



SAP Finland

INTRODUCTION

SAP is a global innovator in enterprise applications and business AI, helping organizations elevate their most critical operations into engines of performance and progress. With more than 50 years of leadership and a worldwide team of over 105,000 employees, SAP empowers companies to run smarter, adapt faster, and grow more sustainably.

"WE CHOSE 1 BEYOND CAMERAS FOR BOTH THE GRAND BALLROOM AND THE BOARDROOM BECAUSE THEY DELIVER A RELIABLE, ALL-IN-ONE SOLUTION THAT WE CAN TRUST TO PERFORM FLAWLESSLY IN THE MOST IMPORTANT SPACES."

Tomi Aarne
Executive Partner,
Ictum Oy

THE CHALLENGE

The SAP Finland headquarters previously relied on traditional meeting rooms for everything from routine discussions to high-stakes conversations, while formal events required partnering with external venues. Eager to elevate their workplace experience and expand their capabilities, the team launched a project to create a purpose-built boardroom for executive meetings and a versatile multi-purpose event room for larger gatherings. With no prior blueprint for either type of space, SAP Finland had a blank canvas to design a premium, future-ready collaboration environment powered by the latest and most efficient technologies.

"CRESTRON STOOD OUT FOR ITS PROVEN RELIABILITY AND EASE OF MAINTENANCE, BUT EQUALLY IMPORTANT WAS OUR TEAM'S DEEP EXPERIENCE WITH THE PLATFORM. WE KNEW WE COULD TRUST CRESTRON TO SUPPORT THE HIGH-CALIBER COLLABORATION WE ENVISIONED FOR THESE NEW SPACES."

Tomi Aarne
Executive Partner,
Ictum Oy



THE SOLUTION

To drive this transformation, SAP Finland turned to their long-standing partner, Ictum Oy, with more than 20 years of AV and videoconferencing expertise, making them a natural fit for the project. Building on early demonstrations that had already established confidence in the Crestron platform, SAP Finland further recognized that Crestron's proven reliability in mission-critical environments made its content, collaboration, and control solutions an ideal fit for supporting their new spaces.





THE TECHNOLOGY

The project centered around a high-profile boardroom for executive meetings and a multi-purpose event room designed to host everything from presentations to cocktail receptions. Both spaces were outfitted with Crestron intelligent video solutions, including multi-camera systems powered by 1 Beyond intelligent video solutions, Crestron Flex for Microsoft Teams® Rooms, and DM NVX® AV-over-IP technology to power an immersive and natural multi-camera experience. Beyond these key rooms, the project also introduced 25 Crestron scheduling panels to streamline space management. The solution was an ideal match for the glass conference room doors thanks to their clean, secure mounting design.

With no prior boardroom setup to guide them, SAP Finland approached the project with the freedom to design a camera strategy from scratch. The room faces some unique challenges, including a long, narrow layout and expansive windows, which would introduce nuances around camera placement, lighting, and sightlines.

"OUR LONG EXPERIENCE WITH CRESTRON GAVE US CONFIDENCE IN BOTH THE TECHNOLOGY AND ITS UPKEEP. POST-INSTALLATION, THE SYSTEM HAS GENERATED VERY FEW SUPPORT TICKETS, WHICH ONLY REINFORCES HOW RELIABLE AND STABLE THE SOLUTION HAS BEEN."

Tomi Aarne
Executive Partner,
Ictum Oy

To ensure full camera coverage of every participant at the 26-seat table, the boardroom relies on a five-camera configuration made up of four p-Series cameras positioned at the front of the room and a single i-Series camera at the back. Despite the unique proportions of the room, the multiple camera angles and the wide capture capabilities of the p-Series camera allow the system to consistently frame multiple participants with clarity based on who is speaking. The intelligent video capabilities have greatly improved the hybrid experience and offer a top-of-the-line meeting experience that executives can rely on.

In the new multi-purpose room, SAP Finland has standardized on one system configuration, with the ability to add additional options down the line if the room layout is ever adjusted. The current setup includes two p-Series cameras opposite one i-Series camera, which supports the full room, capturing presenters and the audience with ease. Six tables of two size variations are set up with views of two fixed displays and one moveable display that can adapt based on the presentation for versatile content delivery. Designed for everything from cocktail receptions to staged presentations, the room now provides a fully equipped, adaptable environment for hosting partners, customers, and internal audiences with ease.





RESULTS

The renovated spaces have been a hit with staff, who appreciate both the modern environment and the intuitive technology powering it. The upgraded systems have consistently impressed users, providing a significantly elevated experience that has transformed how internal teams collaborate and strengthened their ability to host polished, high-impact events for customers and partners.

"Even with more advanced technology at their fingertips, employees can still run the systems on their own, without relying on a tech lead or pre-meeting setup. They have seen seamless interactions from the moment they walk in," says Tomi Aarne, Executive Partner at Ictum Oy.

Featured Products

4-Series® Control System
CP4

DM NVX® 4K60 4:4:4 HDR Network AV Encoder
DM-NVX-E30

DM NVX® 4K60 4:4:4 HDR Network AV Decoder
DM-NVX-D30

Automate VX Pro System Series 2 Voice-Activated, Multi-Camera Switching Solution
IV-SAM-VX2-P

Crestron 1 Beyond p20 PTZ Camera, 20x Optical Zoom
IV-CAM-P20

Crestron 1 Beyond i20 Intelligent PTZ Camera, 20x Optical Zoom
IV-CAM-I20

Crestron Flex Advanced Video Conference System Integrator Kit for Microsoft Teams® Rooms
UC-CX100-T