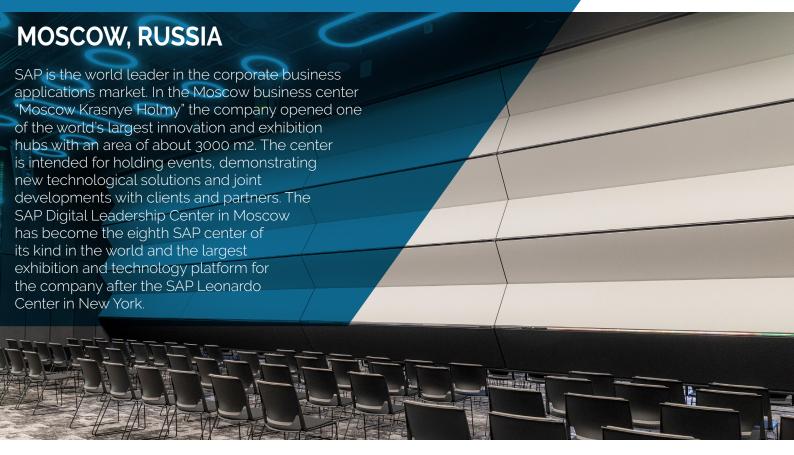


CASE STUDY: SAP DIGITAL LEADERSHIP CENTER



DESIGN AND CONTRUCTION

Bureau of Architecture: UNK corporate interiors

Team leader: Nikolay Milovidov

Architects: Alexey Zarodov, Agata Potapenko, Elena Forofontova

Project manager: Anna Vorovskaya

General contractor: Group of companies GINT-M

Design: 2 months

Implementation: 4 months

SKYFOLD SPECS

Number of walls: 1 Classic 55

Largest size: 58.5' (17.81 m) long by 14.9' (4.5 m) high

Motor style: Remote compact 90 Panel Finish: Dune Fabric 4505 Shipment date: January 2019

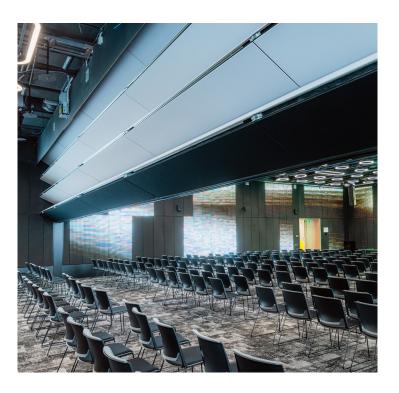
Our project has become the eighth Leonardo Center SAP in the world. But nowhere else is there such a number of functions and such flexible space as Moscow SAP. We have created both a large conference hall with developed lobbies and an exhibition hall, while we have equipped zones for "design thinking", D-Shop, meeting rooms. There is no center in the whole world where all these elements are present at the same time. The uniqueness of the Moscow project lies in the fact that all components of the hub can operate in parallel and completely independently of each other.

- Nikolay Milovidov, Managing partner of the architectural bureau UNK project



Business Challenge

The architects were faced with the task of creating a multifunctional transforming space intended for holding public events - conferences and exhibitions, as well as business negotiations and meetings dedicated to the development of technological products. Moreover, all parts of the center must function simultaneously and independently of each other.



The aim of the project was to create a modern, multifunctional and technological premises on the new site, which would also give an idea of the field of activity and be the face of the company, as well as expand the multimedia component. It was very important to take into account all the wishes of the business and comply with the originally designated deadline to which the grand opening of the Digital Leadership Center was tied. To create a comfortable and functional space, a huge amount of work has been done to analyze the existing situation and the customer's requests. Based on these requirements, the external appearance of the project was formed. It was incredibly interesting to think over complex technical solutions and details, and then watch how they are brought to life. As a result, the Digital Leadership Center is convenient and modern.

- Elena Schelchkova, Director of Administrative and Business Affairs in Russia and the CIS at SAP



The Digital Leadership Center opened in July 2018. and by the end of the year, about 200 events had already been held there. Opening this innovative hub, we first of all wanted to create a platform for joint development with our customers and partners. The time of simple sales and simple solutions has irrevocably gone and it is impossible to sell only a boxed product today. Creation of joint solutions with the client, the opening of co-innovation laboratories, the creation of unique products for the client - this is the direction that is becoming the leading one for SAP today. Therefore, it was important for us that the Digital Leadership Center was as technological, convenient and modern as possible, which, in my opinion, the designers managed to implement.

- Dmitry Krasyukov, Executive director of SAP CIS

