



#GlobalDesignGuidelines

PROPOSAL SUMMARY

CONTENTS



Activities
& Milestones

Fee
Summary

Two
Case Studies

Our Capability
& Know-How

The
Spectrum
of Design
Guidelines

Our
Approach



#LoveWhereYouWork

OUR CAPABILITY AND KNOW-HOW

Here's a handful of reasons why we think M Moser Associates would be particularly well placed to help with your global design guidelines.

Our **global reach** is achieved with more than 740 people in 15 networked offices all over the world who really know about **the workplace**, and have become experts over more than 32 years of focused practice. We place great importance on the **values and cultures** in different countries, companies and departments, which feed into more than 20 **design guides** completed for clients across the globe. We keep ahead of the game with full time **analysts and business strategists** who focus on the client and the organisational needs and aspirations.

OUR APPROACH

Simply put, we collaborate with the client team. We have learnt from experience that working hand-in-glove with the sponsor generates two big advantages – first, the end product is easily embraced and used by the real estate team because they have been continuously involved and have won legitimate ownership; second, we can incorporate existing wisdom and avoid re-inventing the wheel for areas already developed. The collaboration needs more work initially, but probably saves time overall, but certainly generates acceptance and ownership for the client.

Overview – we have a tried and tested framework for developing an output from a study, and it has four stages.

1.

Data gathering – also called the “Discovery” phase, is the time when we ask questions and collect information.

2.

Analysis – we sort, collate and compare the data with frameworks, experience and working theories to generate a document structure.

3.

Findings – the results of analysis are summarised to give clear information which can define the output and the document layout.

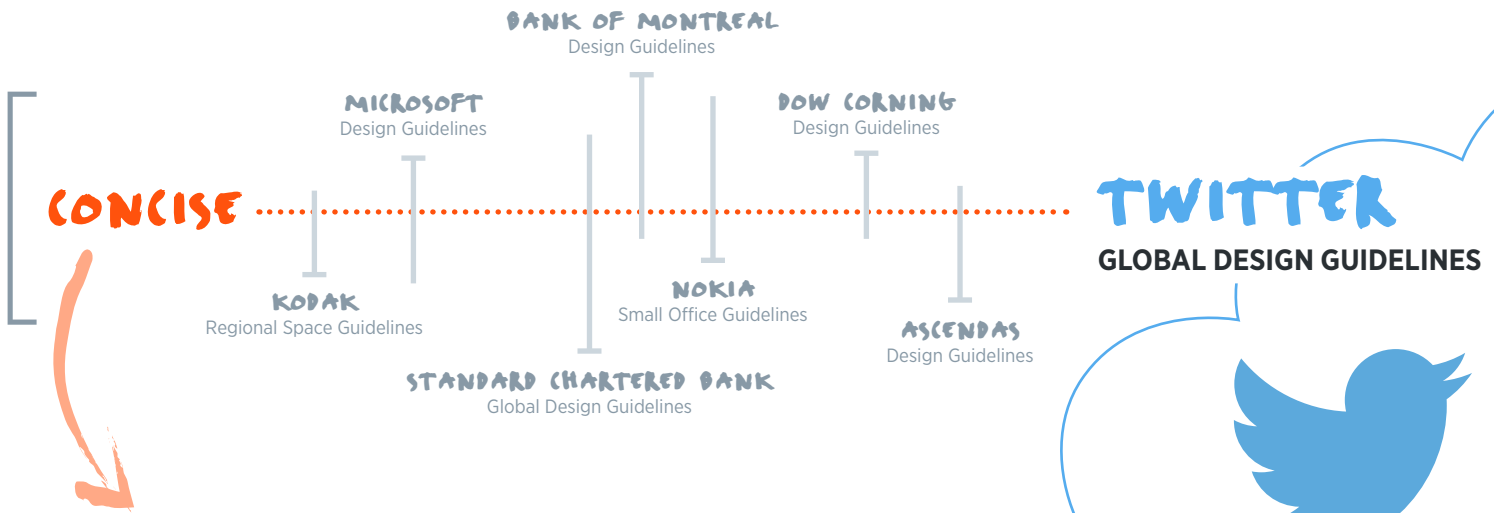
4.

Recommendations – the important bit, where information is distilled into an action plan – or in this case a design guide.

THE SPECTRUM OF DESIGN GUIDELINES

A SCALE OF COMPLEXITY

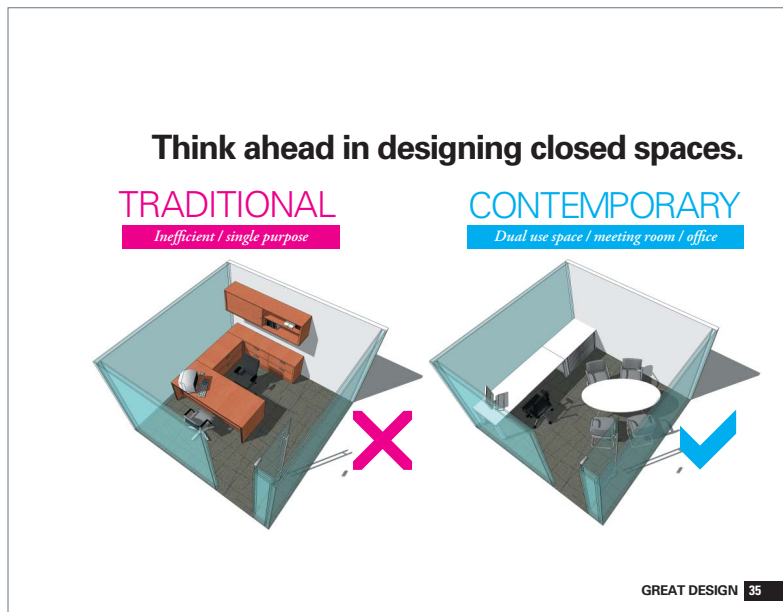
Our design guidelines vary in style from simple to complex, concise to detailed, as shown on the notional scale below. We think your guidelines will be somewhere between the two end points.



CONCISE CASE STUDY

WPP THE DESIGN GUIDELINES THINK BOOK

A high level document aimed to give broad direction and priorities to managers when they initiate workplace projects.



**NEW YORK PRESBYTERIAN
WEILL CORNELL MEDICAL CENTER**
Design Guidelines

SIME DARBY
Workplace Guidelines

CARLSSON CHINA
Design Guidelines

**CHINA DEVELOPMENT
FINANCIAL HOLDINGS**
Design Guidelines

FEIL ORGANIZATION
Pre-built Design Guideline

RDS
Localised Design Guidelines

DBS
International Offices
Proposed Design Standards

LAM RESEARCH
Global Design Guidelines

DETAILED

➤ We think your guidelines will be somewhere between the two extremes on the complexity scale.

It will have the same topics as VMware, but with less detail, like WPP.

**DETAILED CASE STUDY
VMWARE GLOBAL DESIGN GUIDELINES**

A detailed guide which acts as a reference for all real estate managers, and takes them through all aspects of a workplace project.

Chapter 3 - Space and Area Components

3.1 Recommended Furniture Standards

3.2 Space Standards for Workplace Types (Hub, Regional etc.)

LOCATION:
Tier 1 & 2 Hub & Regional

AREA:
Approx. 11 m² or 120 ft² depending on the planning grid. Equivalent to 1 modular grid.

FURNITURE & FITTINGS:

- 1 workstation type D with task chair.
- 2 Round table and 4 meeting chairs.
- 3 1 low level metal storage unit
- 4 Whiteboard
- 5 Glass partition with frosting

PROVISION:
Each Vice, Senior and Executive Vice president as well as Senior Director will be assigned a private office, subject to availability. These leaders are not required to share their offices.

PLANNING GUIDELINE NOTES:

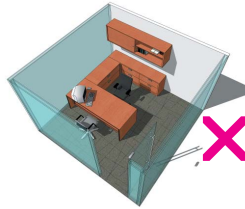
- This office type should be located closer to the core and main circulation routes, and away from perimeter glazing.

PRIVATE OFFICE TYPE 1.1 (1 PERSON, 1 MODULE)

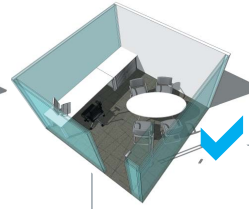
49 [← Back to Contents Page](#) VMware Design Guidelines M Moser Associates and REW team

Think ahead in designing closed spaces.

TRADITIONAL
Inefficient / single purpose



CONTEMPORARY
Dual use space / meeting room / office



When planning workspace, think, how do we work?



- Cost versus productivity
- Head down quiet work versus collaborative space
- Paper storage versus virtual storage
- Private spaces within open areas
 - Phone booths / hush rooms
- Conflict management (separation of teams)
- Catering for various work styles

WORKSPACE 17

TWO CASE STUDIES

WPP

THE DESIGN GUIDELINES THINK BOOK

WPP Asia Pacific Offices

WPP was looking to create a new tool, one with more appeal and interest to engage business leaders at the onset of projects, providing them with a framework and a tool to better understand workspace design and how it helps achieve business objectives. The Design Guidelines Think Book is available for WPP's regional Real Estate, Finance and Admin within the group as well as external service providers.

#Advertising

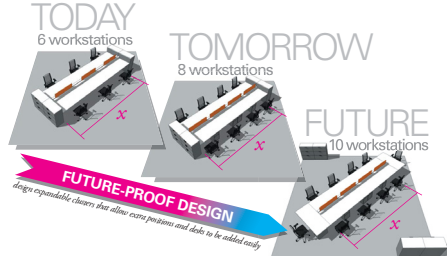
#Location

#Dynamics

#Balance

#162kEmployees

Design for the **FUTURE**, not for **TODAY**.



Planned with organic expansion in mind

- Delivers savings in overall rental costs
- Reduces waste and energy consumption
- Facilitates highly-flexible modular layouts

10m² per head achieves...

- Sufficient space for today's business needs
- Lower fit-out costs / more resources for shared spaces
- Accommodates private spaces and shared facilities (meeting rooms, IT, etc)

SPACE NEEDS 26

Step 1: Initiation

- Evaluate the trigger for a project (time option, growth, construction, real estate cycle)
- Importance of planning
- 3-12 month lead times are a minimum to create options
- Obtain regional management and key cost inputs at the outset
- Review and exhaust all co-location opportunities

OUTCOMES: secure a mandate for the project

Step 2: Strategy & Team Assembly

- Agree upon the project strategy and goals
- Use the business model template to set parameters
- Undertake preliminary key versus go analysis
- Establish the timeline
- Engage the team
 - Internal stakeholders and cost
 - Real estate advisors
 - Designers
 - Project managers
 - Construction managers
 - IT specialists
 - Engineers
 - Quantity surveyors
 - Change management
 - Workplace consultants

OUTCOMES: confirm strategy and appoint team of professionals

Step 3: Search & Preliminary Negotiations

- Create multiple options
- Search the market broadly
- Compare and contrast options
- Test plus alternatives
- Preliminary due diligence (technical, physical, financial)
- Identify and address risks
- Use time to improve offers
- Create competitive tension

OUTCOMES: review of six opportunities available

Step 4: Due Diligence & Final Negotiations

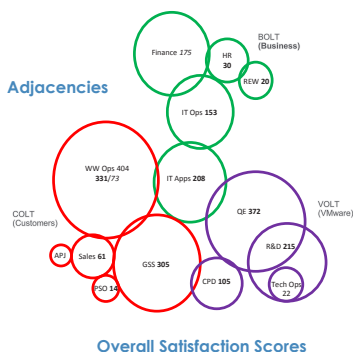
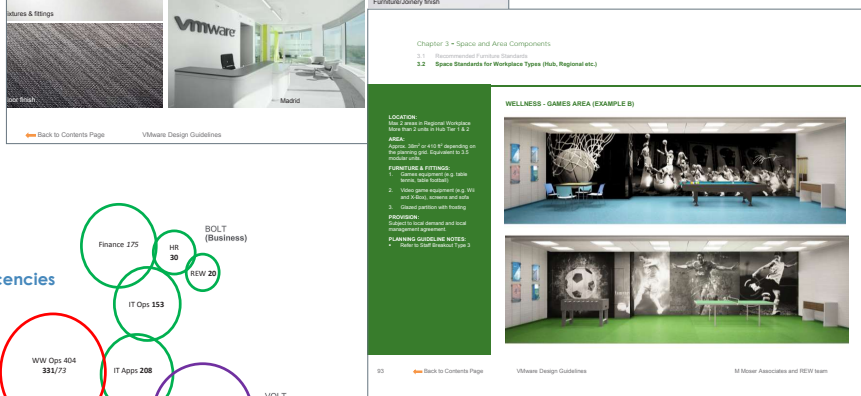
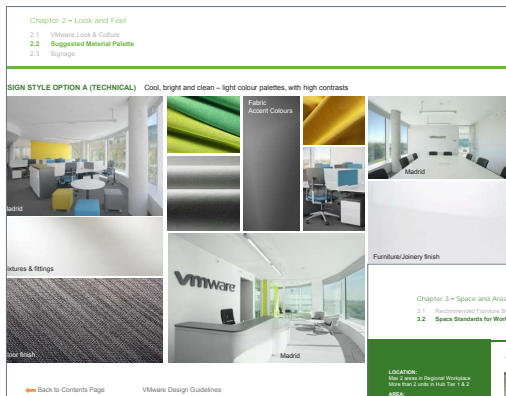
- Engage regional / global cost and view cost breakdown
- Use due diligence to improve final offers
- Select preferred and fall back options
- Finalize the business model, aiming to achieve benchmark metrics
- Legal review of the lease of offer (if applicable)

OUTCOMES: signed commercial agreement

What's driving this change?

- The way we work is evolving
- Technology becomes portable and ubiquitous
- Communication is universally accessible
- People are collaborating more
- Sustainability is part of the business case
- Economies and marketplaces change with rapid speed
- Clients create the need for change





#Engineering
 #ChangeManagement
 #MultipleGlobalLocations
 #EmployeeFeedback
 #WorkplaceStrategy

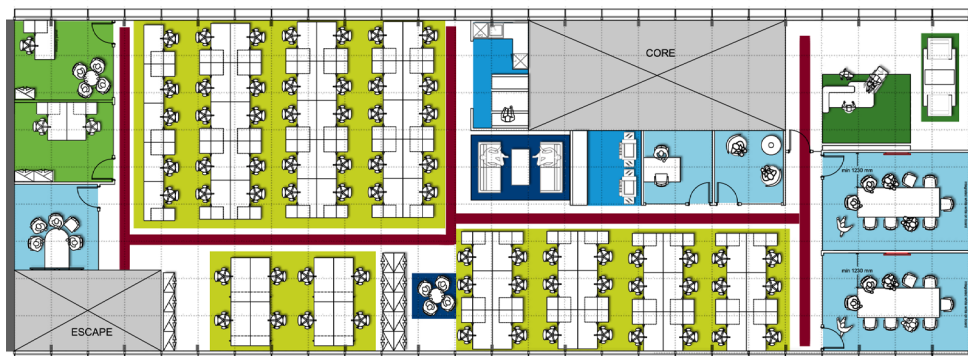
VMWARE

GLOBAL DESIGN GUIDELINES

Global Locations

VMware needed to improve the delivery of workplace accommodation in all regions as they grew in size and headcount. The global design guidelines cover the entire delivery path from briefing to decoration, and included chapters on technical aspects such as environmental engineering, sustainability, branding, security, AV and IT. It also includes the business values and culture that the guidelines have responded to.

The process was very collaborative, with interviews attended by real estate personnel, and some technical chapters contributed by VMware people. The end product was easily adopted by VMware REW staff because they owned it through their continuous involvement. We incorporated some existing guidance that had been developed internally, and developed new ones to a high level of detail. This way we avoid re-inventing the wheel, and have a product owned by both parties.





ACTIVITIES



MILESTONES



KICK-OFF MEETING
January 2015

PROJECT BRIEF & TIMELINE
January 2015

COLLATED DATA
Mid February 2015



BRIEFING

DATA GATHERING

GENERATE

FEE SUMMARY

Our proposed fee for Twitter's Global Design Guidelines is \$70,000 USD, plus an allowance for travel not to exceed \$15,000 USD.

The summarised breakdown is as follows:

PROJECT BRIEF & COLLATED DATA \$14,000

DESIGN GUIDE STRUCTURE \$9,000

DRAFT LAYOUT \$15,500

DETAILED LAYOUT \$15,500

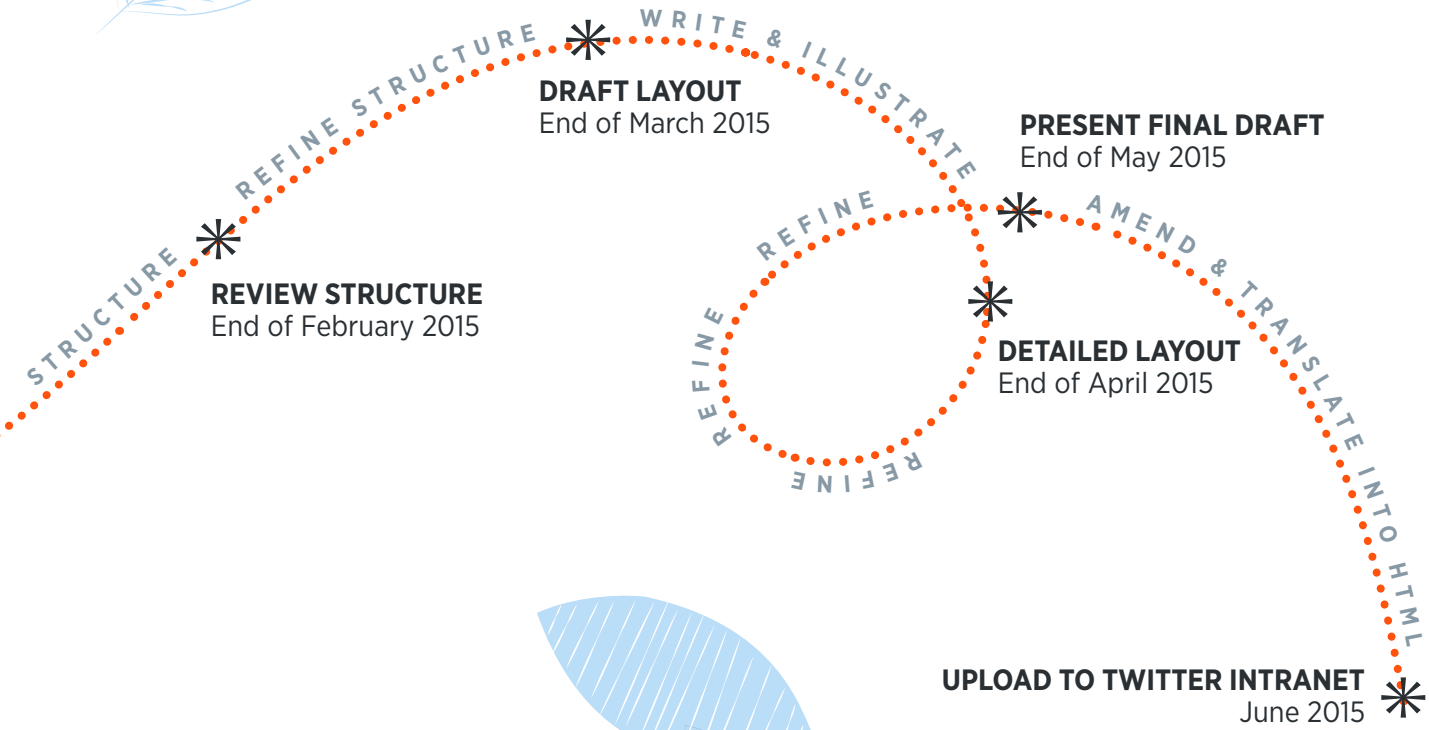
FINAL PRODUCTION AND HTML \$16,000

Note: Our commercial bid is a fixed lump sum offer for the required project duration of up to six months. We have estimated the time and resources required and will stand by our offer for this scope even if more resources are required.





(CONTENT)



**M Moser Associates
Peninsular House
30-36 Monument Street
London EC3R 8NB**

**T: +44 (0)207 621 5400
E: nathanw@mmoser.com**

www.mmoser.com