Case Study: Office Moves

The Client

Founded in the UK in 2007, our client is one of the pioneers of programmatic advertising. Its goal was to revolutionise the industry and connect brands with an audience across devices, at scale.

Growing from a start-up, they now have offices all around the world and became part of the world's largest media investment management operation in 2015. With data at the core, the company's proprietary technology enables multi-platform programmatic solutions and integrates data from the world's leading DSPs, adservers, viewability and verification partners as well as first and third-party customer data.

The Challenge

Our client's lease was due to expire within two months, therefore they decided to use the opportunity to move to a larger and more modern, purpose-design spaced. To complicate things, the lease for the new premises was withdrawn, meaning that they had to move to a temporary space at short notice, before moving to a newly chosen permanent office.

Recent company expansion meant that the London office move was also seen as an opportunity to review old core equipment and update the network design for its 80+ users. Around the same time, Abacus also oversaw the planning and execution of the same client's New York office move, which included 25 workstations and the necessary firewalls, switches, patches and servers.

The Solution

Initially, we moved our client to a temporary Regus office space, using their own network hardware. Abacus designed and oversaw the preparation and delivery of a brand-new Comms room. As with most dedicated office spaces, a fixed internet connection was required. We arranged for at least two fibre circuits to be installed and have the Comms room and all floors ready for occupation by the time of the office move.

The move was planned to take place over a weekend. Remaining core infrastructure was moved to the new Comms room. Abacus provided engineers to audit, disassemble, then reassemble workstations as soon as the transportation company delivered the desks and installed them. Abacus coordinated the logistical planning for the move, ensuring a smooth and cost-effective move.

Overall Benefits to the Client

- Network Infrastructure redesigned across multiple floors in line with our client's current and future needs
- New Comms room containing updated and fully redundant hardware
- Detailed project management under tight timescales and a smooth transition between locations

Key Contacts

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