



SAP[®] EXPERIENCE CENTER

NEW YORK

VISITOR GUIDE

THE BEST RUN



WELCOME

SAP is committed to helping companies become best-run businesses and to deliver the Intelligent Enterprise. With dedicated spaces to meet, inspire, and engage, SAP® Experience Centers serve as the physical front-end for a digital transformation.

At this SAP Experience Center you can explore innovative solutions and technologies through real-life demos, showcases, and presentations across the SAP solution portfolio. You can kick-start new projects in hands-on workshops and design-thinking sessions. You can also meet experts and executives to learn about SAP's strategic direction and identify milestones for your digital transformation journey.

SAP Experience Centers provide a global platform to get innovation done. Here we turn challenges into viable opportunities, apply newly gained knowledge, and translate it into concrete action items and road maps.

We look forward to meeting you.



Katie Lockett

Director, SAP Experience Center New York, SAP Americas

A handwritten signature in black ink that reads "Katie Lockett". The signature is stylized and cursive.

ABOUT SAP



Since 1972

SAP has been driving IT innovation forward to help the world run better and improve people's lives. With more than 96,000 employees globally, SAP has become the world's largest provider of enterprise application software and is committed to help every customer to become a best-run business.

437,000+

customers in more than 180 countries.

100+

locations across the world developing solution innovations.

Five

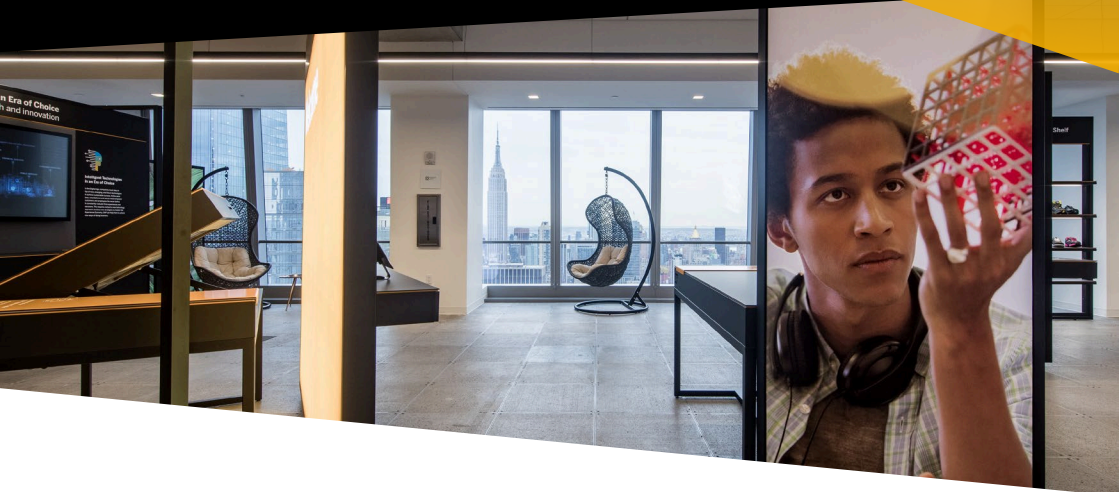
generations of employees work at SAP.



ABOUT THIS LOCATION:

- Hudson Yards is the largest real estate development project in New York City since Rockefeller Center.
- The New York location is the home base to 380 SAP employees.
- SAP Experience Center New York is located in Hudson Yards and occupies 30,000 square feet. The space includes five conference rooms, an executive dining room, an Immersive Experience, and a terrace with panoramic views of New York City.

OUR PRINCIPLES



MEET

Get to know our solution experts and executives to start, drive, and accelerate your journey.



INSPIRE

Experience showcases, innovative demos, and immersive stories about new solutions and business models.



ENGAGE

Kick-start your transformation and digital innovation journey in hands-on workshops.

11,200+

**travel and transportation
providers in 138 countries
innovate with SAP solutions.**

HOW TO FIND US

REGIONAL MAP



SAP Experience Center
10 Hudson Yards
52nd Floor
New York, NY 10001

Reception:

+1 212-653-8573

sap.experience.center.newyork@sap.com

HOW TO FIND US CENTER MAP



● Public Transport

10 Hudson Yards Private Parking Garage (hourly and daily rates)
501 West 30th Street

Penn Station (Amtrak, LIRR, NJ Transit, A, C, E, 1, 2, 3 subway lines), 34th Street Hudson Yards (Subway Line 7)

Taxi and Car Share

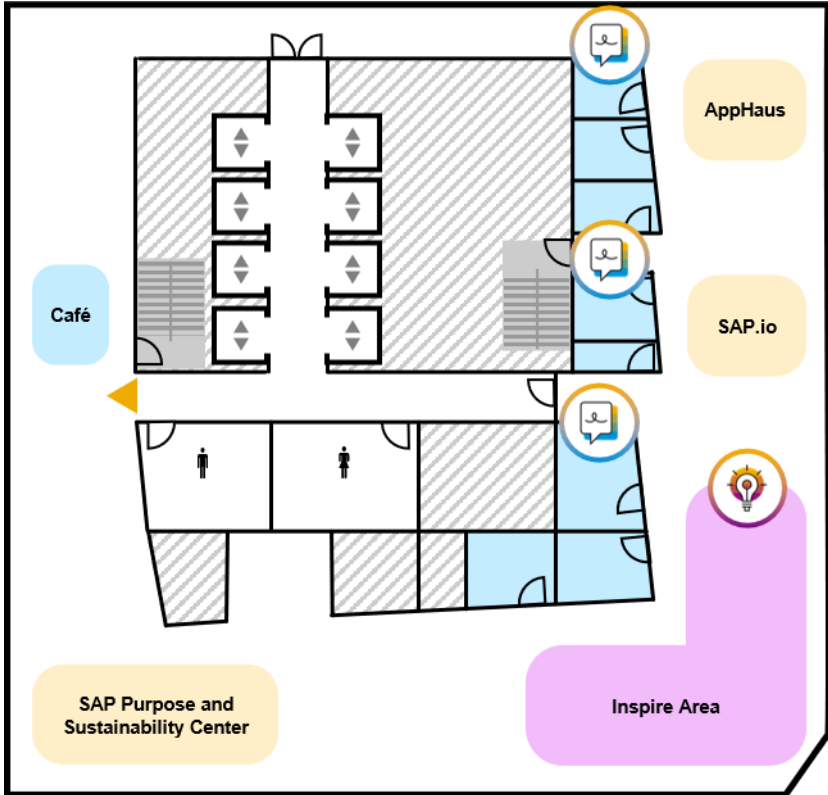
NYC yellow taxis or car-share services (Uber and Lyft)

Recommended:

Black Car Service: Carey (please contact your briefing consultant to book)

HOW TO FIND US

FLOORPLAN – 48TH FLOOR



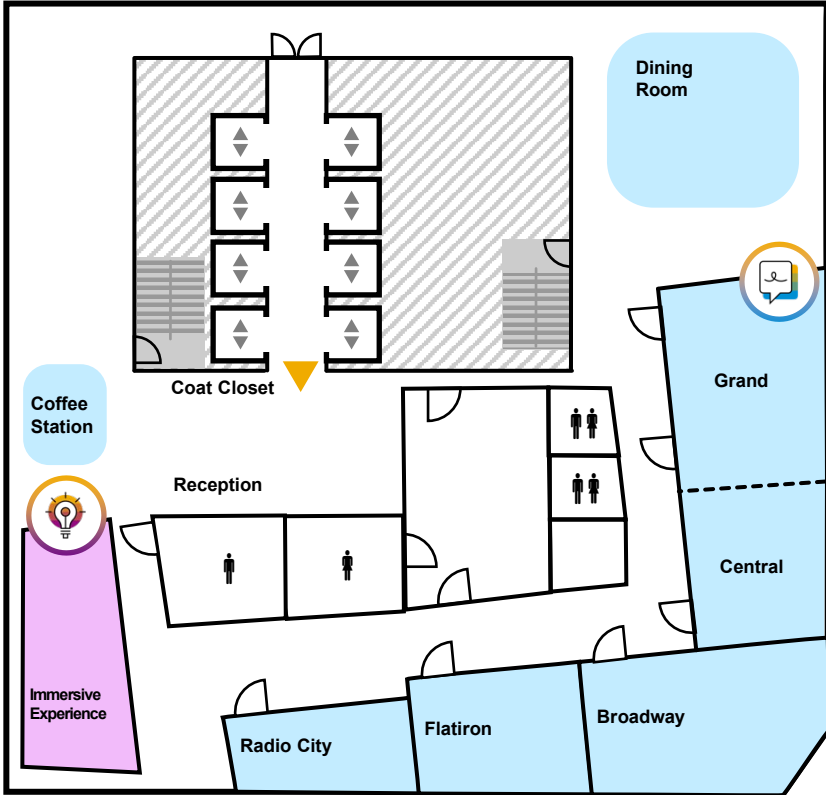
 MEET

 INSPIRE

 ENGAGE

HOW TO FIND US

FLOORPLAN – 52ND FLOOR



 MEET

 INSPIRE

 ENGAGE

A person in a white bathrobe is seen from behind, opening blue curtains in a hotel room. The room is brightly lit by natural light coming through the window. In the foreground, a laptop is open on a bed with white linens. A large yellow triangle is overlaid on the left side of the image, containing the text.

9/10

**of the largest hotel
groups in the world
run SAP solutions.**

WHERE TO STAY



The High Line Hotel

180 10th Avenue
+1 212-929-3888

www.thehighlinehotel.com

The Equinox Hotel

35 Hudson Yards
+1 212-812-9200

www.equinox-hotels.com

New York Hilton Midtown

1335 6th Avenue
+1 212-586-7000

www.hilton.com

Hilton New York Fashion District

152 West 26th Street
+1 212-858-5888

www.hilton.com

New York Marriott Marquis

1535 Broadway
+1 212-398-1900

www.marriott.com

Fairfield Inn & Suites by Marriott New York Midtown

325 West 33rd Street
+1 212-563-0900

www.marriott.com

Four Points by Sheraton

Manhattan Midtown West
444 10th Avenue
+1 646-952-5980

www.marriott.com

This list contains personal recommendations from SAP employees and customers and does not deliberately exclude other locations. If you would like some more suggestions, please just get in touch with us. Price indicators come from www.google.com (July 2021).

WHERE TO STAY



The Standard Hotel, High Line

848 Washington Street

+1 212-645-4646

www.standardhotels.com

St. Regis New York

2 East 55th Street at 5th Avenue

+1 212-753-4500

www.marriott.com

The Four Seasons

57 East 57th Street

+1 212-758-5700

www.fourseasons.com/newyork

The Langham Hotel

400 5th Avenue

+1 212-695-4005

www.langhamhotels.com

WestHouse Hotel

201 West 55th Street

+1 212-707-4888

www.westhousehotelnewyork.com

Dream Hotel Downtown

355 West 16th Street

+1 212-229-2559

www.dreamhotels.com/downtown/default-en.html

Crowne Plaza HY36 Midtown Marriott

320 W 36th Street

+1 646 928 3800

<https://www.crowneplazahy36.com/>

Renaissance New York Midtown Hotel

W. 48th Street

+1 212 765 7676

<https://www.marriott.com/hotels/travel/nycrt-renaissance-new-york-times-square-hotel/>

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WHERE TO EAT



ITALIAN / MEDITERRANEAN

Marea

240 Central Park S

<https://www.marearestaurant.com/new-york>

\$\$\$ | Very stylish, very upmarket Italian restaurant.

Porteno

299 10th Ave

<http://portenorestaurant.com/>

\$\$ | Argentinian-Italian restaurant with a little bit of everything, from sandwiches to pasta to steaks and back again.

Fig & Olive

420 W 13th St

<https://www.figandolive.com/location/fig-and-olive-nyc-meatpacking/>

\$\$ | Mediterranean restaurant with beautifully-prepared, presented, and served dishes based on the healthy Southern France diet.

Valbella

11 E 53rd St

<http://www.valbellarestaurants.com/>

\$\$\$ | Italian restaurant, midrange in price but top end in style and taste.

Bottino

246 10th Ave

<https://bottinonyc.com/>

\$ | A really good and very reasonably-priced New York Italian restaurant.

FARM-TO-TABLE

ABC Kitchen

35 E 18th St

<https://www.abchome.com/content/dine/abc-kitchen>

\$\$ | Bio restaurant serving the best brunches in an atmosphere that is super-trendy and cool.

Loring Place

21 W 8th St

<https://www.loringplacenyc.com/>

\$\$ | American restaurant with great cocktails, small plates, salads, pizzas, pastas, and mains.

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WHERE TO EAT



FRENCH

Boucherie West Village

99 7th Ave S

<https://boucherie.nyc/>

\$\$ | A traditional French brasserie and steakhouse in the heart of West Village with a menu of French classics and timeless bistro favorites.

Frenchette

241 W Broadway

<https://www.frenchettenyc.com/>

\$\$\$ | Contemporary, award-winning French bistro with an elegant ambiance and carefully rendered dishes drawn from the old French canon

Lafayette

380 Lafayette St.

<https://www.lafayetteny.com/>

\$\$ | Lafayette is an everyday French restaurant in downtown Manhattan's NoHo neighborhood.

NEW YORK SPECIALTY

Balthazar

80 Spring St.

<https://balthazarmy.com>

\$\$\$ | Iconic French brasserie, wonderful for brunch or dinner. Don't miss the frites.

Eleven Madison Park

11 Madison Ave.

<https://www.elevenmadisonpark.com7>

\$\$\$\$ | Upscale American, plant-based tasting menus served in a high-ceilinged art deco space

Tavern on the Green

Central Park, W 67th St

<https://www.tavernonthegreen.com/>

\$\$\$ | A modern tavern nestled right in the middle of Central Park with a hearty, rustic menu shaped by local, seasonal ingredients,

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WHERE TO EAT



SEAFOOD

Le Bernadin

155 W 51st St

<https://www.le-bernardin.com/>

\$\$ | French restaurant that was Zagat's top pick for 2013 and was awarded the Michelin Guide's coveted 3-stars as well as The New York Times' highest rating of 4-stars.

Catch

21 9th Ave

<https://catchrestaurants.com/catchsteaknyc/>

\$\$ | Seafood restaurant with local cuisine, seafood, sushi, vegetarian friendly, and vegan options.

Ocean Prime

123 W 52nd St

<https://www.ocean-prime.com/locations/new-york-city>

\$\$\$ | An award-winning, modern American seafood restaurant and lounge with stunning settings, a vibrant energy, an impressive menu of seafood and steaks, and truly exceptional service.

Lure Fishbar

142 Mercer St

<https://www.lurefishbar.com/>

\$\$ | Beautiful seafood restaurant with very good food, an impressive wine selection, and great service.

ASIAN

TAO

92 9th Ave

<https://taogroup.com/venues/tao-downtown-new-york/>

\$\$ | Asian restaurant with excellent Chinese, Japanese, Sushi, Asian, and Thai dishes.

Morimoto

88 10th Ave

www.morimotonyc.com

\$\$\$ | Highly-rated sushi restaurant downtown.

Buddakan

75 9th Ave

<https://buddakannyc.com/>

\$\$\$ | **Buddakan** is a beautiful restaurant and a very 'seen and be seen' kind of place.

Nobu

40 W 57th St

<https://www.noburestaurants.com/fifty-seven>

\$\$\$ | Owned by legendary chef Nobu Matsuhisa, renowned restaurateur Drew Nieporent, Oscar-winning actor Robert De Niro, and Hollywood film producer Meir Teper.

Mr. Chow

121 Hudson St

<https://www.mrchow.com/>

\$\$\$ | High-end Chinese and Asian restaurant in the West Village.

Zuma

261 Madison Ave.

<https://zumarestaurant.com/>

\$\$\$ | Famous restaurant where the food is amazing and the service is impeccable.

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WHERE TO EAT



AMERICAN

RH Rooftop Restaurant

9 9th Ave

https://rh.com/content/category.jsp?context=Restaurant_NY

\$\$\$ | Ingredient-driven menu accompanied by a selection of artisanal wines and craft beers, beneath a glass-and-steel atrium amidst trickling fountains, trees, and glimmering chandeliers.

Craft

43 E 19th St

<https://www.craftrestaurant.com/>

\$\$ | Gourmet restaurant in the heart of NYC, serving simply-prepared dishes made with pristine, seasonal ingredients.

The Polo Bar

1 E 55th St

<https://www.ralphlauren.com/global-polo-bar>

\$\$\$ | American menus with vegan and vegetarian-friendly options.

Delmonico's

56 Beaver St

<https://www.delmonicos.com/>

\$\$\$ | A New York classic for steakhouse fare and old-world charm, opened in 1837

Rocco's Steakhouse

72 Madison Ave

<https://www.roccosteakhouse.com/>

\$\$\$ | Rocco Steakhouse is an elegant, classic American steakhouse in NoMad. Well worth a visit.

Keens

72 W 36th St

<https://www.keens.com/>

\$\$\$ | This is where you'll find the best prime rib in NYC.

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WHERE TO EAT

HUDSON YARDS

Estiatorio Milos

20 Hudson Yards, 5th Floor

<https://www.estiatoriomilos.com/restaurant/new-york-hudson-yards/>

\$\$\$ | Reassuringly expensive seafood, Mediterranean, and Greek restaurant.

Electric Lemon

33 Hudson Yards, 24th Floor

<https://electriclemonnyc.com/>

\$\$\$ | Electric Lemon is an American restaurant in the Equinox Hotel and the views of NYC are incredible.

Peak

30 Hudson Yards, 101st Floor

<https://peaknyc.com/>

\$\$\$ | Located at the top of 30 Hudson Yards, this contemporary American restaurant boasts panoramic views

Spanish Diner at Mercado Little Spain

10 Hudson Yards, Ground Floor

<https://www.littlespain.com/spanish-diner/>

\$\$ | Casual Spanish comfort food served under the High Line

Queensyard

20 Hudson Yards, 4th Floor

<https://www.queensyardnyc.com/>

\$\$\$ | Great American dishes, meticulously presented, wonderful flavours, great view too.

Wild ink

20 Hudson Yards, 5th Floor

<https://www.wildinknyc.com/>

\$\$\$ | Beautiful Asian restaurant in the heart of it all.

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THINGS TO DO NEW YORK



New York City has a variety of world-class attractions sprinkled across the urban landscape. In Midtown, you'll find iconic buildings with panoramic roof decks (Empire State Building, Rockefeller Center), hallowed architecture (Chrysler Building and Grand Central Station), and one of the world's best modern-art museums (MoMA).

If it's art you're after, you can spend days exploring the galleries of the Upper East Side – also known as the 'Museum Mile'. The Met, the Met Breuer, and the Guggenheim are just the beginning. The Upper East Side also makes a quick trip to Central Park easy.

If you find yourself downtown, there are plenty of things to do. Walk through Wall Street and Tribeca. Chelsea and the Meatpacking District have some highlights, including the Whitney Museum, The High Line and Chelsea Market. As does Lower Manhattan, where you can catch a ferry to the famed Statue of Liberty and Ellis Island.

Within Hudson Yards, you will find an assortment of high-end shops and restaurants, as well as world renowned attractions such as The Vessel, The Edge and Little Spain.

New York City boasts some of the world's best restaurateurs and restaurants. From entertainment to fine dining, shopping and sports – there is a little something for everyone in this megacity.



HIGHLIGHTS:

- Whitney Museum of American Art
- National September 11 Memorial & Museum
- Museum of Modern Art (The MoMA)
- The High Line
- Madison Square Garden
- Yankee Stadium
- MetLife
- Shows on Broadway

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WE LOOK FORWARD TO YOUR VISIT
IN HUDSON YARDS.

www.sap.com/ExperienceCenters

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