

ART FLANEUR

EVA GOROBETS

COMMISSIONS PORTFOLIO



PHOTOGRAPHY Eva Gorobets

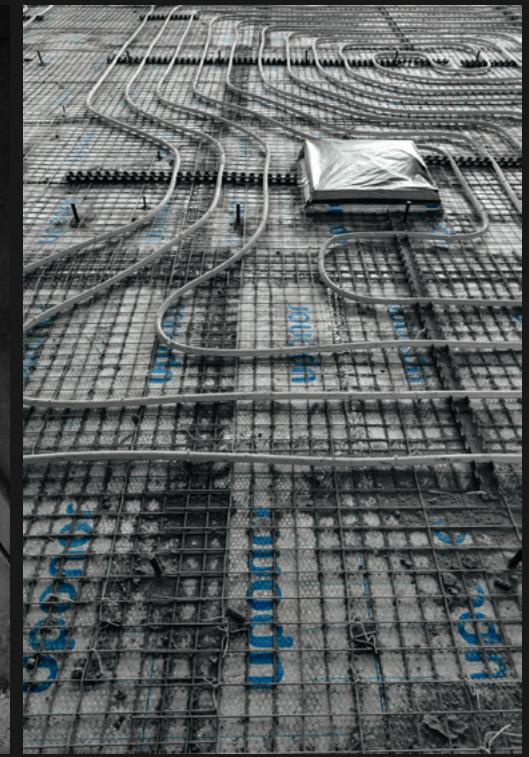
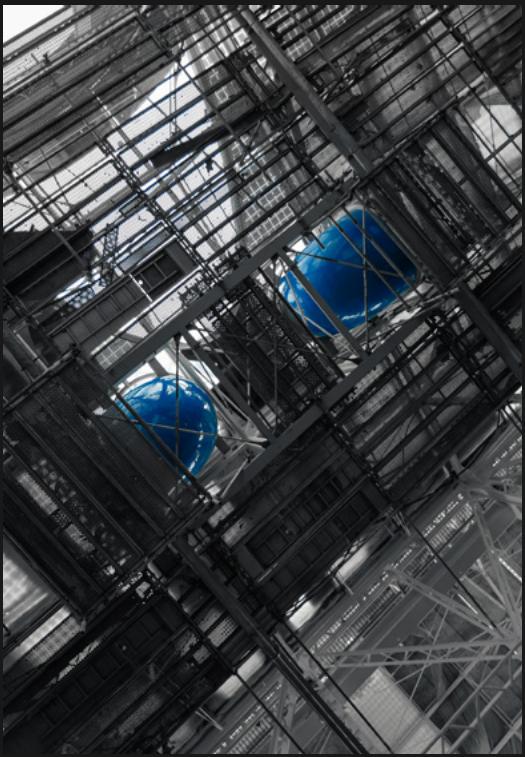


The image shows a screenshot of the State Library Victoria website. At the top, the library's logo and name are visible, along with navigation links for History, Get Involved, and Contact. Below this, a large photograph shows two young boys playing a giant chess set outdoors. A black overlay box contains the text "MAKE A MOVE FOR VICTORIANS" and "Help keep community chess alive at the Library." At the bottom of the overlay, there is a "DONATE NOW" button and four donation amount buttons: "\$25", "\$50", "\$150", and "OTHER CHOOSE AMOUNT".

PHOTOGRAPHY Eva Gorobets



PHOTOGRAPHY Eva Corobets

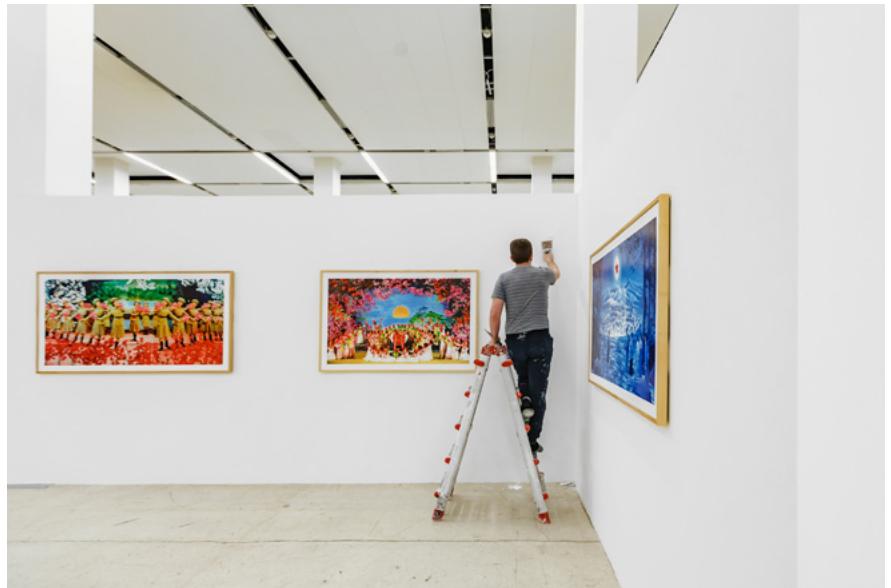


PHOTOGRAPHY Eva Gorobets



PHOTOGRAPHY Eva Gorobets



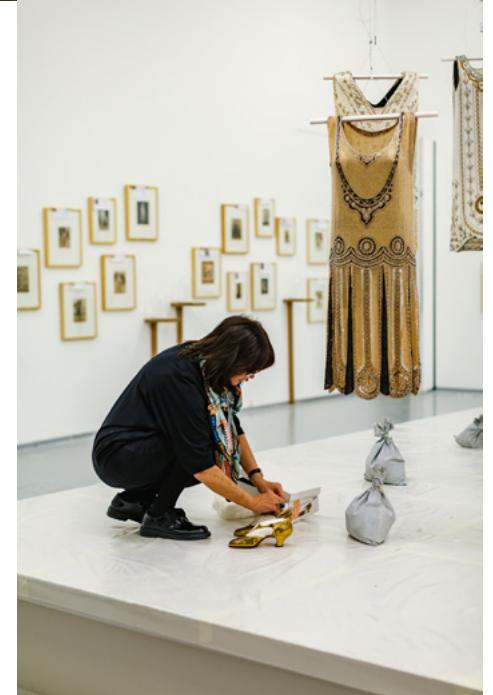


PHOTOGRAPHY Eva Gorobets



PHOTOGRAPHY Eva Gorobets





PHOTOGRAPHY Eva Gorobets

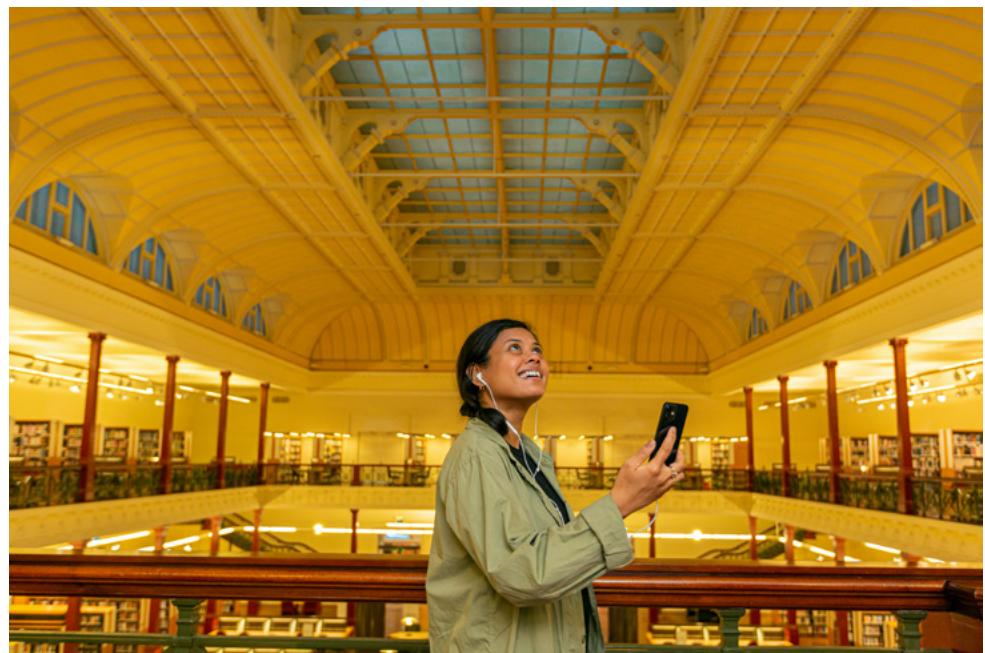


PHOTOGRAPHY Eva Gorobets



PHOTOGRAPHY Eva Gorobets





PHOTOGRAPHY Eva Gorobets



Managing a business can be a daunting task, especially when important details are scattered across different departments and spreadsheets. It's like trying to navigate through a crowded street without a map or a GPS.

But what if you had a guide who could show you the way, help you avoid obstacles, and take you straight to your destination? That's where SAP comes in.

SAP serves as a cornerstone in optimising business operations, fostering data-driven decision-making, and driving transformative change to accomplish strategic business objectives.

"Being able to say 'yes' to any question or need when it comes to Business Processes Management, Transactions Recording, and Reporting is incredibly powerful," says Mathieu. "SAP has a solution for everything; it's been done somewhere. This is why I'm so passionate about what I do."

Conveying the value and impact of SAP software

In an industry where buzzwords and jargon are all too common and confusing for people, Mathieu, who leads SAP Australia and New Zealand, believes in practicality above all else.

"If you can't explain it simply, you don't understand it well enough," he says. And with that, he sets out on a mission to make the value of SAP software accessible to everyone, regardless of their level of technical know-how.

It's common for leaders to be passionate about technology and emphasise how it can help businesses achieve success, but they may be overlooking a critical factor in the software's success: the ability to effectively communicate its value in a relatable way to potential customers.

To provide an example, Mathieu recalled a customer with a textbook-perfect implementation who announced a "total transformation to keep pace with their business" with a "human-centric" application to improve the customer and employee experience while "managing big data in an agile way" for Industry 4.0. But, in reality, executives had no idea what management was talking about.

Now to illustrate the value of SAP as a powerful business tool, consider a small cafe owner who manages inventory and sales data with multiple spreadsheets.

The process can be overwhelming for the owner, and essential information can easily be missed with one of their spreadsheets for supplies, another for customer orders, and a third for financials, leading to inefficiencies that may accrue over time.

102 AMERAP ISSUE 01



"IF YOU CAN'T EXPLAIN IT SIMPLY, YOU DON'T UNDERSTAND IT WELL ENOUGH."

Mathieu Lapak
Sales Executive -
ServiceNow at Fusion5



SAPTURE
MAKING SAP HAPPEN

LOOKING TO HIRE FOR YOUR SAP TEAM?

Sapture, SAP permanent and contract recruitment specialists. Connecting and forging partnerships with some of the best names in the industry.

Your Success, Our Mission.



VISIT SAPTURE.COM.AU

LEARN MORE ABOUT BLOCKCHAIN

There is a growing library of information which can help you understand more about blockchain and the benefits of using it within business.

These include:



A few enterprise solutions being explored currently include:

- JPMorgan: Bank transfers
- Walmart: Product tracking
- Volkswagen Financial Services: Digital vehicle logbook
- British American Tobacco: monitoring system
- UPS Blockchain: Logistics system
- MediLedger: Medicine
- Alibaba: Tracking luxury goods
- HSBC: Decentralized vault for documents
- Santander: Blockchain for tax evasion
- BP, Statoil, and Shell: Oil industry
- Facebook: Blockchain for digital payments
- Walt Disney: Blockchain to track movie rights
- Samsung: Blockchain for supply chain management
- Apple: Blockchain to timestamp data
- Save the children: Non-profit



AMERAP ISSUE 01 89

EXPO ASTANA 2017
Energy Expo Displays Explosive Human Power



REFLEKT BY CIRQUE DU SOLEIL

Expo Astana in Kazakhstan invited us to create a signature show celebrating culture and future innovation. Over 13 weeks, we delivered a custom performance to thousands of visitors every night, redistributing positive energy to all.

All 71 performances were sold out



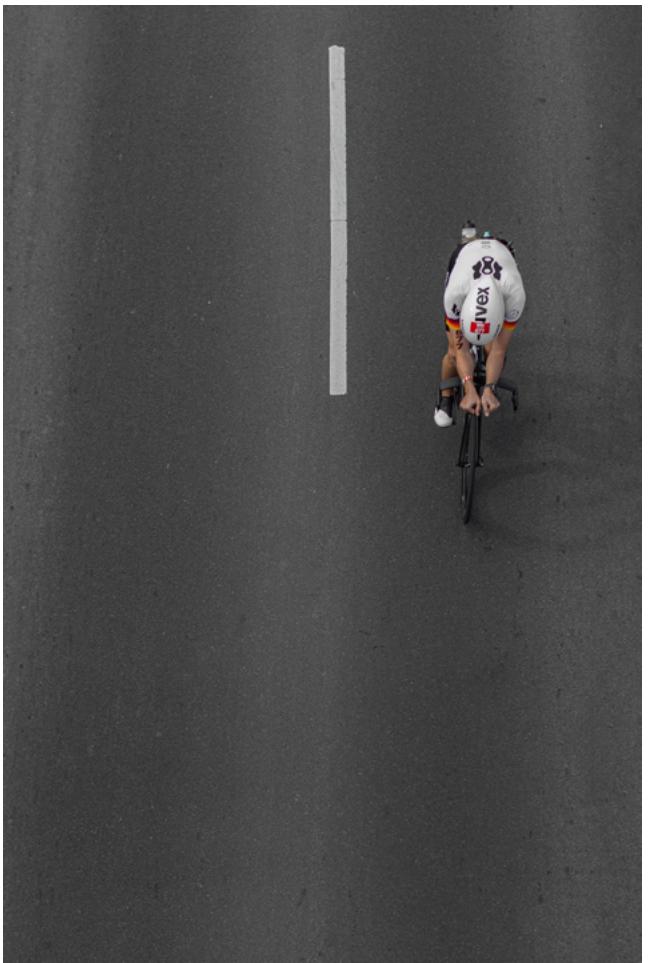
FUTURE ENERGY

A show that celebrates culture and innovation, REFLEKT by Cirque du Soleil is a high-energy acrobatic experience exclusively designed for Expo 2017 Astana. A world where modernity and history collide, it's a performance inspired by the Expo's theme, Future Energy, and the rich culture of Kazakhstan.

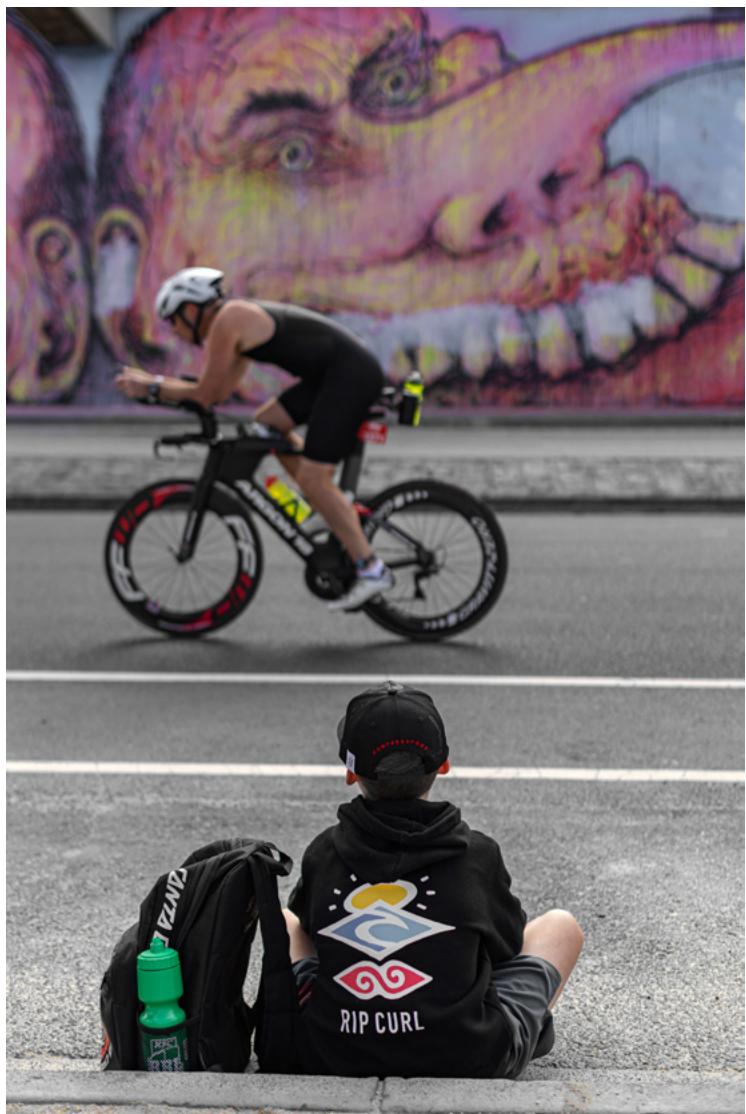




PHOTOGRAPHY Eva Gorobets



PHOTOGRAPHY Eva Gorobets



PHOTOGRAPHY Eva Gorobets



PHOTOGRAPHY Eva Gorobets



PHOTOGRAPHY Eva Gorobets



PHOTOGRAPHY Eva Gorobets





PHOTOGRAPHY Eva Gorobets

ABOUT

Eva (Evgeniya) Gorobets

is a Kazakhstan-born photographer based in Melbourne with a international background. She has worked in Astana and Almaty (Kazakhstan), London (the UK), Moscow (Russia), and Florence (Italy) and has collaborated with various international companies since starting her career in 2008.

Eva holds a Master's degree in Visual Studies and is a PhD candidate in Fine and Applied Arts. She served as the event photographer for the Kazakhstan president Nursultan Nazarbayev for five years before moving to Australia due to family circumstances in 2022.

In Australia, she continues to capture the vibrant essence of her new home while infusing her work with the rich experiences from her global journey.



EVA GOROBETS

0414 0888 47 eva@artflaneur.com.au www.evagorobets.com

Please do not reproduce or publish without prior written consent