

SAP TEAMS UP WITH DOUBLEDUTCH TO POWER GLOBAL EVENTS

SAP

SAP, one of the world's largest software companies, has an ambitious vision: to help the world run better and improve people's lives. Delivering on that vision requires SAP to continually demonstrate a commitment to innovation in all aspects of its business. Live events provide an important platform for SAP to do exactly that.



1,000+
users



100+
global events



1
platform

Challenge

SAP hosts global events to connect with its worldwide customer base. Sometimes, these opportunities arise on short notice. From small customer gatherings to large user conferences, SAP's digital marketing team has to be ready.

Solution

With DoubleDutch, SAP can digitize essential event content and communications for attendees, including agendas, speaking sessions and interactive maps. And the team can quickly and easily make changes to content on the fly during events. DoubleDutch allows the team to quickly organize content and create a custom app for the event. The event details in the app are even translated automatically into different

languages based on a user's mobile device settings, providing SAP an innovative way to create an engaging event experience for its many and diverse customers.

Benefits

SAP's marketing and events staff can use DoubleDutch to maximize engagement throughout an event's lifecycle. The customized events SAP's team creates for conferences and other gatherings provide mobile attendees with a simple interface to share information and to connect with each other — and with SAP.

DoubleDutch provides us with an innovative solution to enable our customers to have the best experience during and after our events.

Cees Kardolus, Head of Digital Experience, SAP, EMEA