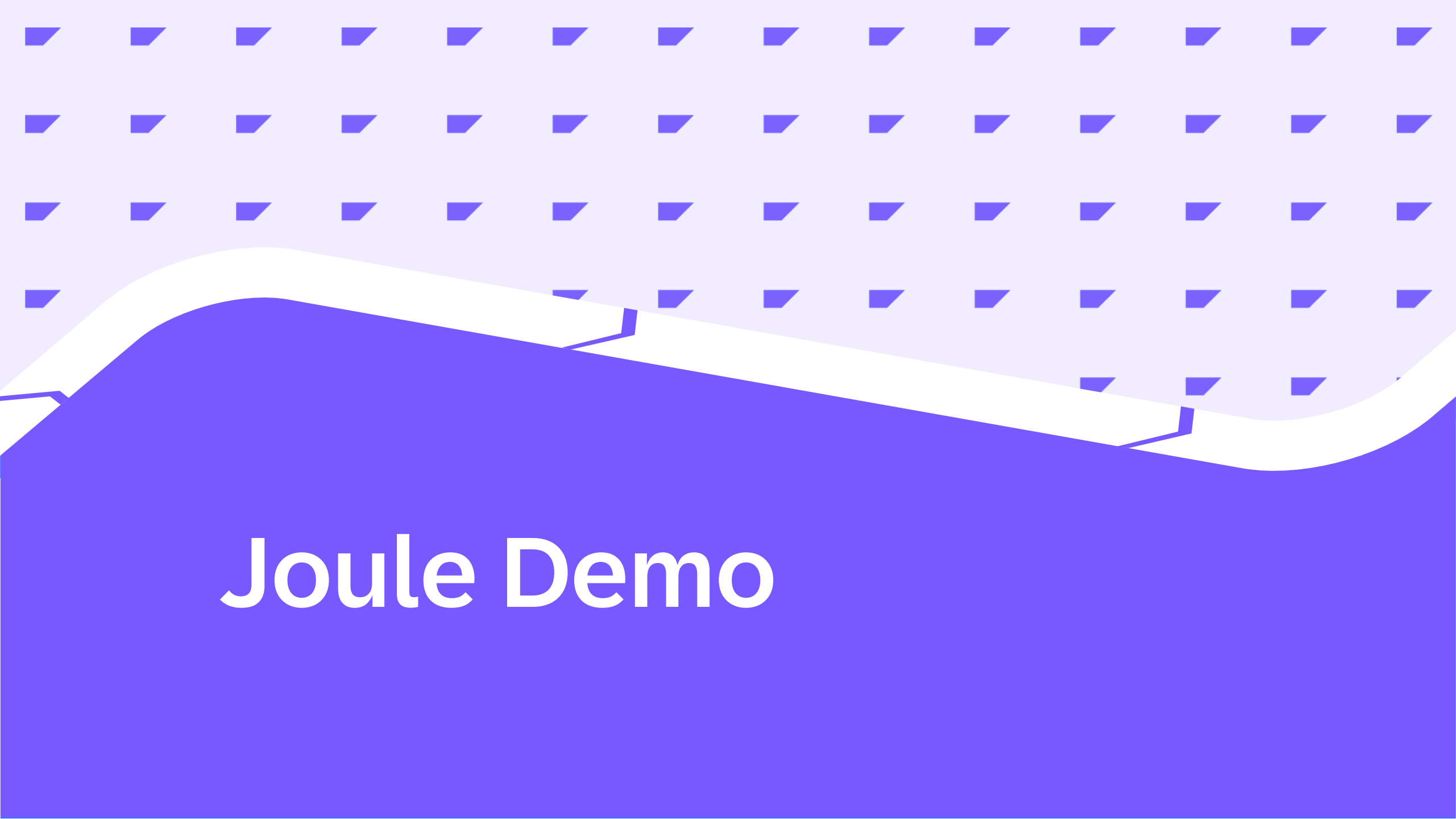
- SAP Business application users are more efficient
- In context-conversation with transactional, navigational and informational capabilities
- + Analytical capability powered by just ask
 - Same language understanding and prerequisites
 - No additional cost (Joule base capability)
- In SAC, Joule will also empower story developer and planners to be more efficient ⁽¹⁾

(1) Planned Q1 26

Joule

Scenario Selection in the context of Joule analytical insights





Joule Demo

Hello, Flavia!

Products



CXT Homepage



SAP SuccessFactors Home Page

To-Dos

Requisition
Nolan Waters

3 days ago

Senior Consultant (US) | IC
Jan 1, 2023 – May 30, 2025

302,400.00 USD

Approve

Reject

Time Sheet
Emma Ward

4 days ago

Time Sheet for Emma Ward
Jul 15 – 21, 2024

16 hr 0 min

Approve

Decline

Time Sheet
Emma Ward

4 days ago

Time Sheet for Emma Ward
Jul 8 – 14, 2024

33 hr 0 min

Approve

Decline

Procurement Purchase Requisition
Emma Ward

2 weeks ago

PR10065 - Split-Coupled Vertical Sp

3,476.95 USD

Approve

Deny

Expense
Roger S

Trip to Milano

856.67

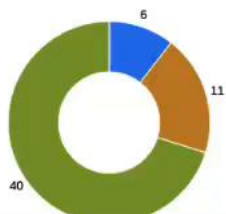
Insights

Purchase Requisition Item Types MT 1010

1010

57

By Item Type



Monitor Purchase Contracts

77

Sorted by consumption, valid-to date, and target value

ABS Labs

in 1 month

4600000304

27.6M EUR

50.0%

Garrett Motion Inc.

in 5 months

4600000313

29.0M EUR

51.6%

AV Parts Inc

in 1 week

4600000309

29.0M EUR

41.7%

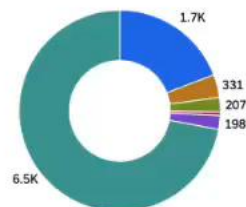
AV Parts Inc

in 5 months

Purchase Requisition Item Types

9K

By Item Type



Off-Contract Spend

67

As % of total spend | By Material Group

Frame

85 %

658.6M EUR

Ariba Guided Buying

100 %

536.0M EUR

Drive Train

91 %

281.1M EUR

Services

100 %

169.1M EUR

Open Purchase

4500000056

In Approval

4500000133

In Approval

4500000103

In Approval

4500000171

In Approval

Hello Flavia,
How can I guide you?

Talk to me naturally.

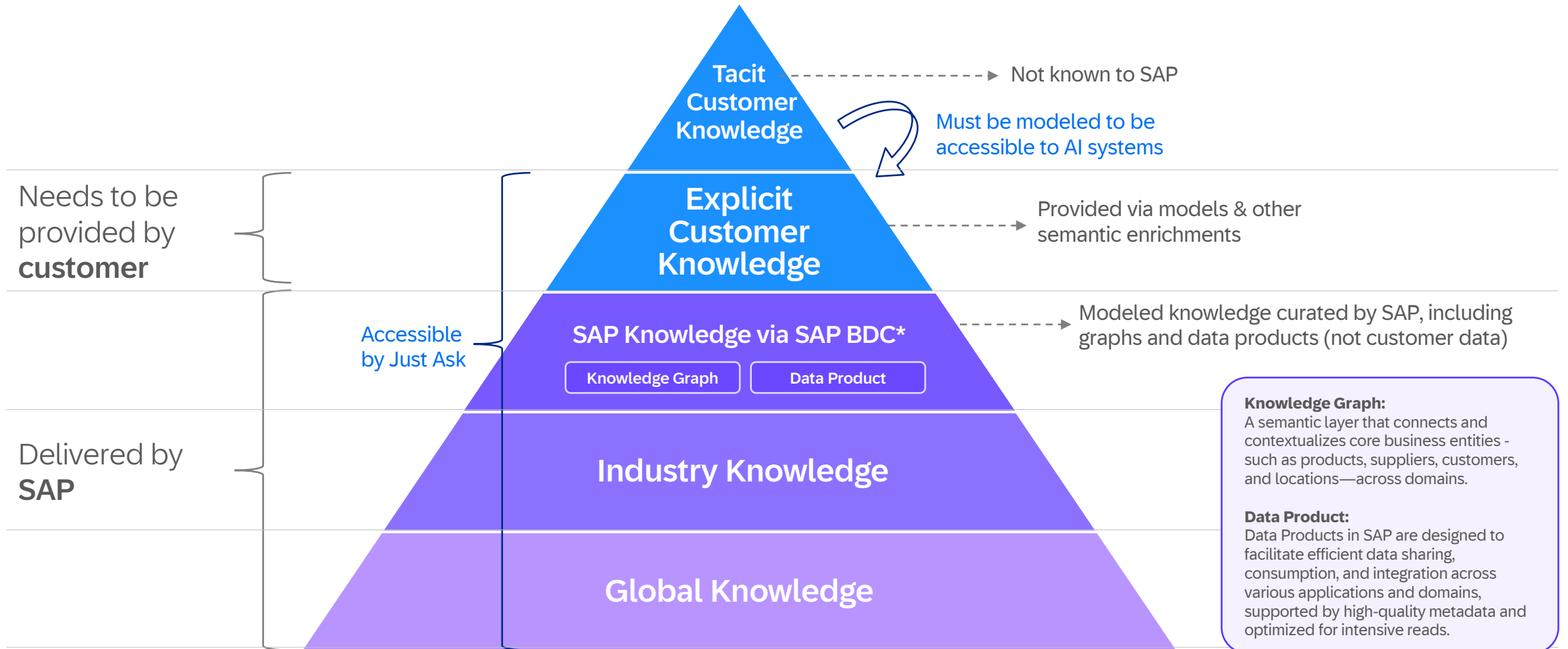
Message Joule...



Challenges

SAP Knowledge Pyramid

in Context of SAP Business Data Cloud (BDC)



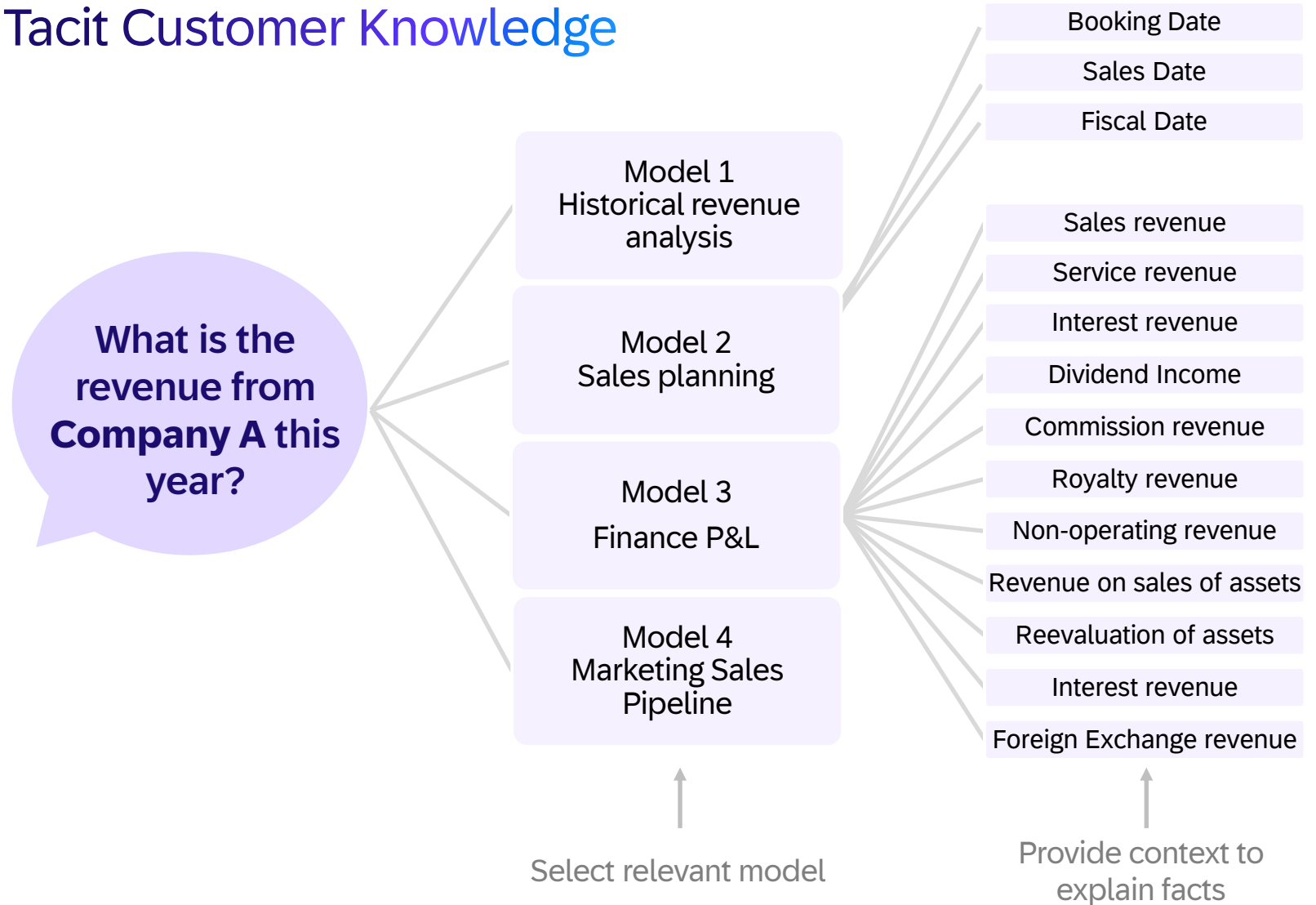
Joule & Just Ask NLQ Challenge I

Tacit Customer Knowledge

Multiple answers can be correct depending on context

Different models & different metrics can provide relevant answers

Dashboard designers
hide the underlying data complexity



Joule & Just Ask NLQ Challenge II

Accurate Answers are Limited

Data & Queries

Data exposed in data models

Data processing of SAP Analytics Cloud e.g. average on blended models

Query generated by just ask e.g. “What is the share of employee in Germany?”

Joule & Just Ask NLQ Challenge III

Ambiguities in Natural Language

Implicit Terms in Questions

“Average Gross Profit” implicit dimension e.g. time, transactions, profit center, ...

“Worst performing products” implicit measure e.g. on volume, sales, margin,..

“Was retail above average last year?” e.g. implicit measure & dimension

“Which is better retail or wholesales?” implicit measure e.g. revenue, net profit, operating expenses,..

“Sales in Italy of electric cars” implicit time filter e.g. current year, quarter-to-date, ..

“My product sales” implicit dimension filter



Best Practices

Joule & Just Ask Best Practices I

--- François ---

Name objects for non-technical users

- Avoid overlap in object names across & within models
 - Example: Profit Center dimension & profit center as property of Cost Center
- Name measures, dimension & dimension properties so that they are:
 - Easy to distinguish
 - Self explanatory, unambiguous
- Do not include keywords such as max, average or temporal (month, year, etc.)
- Do not include words used in dimension member
 - e.g. Sales in Retail where 'retail' is a member of dimension Segment;
Travel Expense Intl where 'intl' is a member of dimension 'Location'



Joule & Just Ask Best Practices II

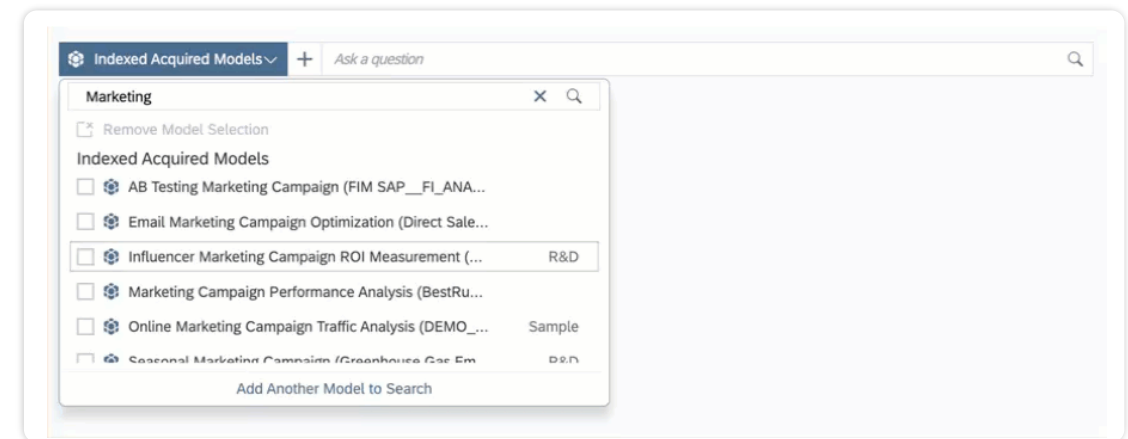
Expose a limited set of curated models

Avoid situation where users has to guess which model to user

- Define authorization/sharing settings
- Set model alias & model labels (acquired data models)

Multilingual Deployments

- Support for English, French, German, Spanish and Italian
- Expose models in each language (as of today)
- Restrict access to model per region



Joule & Just Ask Best Practices III

Move story logic to models

- Define calculated measures in model for frequently asked KPIs
- Expose a single date dimension so that “this month”, “this year”, “today” is ambiguous

Just Ask Admin Features

Available in acquired data models, planned H2 for SAP Datasphere

- Define synonyms for business specific terms & more
- Hide dimensions, properties and measures that could introduce confusion
- Define default values for model variables e.g. default target currency
- Define rules to customize queries (with parsimony)

Planning the Rollout of Just Ask and Analytical Insights

**Identify Use Case
Audience & Data**

Understand user intent
Collect typical questions
and terminology

**Model data for
non-technical users**
Develop best practices

Adjust just ask
Synonyms & rules
Hide objects, default
Variable values

Work with users
Gather user feedback | Data literacy
program

**Trusted,
Curated
Answers**

```
graph TD; A[Identify Use Case Audience & Data] --> B[Understand user intent<br/>Collect typical questions and terminology]; B --> C[Model data for non-technical users<br/>Develop best practices]; C --> D[Adjust just ask<br/>Synonyms & rules<br/>Hide objects, default<br/>Variable values]; D --> E[Work with users<br/>Gather user feedback | Data literacy program]; E --> A;
```

--- François ---

Demo

Just Ask features
Best Practice Example



 [Edit description](#)

Sales KPIs (1) ✓



Search through model Sales KPIs



> Sample Questions



Thank You
Q & A



xP&A Partner Community

Global Business Partner Community and Support

Nicolas Plocharski

SAP xP&A Global Center of Excellence

THE BEST RUN



xP&A Partner Community in a nutshell

Our Goals remain unchanged – Enablement, Knowledge Sharing, Communication and Collaboration

- Harmonizing and getting everyone up to speed with the same information level
- Providing important business and technical updates, current strategy and trends information
- Sharing with the Group content and links related to SAC Planning, product training and other enablement materials

Who are we?

- Planning and Analysis Experts from Global Center of Excellence for xP&A at SAP
- Invited guests presenters from other SAP organizations

Voice of Partners – webinars and spaces are for You

- Let us know if
 - You would like specific topics to be presented or
 - You want to share something with the Community

Our regular events

- **Format:**

- Every 3 weeks on Wednesday, 45-60 min.
- 08:00 am (CET) for APJ and ANZ region regions
- 05:00 pm (CET) for Americas and EMEA regions

- **Audience:**

- Everyone interested in the topic of Extended Planning and Analysis (xP&A).

- **Participation:**

- VOLUNTARY
- Anyone considering xP&A related information as useful and can set up some time in her / his calendar, feel free joining us.
- Each session stands for itself – you can also attend if you were not there last time.

- **Do You want to join xP&A Partner Community?**

- Please send a simple email to nicolas.plocharski@sap.com.

Our SharePoint site

<https://sap.sharepoint.com/sites/209772>

The screenshot displays the SAP xP&A Partner Group SharePoint site. The top navigation bar includes the SAP logo, "xP&A Partner Group", and user options like "Following" and "Site access". A left-hand navigation pane lists standard SharePoint sections: Home, Documents, Pages, Old News, Site contents, Recycle bin, and Edit.

The main content area features three "Quick links":

- xPanda Masters of Planning and Analysis:** Join xPanda - our LinkedIn Group and Invite Your Customers.
- SAP PartnerEdge:** SAP Partner Portal | welcome.
- SAP TRAINING:** GET SAP TRAINING.

Below the quick links are two circular icons representing different views or filters.

The "News" section has an "Add" button and a "See all" link. It features a large banner for "SAP Business Suite for Finance Management" and several smaller tiles related to Video Data Stories (VDS), ESG integration, and profitability management.

The "Documents" section includes a "New" button, a filter dropdown set to "All Documents", and a clock icon. The document list contains the following items:

Name
Hot Topic - BDC Q&A
Learning & Enablement
Past Webinars Recordings
Verified Partner Use Cases
Intro to VPUC_Feb2023.pdf
Partner SAC Planning Handbook September 2023.pdf
SAP Analytics Cloud Roadmap Explorer.url
VPUC-NominationForm.pdf

xPanda – Masters of Planning and Analysis on LinkedIn



☀️ SAP Analytics Cloud has a new home on LinkedIn! ☀️

We're thrilled to invite you to join xPanda community dedicated to all things **SAP Analytics Cloud for Planning**.

This group serves as both a **collaboration hub** and a **knowledge library**, designed to help users like you connect, learn, and grow.

💡 What's Inside?

We cover the entire **SAP xP&A portfolio**, featuring:

- ✅ Enterprise, Financial, Supply Chain, Workforce & Sales Planning
- ✅ SAP Analytics Cloud
- ✅ SAP Datasphere
- ✅ SAP PaPM Cloud

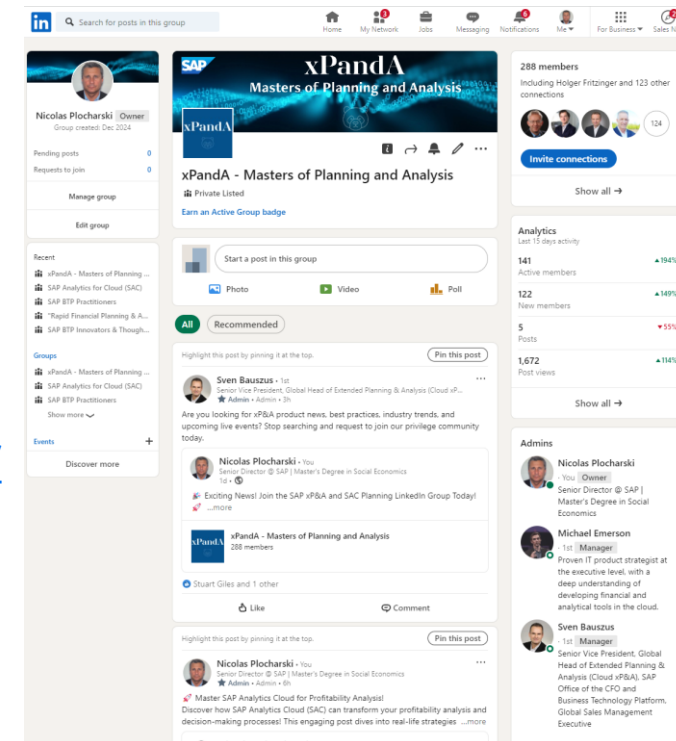
Whether you're looking for expert insights, practical resources, or a network of professionals

who share your passion for innovation, this is the place to be! 🚀

👉 Join us now and become part of the conversation: <https://www.linkedin.com/groups/13126587/>

Let's shape the future of planning and analytics together. See you there! 🌍 📁

🔗 Ready to Join? - <https://www.linkedin.com/groups/13126587/>



Partner Get Certified Academy for Data Analyst – SAP Analytics Cloud

Europe June 10th – 12th
Americas June 10th – 12th
Asia June 17th – 19th



More information and registration

https://partneredge.sap.com/en/library/education/psd/2025/apr/e_oe_te_w_PSD_WEB_00009814.html

Register Now!



Partner Get Certified Academy for SAP Business Data Cloud

Asia June 24th 09:00 AM – 12:00 PM SGT
Europe June 25th 10:00 AM – 01:00 PM CET
Americas June 26th 01:00 PM – 04:00 PM EST

Register now and let's make "SAP Certified" part of your signature:

https://partneredge.sap.com/en/library/education/psd/2025/may/e_o_e_te_w_PSD_WEB_00010285.html

Register Now!



SAP Analytics Cloud Demo and Content

https://partneredge.sap.com/en/library/education/products/analytics/cfa/sell/enablement/cfa_demo.html

These enablement packages include everything you need to demo SAP Analytics Cloud, including demo systems, demo content, demo scripts, and demo video.

[Ordering a test and demonstration environment](#)

[Shared demo services](#)

[Proof of Concept](#)

[Smart predict / Predictive planning hands-on tutorials](#)

Demo scenarios

- [Download scenario exports](#)

[15552: SAP Analytics Cloud for planning \(E2E\)](#)

[15779: SAP Analytics Cloud for planning analyze, predict](#)

[16875: SAP Analytics Cloud for planning – xP&A multi-role planning demo](#)

[17723: Operational workforce planning](#)

[17838: Total workforce management](#)

[18345: SAP Analytics Cloud for planning – Weekly store sales forecast](#)

[18508: SAP Analytics Cloud for planning - Rapid FP&A suite for SAP S/4HANA \(Best practices for](#)

[corporate FP&A\)](#)

Demo 2.0

<https://content-discovery.int.sap/asset-explore>

 **Content Discovery**

Customer Reference Information Now Available My Content   NP

Explore All Assets [Chat with our AI](#)

sap analytics cloud 20177 Assets   

Assets (20177)



CUSTOMER REFERENCE PROFILE

SAP Analytics Cloud Planning & SAP Analytics Cloud BI

New! 



DEMO - ID 18273

SAP Analytics Cloud - Analytics Everywhere

Compilation ★ (0) 



CUSTOMER REFERENCE PROFILE

SAP Analytics Cloud

New! 



CUSTOMER REFERENCE PROFILE

SAP Analytics Cloud

New! 



CUSTOMER REFERENCE PROFILE

SAP Analytics Cloud

New! 



CUSTOMER REFERENCE PROFILE

SAP Analytics Cloud

New! 



CUSTOMER REFERENCE PROFILE

SAP Analytics Cloud

New! 



CUSTOMER REFERENCE PROFILE

SAP Analytics Cloud

New! 



CUSTOMER REFERENCE PROFILE

SAP Analytics Cloud

New! 



CUSTOMER REFERENCE PROFILE

BTP: SAP Analytics Cloud BI, SAP Analytics Cloud Planning

New! 

Filters [Personalize Filters](#)

Asset Type >

Industry >

Line of Business >

Product >

Services and Support >

ENGAGEMENT MODEL >

Customer Value Journey ⓘ >

Process >

Workshop in a box

SAC Planning hands-on workshop in a box – now available for partners

The whole content can be downloaded from the Community SharePoint upon email request sent to nicolas.plocharski@sap.com

 Name ▾
 EN_SAC_SALES_Planning_Import_Actual_2020-2023.csv
 EN_SAC_SALES_Planning_Structure.xlsx
 EN_SAP SAC Planning Hands_On_WS_Script_2024_v3.1.pdf
 Landing page.jpg
 SAP_logo.png

Marketing Campaign – Business Data Cloud campaign

https://partneredge.sap.com/en/library/assets/products/shared/market/campaigns/mc_bus_data_cld.html

MARKETING CAMPAIGNS

SAP Business Data Cloud partner campaign

Download campaign brief

New digital content including videos and ebooks to support a digital demand generation campaign for the SAP Business Data Cloud.



Primary audience: CIO, Chief data officer, Chief analytics officer, VP/Director of data & analytics

Audience type: Install base and net new

Company size: Midsize companies and large enterprise

Industries: Cross Industry

Solution: SAP Business Data Cloud

Highlights: Access authoritative data, enrich all data types and simplify the data landscape for enterprises.

Value proposition

Fuel your most important business processes with AI-ready data that is instantly connected, actionable, and contextual.

Assets included in the package

Execute the campaign successfully with this [Campaign brief](#). Find all the latest assets below included in the campaign brief. Please include this SAP campaign code into the SAP Deal Registration (DRS) application when registering any resulting deals in the system - **CRM-YJ25-BTP-3113460**

Tutorial Video: Watch how to do a [Deal Registration Campaign Code Entry](#)

Key assets

Awareness

- **Video:** [What is a data cloud](#)
- **Video:** [What is data architecture](#)
- **Video:** [What is a data strategy](#)
- **Promotional Copy blocks:** [Social, email, landing page](#)

Acquisition

- **ebook:** [Unleash transformative insights with SAP Business Data Cloud](#)
- **ebook:** [Driving impactful business decisions with insight apps](#)
- **Report:** [The trust factor: Data, resilience, and innovation](#)

Consideration

- **Solution brief:** [Connect and harmonize business data to amplify the power of AI](#)
- **Customer story:** [Henkel](#)
- **One pager:** [Partner enablement guide](#)
- **Presentation:** [SAP Business Data Cloud \(L0-L1\)](#)

Thank you.

If You want to join our group send Your request to

nicolas.plocharski@sap.com