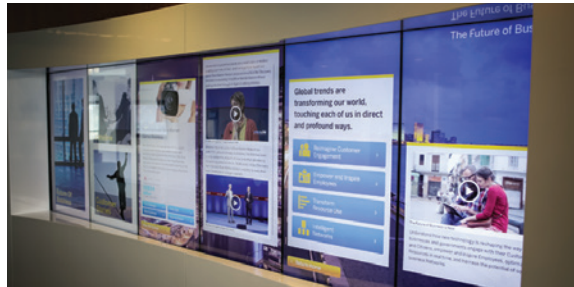


CUSTOMER CASE STUDY: SAP AMERICAS

SAP ELEVATES THE ART OF STORYTELLING



BACKGROUND

With over 235,000 customers worldwide, SAP is the market leader in enterprise software and software-related services. Headquartered in Newtown Square, PA, SAP Americas is home to one of nine state-of-the-art Executive Briefing Centers in the world. These facilities are designed to offer progressive sessions to help organizations learn, collaborate, and strategize with SAP thought leaders, industry experts, and partners.

Together with T1V, SAP sought to change the Executive Briefing Center experience for its customers.

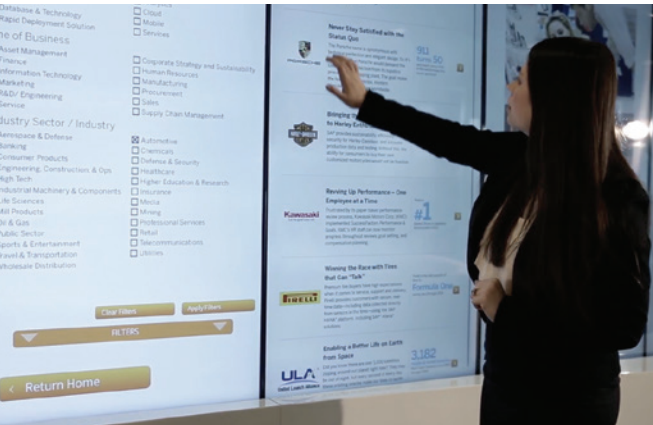
SAP CHALLENGE	T1V SOLUTION
Create a more interactive, engaging, immersive experience for SAP customers	<ul style="list-style-type: none"> ➤ The 15 ft. Interactive Wall
Provide an intuitive and user-friendly UI, with the ability to display and filter a large amount of content: photos, videos, and text	<ul style="list-style-type: none"> ➤ Multitouch, multiuser, multiapplication interface – so customers can dictate which content they want to see, and access different features on the Wall simultaneously
Communicate SAP’s story through their customers’ stories	<ul style="list-style-type: none"> ➤ Over 2,000 SAP customer stories featuring case studies, videos, photos, text, and other dynamic content with a consistent look and feel
Drive deeper conversations and collaboration between account executives and customers	<ul style="list-style-type: none"> ➤ Search and filter – allowing customers and account executives to easily locate customer stories by industry, line of business, solution, or customer name
Seamless, low-maintenance upkeep of content	<ul style="list-style-type: none"> ➤ T1V’s custom software application pulls data directly from SAP’s existing database to the inTouch Wall – keeping content fresh, always synchronized, and requiring no additional upkeep from SAP

THE SAP RESPONSE

“Customer centricity is the most important thing at SAP. This Wall allows us to tell our stories in many, many different ways...which is very powerful.

T1V was a great partner because they understood our vision, they were very flexible as new ideas arose... We accomplished our vision and they exceeded our expectations. It's such a 'Wow' factor in our space. And even as new ideas have emerged, they've allowed us to tweak the solution to make it even better...”

Kira Tierney, Director, SAP Executive Briefing Center



WATCH THE VIDEO >

To watch the SAP Interactive Wall Video, visit: www.t1v.com/sap-intouch-wall