

SAP Invests €200 Million in Berlin Campus

Written by Alice Marshall
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SAP announces a €200 million investment in a campus near Berlin central station in a move highlighting not only a focus on areas such as artificial intelligence, machine learning and blockchain, but also the significance of the German capital.



The "Quartier Heidestrasse" has an area of over 30000 square-metres, and offers room for up to 1200 employees. The move to the campus is planned for end 2022. Currently SAP has multiple office locations in the capital area, specifically in Berlin-Mitte and Schoenefeld, SAP Data Space and the SAP Innovation Centre in Potsdam.

"SAP loves Berlin," the company says. "The capital and its tech ecosystem cannot be overlooked by us and our clients. This applies to the innovations of the future as well as to Berlin's location as an important job market. Berlin, like no other capital, has a strong appeal beyond Europe."

Taking care of the project is Taurecon Real Estate Consulting GmbH, who has a long-term lease agreement with SAP for the space. The building will be state of the art, and as such should include smart building technology.

The announcement of the project comes as SAP reports a 40% Y-o-Y increase in cloud revenues on Q2 2019, as well as cloud gross margin growing by 4%. However operating profit

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is down by -21% Y-o-Y, the result of an ongoing restructuring program and the \$8 billion acquisition of experience management specialist Qualtrics.

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