

# Miami's Newest Class-A Office Space Offers Technology Advantages

600 Brickell offers global tenants unprecedented connectivity, scalability, and opportunity.

EXECUTIVE SUMMARY	
<b>CUSTOMER</b>	<ul style="list-style-type: none"> <li>Foram Group</li> </ul>
<b>INDUSTRY</b>	<ul style="list-style-type: none"> <li>Real Estate Asset Management</li> </ul>
<b>LOCATION</b>	<ul style="list-style-type: none"> <li>Brickell Business District, Miami, Florida</li> </ul>
<b>CHALLENGE</b>	<ul style="list-style-type: none"> <li>Create building with technology advantage over any other building</li> <li>Develop highly available network to support smooth scalability and high bandwidth</li> <li>Combine with highest levels of security</li> </ul>
<b>SOLUTIONS</b>	<ul style="list-style-type: none"> <li>Implement Cisco Connected Real Estate framework</li> <li>Combine private network, designed to meet future needs of tenants, and critical enterprise technologies</li> <li>Improve data flow, and enhance business value</li> </ul>
<b>RESULTS</b>	<ul style="list-style-type: none"> <li>Unprecedented connectivity</li> <li>Operational efficiency</li> <li>Security and compliance</li> </ul>

## Challenge

Established in 1978, Foram Group is a leading real estate asset management company, specializing in property acquisition, development, management, and leasing. The company provides hands-on asset management services for a diversified portfolio of rural and commercial properties. Slated to open in August and located in the heart of Miami's financial district, 600 Brickell is Foram's most significant Class-A office building to date and the first U.S.-based office building of this magnitude that approaches information and communication technology (ICT) as a fourth utility.

Early in the planning phase, the developers took a fresh look at everything to enhance business value to tenants. Standard building practices were redefined as architects and engineers used the latest and most advanced techniques to design a property that exceeds anything that exists, or is under construction, throughout the Southeast region. The 600,000-square-foot, 40-story project features connectivity as a core asset of the building, enabling direct access to the Internet backbone, connecting clients to the world in less than a millisecond. This feature was further enhanced through the addition of smooth scalability to meet tenant demands for future growth, 24-hour monitoring and support, redundancy, security, and other core critical technologies to advance business capabilities.

"Our goal for 600 Brickell was to create a benchmark for Miami's future and a new international standard for technology in office development," says Loretta Cockrum, CEO of Foram Group. "This is a building of the future more than a building of the present."

**"Our goal is to leave a legacy by creating the most innovative and forward-thinking office building in Miami."**

— Loretta Cockrum, founder and CEO of Foram Group.

The building's target market consists of clients that require a full convergence of global connectivity, security, and efficiency. To meet the demands of global tenants today and well into the future, Foram envisioned a collaborative environment in which connectivity is treated as not just an option, but also as an essential tool for today's business. This utility approach means connectivity that is fast, scalable, secure, and fully redundant. 600 Brickell will provide tenants with additional 21st-century advantages such as co-location services with an on-site data center, and campuswide public and private Wi-Fi: strategic services that promote business capabilities.

"Our goal is to leave a legacy by creating the most innovative and forward-thinking office building in Miami," adds Cockrum. To achieve the vision, Foram engaged Venturian Group, a leading provider of solutions architecture and technology consultative services, to plan and implement the building's ICT. Venturian designed and executed the solution using Cisco products, implementing a highly robust and secure infrastructure.

## Solutions

The biggest challenge for the technology team was creating a network design that would position 600 Brickell as the premier address for global business today and provide long-term relevancy for the project.

"Office buildings tend to follow a typical cookie-cutter approach when it comes to technology. We knew we wanted something outside the box," says Paris Del Rio, project manager of Foram Group. "We wanted a design solution that would give our tenants cutting-edge technology for years to come. We needed products that were flexible and robust. The fact that Cisco is behind the technology in this building proves to us that this property will be a market-leader," says Paris Del Rio, project manager of Foram Group.

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Foram Group and Venturian created what is the most connected building in the Southeast, using a Cisco infrastructure designed to stay ahead of global tenants' most demanding technological applications and a myriad of critical technologies. The team analyzed speed, scalability, and availability to allow for the most advanced business capabilities. "600 Brickell is blazing a new trail in the real estate industry," says Joe O'Connor, senior executive director for Cisco Connected Real Estate. "By positioning tenants to take advantage of technology's exponential gains in power and speed, companies at 600 Brickell can be ready for the future from day one. We know this ability can be critical for business, and we are proud to be partners with this unique property."

From opening day, tenants can enjoy a technology wish list designed to support the flow of their businesses:

- **Connectivity:** The redundant fiber optic infrastructure between 600 Brickell and the NAP (network access point) of the Americas in Miami gives tenants fast and cost-effective access. This direct connection puts companies less than one millisecond away from the world.
- **Scalability:** Planned scalability from the start is paramount to allowing growth to happen in a way that saves considerable time and money. At 600 Brickell, there is no waiting for an outside vendor, and there are no expensive construction costs. Scalability up to 400 Gbps is just a phone call away.

- **Fully Redundant Data Center:** The building's fully redundant data center offers virtually unlimited connectivity, typically seen only in leading data center facilities, and over 160 worldwide carrier options, in the most cost-effective manner possible.
- **24-Hour Access to an On-site ICT Organization:** Providing tenants with on-site, instant support and services for high-quality connectivity, 600 Brickell's Peer-Point ICT experts will be based on the 14<sup>th</sup> floor and easily accessible to deliver fast, efficient service.

Additionally, as a Cisco Connected Commercial Office Building, 600 Brickell will offer a growing suite of data, voice, and security solutions for tenants:

- **Campuswide Wi-Fi:** 600 Brickell delivers free wireless access for anyone visiting the building or the plaza, as well as secure network access for tenants and their guests with few, if any, blackout zones.
- **Digital Antenna System (DAS):** With the rise of mobile technology, smart phones and tablets are vital tools for conducting day-to-day business. To avoid low signal strength or dropped calls, 600 Brickell has installed a DAS to carry signals through the campus, even in the elevators.
- **ISO 27001:2005 Certification:** Taking a broad and specific view of security is the fundamental rule in helping ensure the highest level of safety for any network. This is the first building to be ISO 27001-certified, which is the most comprehensive security standard in the world, providing safety from every angle.

PRODUCT LIST	
<b>Routing and Switching</b>	<ul style="list-style-type: none"> <li>• Cisco ASR 1004 Series Aggregation Services Routers</li> <li>• Cisco Catalyst 3560-X Series Switches</li> <li>• Cisco Nexus 7000 Series Datacenter Series Switches</li> </ul>
<b>Security</b>	<ul style="list-style-type: none"> <li>• Cisco ASA 5585-X Series Adaptive Security Appliance</li> <li>• Cisco ASA 5520 Series Adaptive Security Appliance</li> </ul>
<b>Optical</b>	<ul style="list-style-type: none"> <li>• Cisco ONS 15454 Optical Multiservice Transport Platform</li> </ul>
<b>Wireless LAN</b>	<ul style="list-style-type: none"> <li>• Cisco Aironet 3500 Series Access Points with CleanAir Technology</li> <li>• Cisco 5500 Series Wireless Controllers</li> </ul>

## Results

### Connectivity and Communication

Just as business is dependent on technology, technology is dependent on communication and connectivity. For this reason, "high availability" was a key element in the design of 600 Brickell's ICT infrastructure. The first building in Florida to qualify as a Cisco Connected Real Estate property, it provides a convergence of connectivity, security, and communication. 600 Brickell provides high availability connectivity through a fully redundant technical infrastructure exclusively for tenants, guaranteeing the highest possible availability so businesses stay connected.

### Operational Efficiency

600 Brickell will be one of only three Leadership in Energy and Environmental Design (LEED) Platinum-Certified high-rise buildings on the eastern seaboard, and one of only 14 of its size in the entire world. This is the highest level of certification given out by the U.S.

Green Building Council. The operational efficiency benefits for those leasing in a LEED-certified building are numerous, from the health and productivity of employees to significant financial advantages. From on-site ICT experts to scalability, 600 Brickell offers unique tenant advantages that are delivered in a single, integrated, cost-effective, sustainable package.

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## Safety, Security, and Availability

Helping ensure information technology security, 600 Brickell is currently the only building of this magnitude to have earned ISO 27001 certification. 600 Brickell is designed to provide tenants with the highest levels of personal, business, and data security. State-of-the-art systems provide access control, closed-circuit TV monitoring, and amenities management technology, rivaling any Class-A office tower in the United States and setting new standards for the Miami market. This ongoing certification provides the highest international standard for information security. The infrastructure is designed to support the uninterrupted flow of business, even in emergency situations.

## For More Information

To find out more about Cisco Connected Real Estate Solutions, visit: <http://www.cisco.com/go/realestate>.

To find out more about 600 Brickell, visit: <http://www.600brickell.com/>.

To find out more about Venturian Group, visit: <http://www.venturiangroup.com/>.



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