

# Turnkey Project Management

## Targeted Solution-Reduced Occupancy Costs

### OBJECTIVE

DoubleClick, a digital advertising leader, aspired to develop a strategic workplace plan to incorporate best in class facility effectiveness and efficiencies. The company was in the midst of acquiring a competitor and wanted to align the better of the two entities, while also elevating the new group into the next phase of their business. Moreover, DoubleClick understood that it also needed to appease both its old employees and its newly acquired employees, which meant strategically designing a workplace that would unite both groups and improve employee satisfaction. Additionally, the new entity required a reduction in overall occupancy costs in order to remain flexible and agile in their very competitive market. Facilities, which are one of the top three expense line items, were the first to be investigated.

### APPROACH

The NKF Consulting team examined the Broomfield, CO location in a holistic view as a segment of a portfolio, as well as, a stand alone operating center. There was a desire to find balance between an independent business and a functional piece of a whole. Through the process, the Newmark Knight Frank team developed two viable scenarios to put forth to DoubleClick. The two scenarios having two minor variations incorporated workplace branding, standards materials, open plan, teaming areas, specific amenity needs, parking requirements and a data center prerequisite into a sophisticated financial and long term operational case. Fully developed capital and operating budgets were developed along with the qualitative aspects of employee productivity, business disruption and future churn.

### SOLUTION

The final scenarios were reviewed by the various entities involved and over a span of two weeks, a consensus was reached. With the choice being relocation, the new landlord was presented with all the costs to implement a new DoubleClick location. With the relocation, DoubleClick incorporated many additional expenses, including an upgrade of all IT and telecom infrastructure, new workstations, construction costs, relocation costs and an ideal branded workplace. By leveraging its buying buyer, PM&L negotiated a worldwide Haworth contract, which saved DoubleClick over 20% on new workstations. The ultimate result was a \$5 million savings over a seven year period and an ideal work environment to propel the new DoubleClick entity into the next phase of their business.

