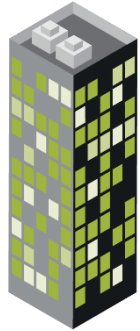


Case Studies

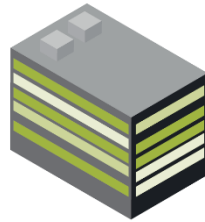


CORPORATE

Flex Space & Densification

Hewlett-Packard

+/-120,000 sf | 1 building | 900 employees



BIO-TECH

Strategic Occupancy & Planning

Abbot Labs

+/- 900,000 sf | 2 sites | 7 buildings | 4,000+ employees

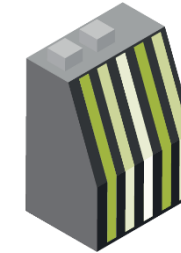


MUNICIPAL

Strategic Occupancy Plan & Building Consolidation

City of Carlsbad, CA

300,000+sf | 4 buildings



MANUFACTURING

Merger & Portfolio Optimization

Callaway Golf

+/- 800,000 sf | 9 buildings

Objectives

Implement the first prototype of HP's Global Workplace Transformation model.

Establish baseline and optimum occupancy scenarios for the entire portfolio and create a long-term roadmap for implementation.

Create Strategic Occupancy Plan with 15 year build-out projections, incl. a study of all Major Service Areas to create a strategic vision for growth.

Analyze occupancy needs after a major layoff and acquisition. Create strategy for use of manufacturing buildings while considering a major employee reshuffle.

Outcomes

Gathered requirements for over 20 departments within a drastically shortened time frame.

Developed a rolling forecast process to feed information into the long term occupancy scenarios, readjusting to business conditions annually.

Gathered critical adjacency and forecast information – along with a municipal benchmarking survey - to reconfigure the City from a decentralized to a more efficient centralized model.

Determined the best use of the real estate portfolio (8 out of of their 9 buildings) while evaluating whether it made sense to unload leased property.

Accelerated project implementation.

Leveraged strategic forecast information into detailed programming for phased implementation projects.

Densified a 120,000 sf floorplate from 450 employees to 900+ employee occupancy.