

# TELADATA

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*Consultants for Converging Technologies*

## **GYMBOREE**

### **NEW CORPORATE HEADQUARTERS AND DATA CENTER**

*San Francisco, California*

#### **PROJECT DESCRIPTION**

Telephone and WAN Expense Audit

Voice Communications and WAN Project Management

IT Infrastructure Consulting and Project Management

Data Center Design and Budgets

Data Center Build Project Management

Data Center and IT Relocation Management



Photo Courtesy of Cottonwood Partners

#### **OVERVIEW**

Gymboree Corporation — a premier Children's clothing retailer—consolidated its multiple offices and 400 employees to the new Foundry Square Building in San Francisco. The company acquired seven floors of the ten story building, totaling 162,000 square feet. Gymboree engaged **TELADATA** to be responsible for the IT requirements and the design selection and implementation of a new telephone and voice mail system. Teladata provided a needs analysis, design, budgets, project management, and move coordination for this technology infrastructure build and relocation project.

#### **THE CHALLENGE**

Gymboree needed to make an informed decision whether to relocate their existing data center to San Francisco or remain at their Burlingame facility. It was crucial for the company to find the right location that could support their IT Infrastructure needs and allow for future expansion. This project included a mission critical data center that supports not only their headquarters, but also over 600 retail stores and point of sale machines throughout the United States and Canada. It was also critical that **TELADATA** have Gymboree's data center up and running in the new facility before October to support the retail store's prime holiday selling season. Additionally, Gymboree needed to find a cost effective solution for faster connectivity to their retail stores to improve their operations, customer service, and responsiveness.

#### **THE SOLUTION**

**TELADATA** worked closely with Gymboree's team and acted as the primary IT lead to coordinate the architect, general contractor, and IT vendors to ensure that the company's IT needs were met at the new facility. **TELADATA** provided the design of the voice and data infrastructure including cabling, physical layout, power and cooling requirements, prepared construction documents, developed RFP specifications, and managed the IT build process. As project manager, **TELADATA** had full responsibility for the migration of Gymboree's IT Infrastructure into the new facility.

**TELADATA**, with our strategic partners, conducted a telephone expense and WAN audit that resulted in a strategy to implement broadband technology that more than doubled the WAN connection speeds while cutting the cost in half. **TELADATA** and partners also provided a telephone and voicemail solution that allowed Gymboree to re-use much of its existing equipment as well as provide a VoIP fabric to support a VoIP connection to remote offices, softphones for telecommunicating area managers, unified messaging, voice services over Store WAN, and IP phones for all expansion and phase out of TDM sets over time. **TELADATA**'s attention to detail and hands-on involvement with the relocation resulted in a successful move that was on time and on budget.