



Photos courtesy of Uzi Porat

"At Crestron, we found the best solutions, that best suited our needs. Most importantly, we found a true partner that worked hand-in-hand with us during the design process and project implementation. I'm confident our cooperation with Crestron, which takes place all over the world, will continue and expand."

Ofer Tenenboim
GRF EMEA Head of Projects
SAP

Introduction

As the market leader in enterprise application software, SAP is at the center of today's business and technology revolution, committed to helping every customer become a best-run business.

In April 2017, SAP unveiled their new 165,000 square-foot office building in Ra'anana, Israel. While most of SAP's global offices are under lease contracts, management made the decision to purchase the building in Israel out of its commitment to the country, and its recognition and commitment to their Israeli team and global activities. They were also committed to providing employees with the most modern workplace and most innovative UC, AV, and control technology in all meeting rooms and spaces, training facilities, and in the impressive Executive Experience Center. After a thorough search of options, SAP chose Crestron.





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The search

“When we started designing the new building in Ra’anana, we looked at a wide range of technologies. That’s when we met with Crestron’s Israel team,” said Ofer Tenenboim, GRF EMEA Head of Projects for SAP. “It was very important for us to provide our employees with a modern and innovative work environment that would not only support the variety of current technologies, but would also allow us to evolve as new technology becomes available.”

“This was one of the most impressive projects we’ve worked on, mainly because of the wide range of Crestron technologies incorporated in the space. It truly turned this building into one of the most advanced office spaces in Israel, and certainly in the world.”

Doron Moshe
CEO
DM Engineering



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The technology

"When we first met with SAP's IT team, we immediately realized this would be a special and unusual project – it's not every day that an international company such as SAP invests in its own facility in Israel," said Ronen Brookstein, CEO of Crestron Israel, who oversaw the project personally. "In addition, as one of the leading technology companies in the world, it was clear to us that the technology component would be significant."

The challenges in such a project were particularly large, given the wide deployment of advanced technology systems in almost every room in the building, plus the need to seamlessly integrate Crestron technology with SAP's systems and its IP network.

Based in Caesarea, Israel, and charged with carrying out the project, DM Engineering started the design process by defining the different room types in the building: small, medium, UC rooms, some larger rooms based on the award-winning DigitalMedia™ Presentation Systems, auditorium, product demonstration room, and the 165,000 square foot Executive Experience Center designed by Breeze Creative that features a videoconferencing room for guests. The focus across all room types was on creating a unified user experience.

"The Executive Experience Center delivers an impressive introduction to visitors," says Sagi Yehezkel, CEO of Breeze Creative. "Using a massive video wall, we designed multiple modular presentation systems that enable guests to experience SAP solutions in a state-of-the-art simulation room, along with meeting spaces for guests to collaborate."



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Results

Thanks to innovative Crestron UC, AV, and control technology deployed in all meeting and training spaces, as well as in the Executive Experience Center, SAP employees enjoy a consistent user experience with no time wasted figuring out how the technology in each room works. This has resulted in greater efficiency and productivity throughout the new building.

Featured Products

- **DigitalMedia Presentation Systems**
DMPS3-300-C
DMPS3-4K-150-C
- **DigitalMedia Matrix Switcher**
DM-MD16x16
- **HD Scaling Auto-Switcher and Extender**
HD-MD-400-C-E
- **Touch Screen**
TSW-760
- **3-Series® Control System**
- **4 Room Audio System**
C2NI-AMP4x100
- **Saros® Pendant Speakers**
- **Saros Soundbar**
- **Cameo® Keypads**
- **Sonnex® Multi-Room Audio System**

