

## MACROMEDIA CORPORATE HEADQUARTERS RELOCATION *San Francisco, CA*

### PROJECT DESCRIPTION

IT Infrastructure Consulting and Project Management

Data Center and IT Relocation Management

Data Center Design and Budgets

VoIP Consulting and Project Management

### OVERVIEW

Macromedia—best known as the developer of popular software programs such as Flash and DreamWeaver—decided to consolidate its three corporate offices into a single new facility in the historic Baker Hamilton Building in San Francisco. This massive relocation project involved moving over 900 people from several different division and locations on time and on budget, with no interruption in the flow of everyday business. In order to accommodate Macromedia's IT requirements, extensive improvements on every floor of the new location had to be made, including rebuilding the Server/PBX room, MPOE room, and telecommunications technology room. Another major requirement was the installation of a full-fledged VOIP system, which would become the main voice communications system for Macromedia in the new facility. Macromedia engaged **TELADATA** to assist with needs analysis, design, move coordination and project management of their IT Infrastructure and voice communications system.



### THE CHALLENGE

The primary challenge was to move and consolidate three different locations and several divisions within the company—seamlessly, cost-effectively and with minimal disruption of daily business activities. Additionally, the company required the installation of a new VOIP system and cell phone repeaters at the new corporate headquarters. Another challenge was presented by the new structure itself. With its open, vaulted wood beamed ceilings, the historic Baker Hamilton building presented some unique design challenges. Because the open ceilings on the first and third floors of the renovated structure were not conducive to cabling distribution, a creative approach to effective wire management was called for.

### THE SOLUTION

Collaborating closely with the Macromedia's IT group, facilities group, architect, general contractor and other vendors, **TELADATA** stepped in to take the lead in the design, planning and management of IT and voice communications system modifications for this complex relocation effort. **TELADATA** prepared construction documentation drawings, finalized budgets, developed RFP specifications, and managed the cabling selection process. **TELADATA** applied its extensive expertise in coordinating various aspects of Macromedia's telecommunications needs, including VOIP, wireless communication, and cell phone signal repeaters. In addition, **TELADATA**'s depth of experience and innovative approach to problem-solving resulted in a creative and cost-effective solution to Macromedia's cabling and wire management dilemma. Because of **TELADATA**'s intelligent and efficient design improvements and expert along with its hands-on project management, Macromedia had a successful relocation with no downtime and a savings of over \$300,000 in relocation costs.