





HUH?

AM I RIGHT HERE?

GOOD NEWS:
YOU ARE.

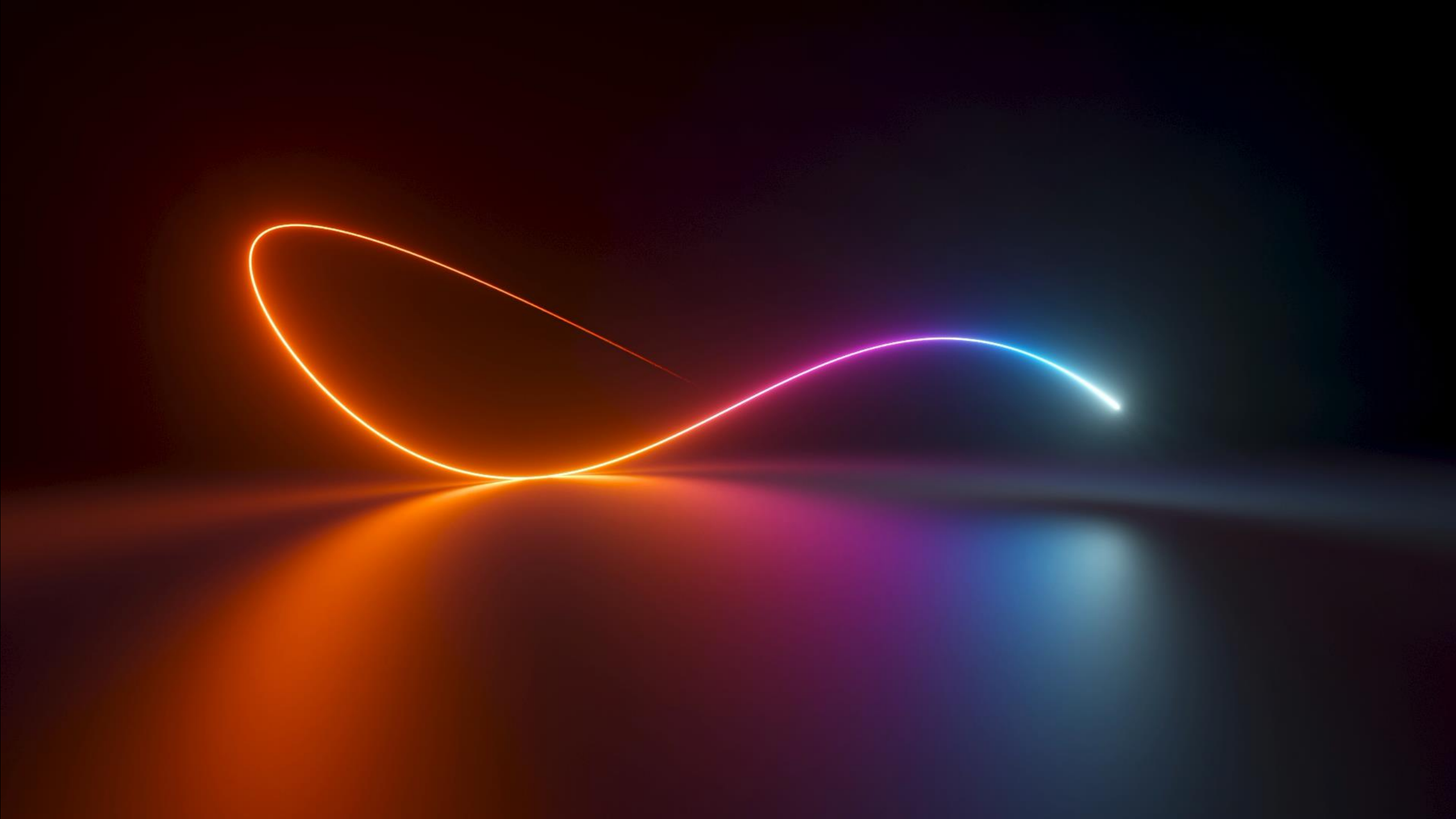


A woman with long blonde hair, wearing pink-rimmed glasses and a purple and orange striped knit sweater, is smiling broadly. She is making a heart shape with her hands. The background is a solid red color.

**FROM LIKE.
TO LOVE.**



**DIE CLOUD VERÄNDERT ALLES.
AUCH UNS.**



NEUE ZEITEN

ERFORDERN NEUEN DIALOG.



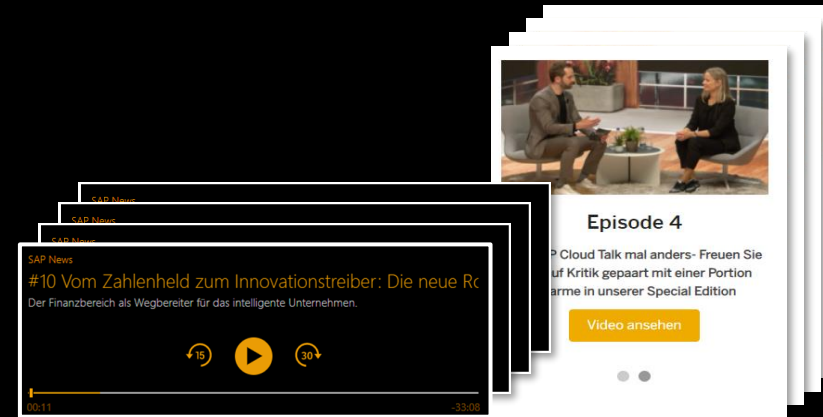
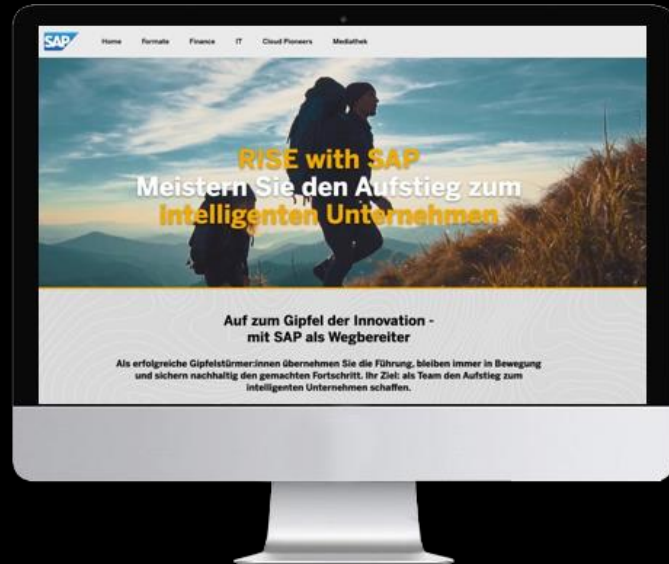


VON DER IDEE.
ZUR STORY.



GIPFELSTÜRMER.

ZUR UMSETZUNG.



Base Camp

Expert Walks

Campfire Conversations

Höhentrainings

Gipfeltreffen

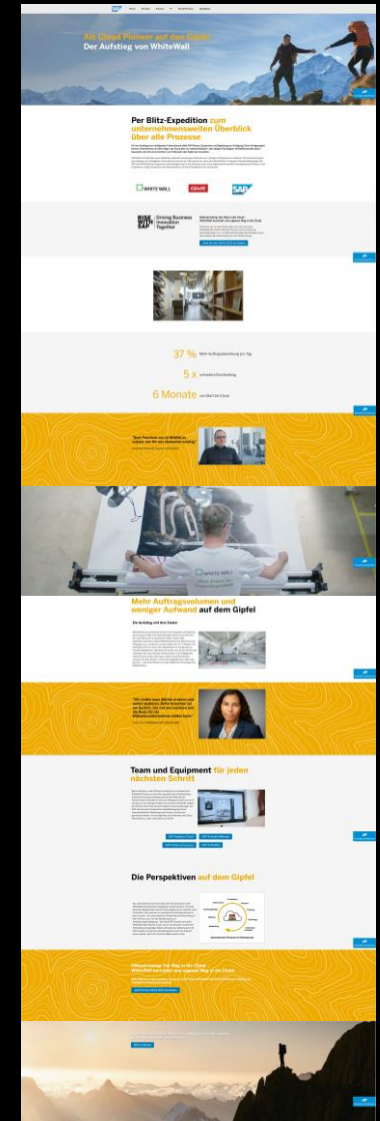
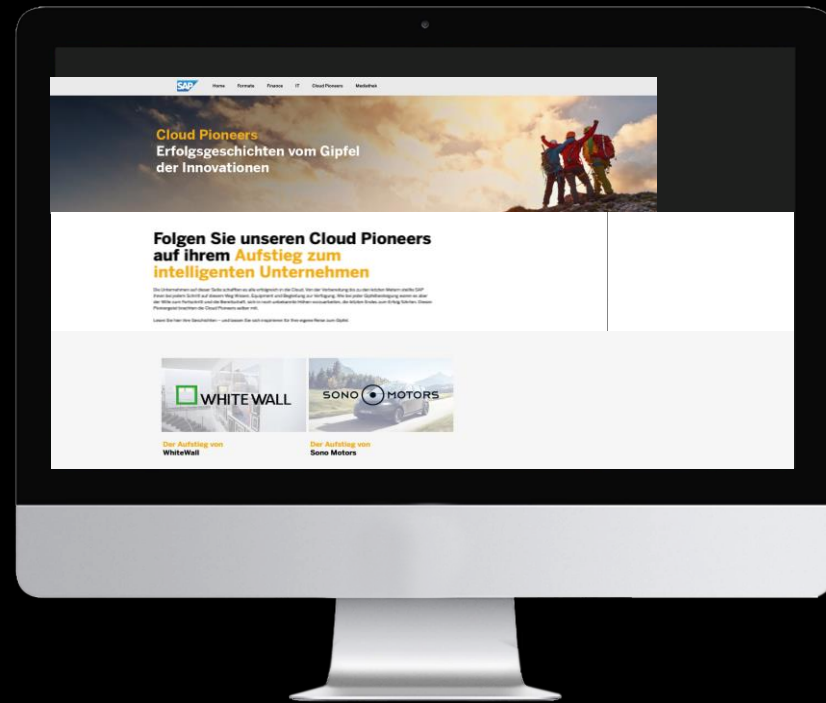


IT'S ALL ABOUT: EXPERIENCES.





TURNING CUSTOMERS INTO CLOUD PIONEERS





**DER NEUE ANSATZ WIRKT
UND STEIGERT DEN DIALOG.**

A close-up photograph of a person's hand reaching out to touch the golden stalks of wheat in a field. The scene is set during sunset, with a warm, golden light illuminating the hand and the wheat. In the background, a wind turbine is visible against a hazy sky. The overall mood is peaceful and evocative.

**IT'S ALL ABOUT
STORIES. FEELINGS.
HUMAN EXPERIENCES.**

THE BEST RUN

SAP

®