

# TELADATA

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*Consultants for Converging Technologies*

## Urban Outfitters

### NEW CORPORATE CAMPUS and DATA CENTER

*Philadelphia, Pennsylvania*

#### PROJECT DESCRIPTION

**Size:** 250,000 Sq. Ft.

**Reference Contact:** John Devine, IT Manager at Urban Outfitters

**Services Provided:**

IT Infrastructure Consulting and Project Management  
Data Center Design and Budgets  
Data Center Build Project Management



#### OVERVIEW

Fast-growing retailer, Urban Outfitters Inc., is relocating its 500 corporate employees into a new campus at the old Navy Yard along the Delaware River in South Philadelphia. The new campus will include at least six historic buildings in 250,000 square feet. Phase one consists of relocating approximately 160 employees beginning in September 2005. Urban Outfitters master plan includes options on additional buildings which could total one million square feet. The company appointed **TELADATA** to help with the IT master plan and to design a mission critical data center. Urban Outfitters is a life style consumer products company comprising three divisions and brands- Anthropologie, Free People and Urban Outfitters. They are currently expanding store locations throughout the U.S., Canada and Europe.

#### THE CHALLENGE

The historic Navy Shipyard was first built in 1700's with the most recent structures constructed in the early 1900's. Because of this, there is no IT Infrastructure in place. Major improvements have to be done to bring the buildings up to code. This includes designing and implementing a new IT infrastructure to include technology rooms, and an outside plant conduit system to provide connectivity between buildings. Extensive coordination is also required to provide multiple paths for telephone and internet service providers. The design calls for diverse entry for telco and power service providers. Furthermore, implementation of the new IT Infrastructure has to meet the strict historic renovation guidelines.

#### THE SOLUTION

**TELADATA** is working closely with Urban Outfitter's Construction and IT teams to lead the coordination of IT requirements with the architect, general contractor, and IT vendors. **TELADATA** developed an overall IT design, budget, and timeline for the master plan. This included telco and internet service provider planning and coordination. **TELADATA** also developed construction drawings and an RFP for the first phase of construction. **TELADATA's** Project Principal was responsible to oversee the IT build and testing which resulted in a successful move for the first phase of the project. Urban Outfitters is leveraging this relationship and **TELADATA** is finalizing construction drawings for the second phase of the campus build out. The overall plan will allow the company to utilize modern broad band and wireless technology. Because of **TELADATA's** innovative approach and hands-on project management, Urban Outfitters can concentrate their staff on the core corporate mission.

## TELADATA

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