



# /// Global Data Center **Advisory Group**

Real Estate Is Our Business.  
Data Centers Are Our  
Core Competency.



# Expertise at the Intersection of **Business, Risk & Cost**

A global team of elite professionals specializing in the delivery of precise real estate solutions for mission critical users, owners and environments.

As global technology rapidly changes, the demand for data center space is increasing at an accelerated rate. Scalability, reliability, and security are always the focus, but the costs are substantially high, making the right financial decisions crucial.

Cushman & Wakefield's Global Data Center Advisory Group provides strategic advice and real estate services to occupiers, landlords, investors, and operators. Our multi-disciplined team serves clients of all sizes and industries. Every client requirement is unique; we have the experience to develop long-term strategies that drive wise investment decisions across all real estate requirements.



Learn more about our Data Center capabilities here

## THE CUSHMAN & WAKEFIELD EDGE



### QUARTERLY REPORTING

Market data and intelligence built on institutional and field research



### THOUGHT LEADERSHIP

Unique and intelligent perspective covering trends and topics influencing decision making



### SUPPLY/DEMAND FORECASTING

Sourcing of experience-based data and in-depth looks into markets around the globe



### DECISION SUPPORT ANALYSIS

Key metrics and market intelligence for informed business decisions unique to each requirement



### GLOBAL DATABASE

Current market data, colocation availability, pricing and rental rates for over 30 markets globally



### GLOBAL DATA CENTER RISK INDEX

Customizable index that analyzes the risks affecting data center operations in key established and emerging countries



# The Right Services At The Right Time

Focused on technical requirements and best practices, we undertake strategy, benchmarking and lifecycle cost analysis across each engagement to find opportunities that will drive down operational costs, while advising on real estate strategies.



## SITE SELECTION

We have developed a best-in-class approach to data center site selection designed for both operators and tenants. In a market where availability of existing data center sites and properties for new developments are facing unprecedented supply constraints. C&W's hands on approach combines local data center and real-estate market knowledge with best-in-class research to create customized programs centered around finding all potential on and off market opportunities to ensure our clients enter or expand in market with best options for their requirement.

For data center tenants and users C&W has developed proprietary scorecard that can be customized for any client requirement.

This is combined with a competitive RFP Process between all qualified providers in each market. By running a competitive bidding process and managing project timelines C&W can maintain maximum leverage during negotiations.

For data center operators and developers, C&W is uniquely equipped to assist in site selection assignments for new facilities. As a real estate brokerage with over 300 offices around the globe, our team can provide in depth data center market and infrastructure knowledge paired with best-in-class brokerage services and research across the globe. With global industrial real-estate markets tightening and competing against data centers for sites, C&W's approach has proven effective in getting clients into some of the tightest markets in the world.



## TRANSACTION MANAGEMENT

Whether our clients are acquiring sites to develop a data center, leasing space in a colocation facilities or disposing of legacy data center assets, C&W's GDCAG can assist. Our team has provided services to the most discerning clients from across the globe. Our best practices have been forged from this experience and provide the ability to repeatedly produce winning outcomes for our clients.

We believe that successful transaction management assignments begin with a concise and measurable project plan. Our team ensures that from the first stage of developing the full requirements to the final stage of transaction execution, we maintain customized reporting standards ensuring seamless transitions from beginning to end.



## AGENCY LEASING

Leasing data center space is a highly specialized endeavour. To obtain the best value for the data center owner, the true and unique value of the building and its associated equipment must be fully understood and marketed. Our team has been representing colocation providers for over 20 years. We have proven systems to document and properly market the unique values of data centers. As importantly, through our successful dealings with corporate users, we know the companies and the contacts in corporate IT to bring these opportunities to.

We also believe that in order to exceed our client's expectations we must bring forth creative approaches to a transaction and options some may have believed are not possible. We pride ourselves in the fact that we have a successful track record of innovation, and that we continue to perform multiple transaction for our global clients over a long history of association.

For each assignment, we develop a customized leasing and marketing strategy and implement with a variety of approaches. Our program is developed with the full involvement of the owner and we have a rigorous, disciplined approach to reporting and follow-up, all stored and maintained on a client portal where the information is easily accessed.





## SITE SELECTION

- Needs and viability of options analysis
- Infrastructure and systems review
- Security and risk evaluation
- Business and financial analysis
- Location incentives



## TRANSACTION SERVICES

- In-house, colocation, wholesale, powered shell, existing facility, greenfield
- Acquisition, disposition, investment sale
- Business continuity
- Comprehensive contract knowledge: Master Service Agreements, Service Level Agreements, and Service Order
- Rent terms including NNN, Metered, Draw Cap, Breakered, Cross Connects and Telco/Network Rents



## STRATEGY DEVELOPMENT

- Acquisition and disposition planning
- Global expansion strategy, including prioritization by region and capital management plan
- Portfolio optimization strategy
- Standardized processes, tools and templates for quality control
- Benchmarking
- TCO modeling and negotiation



## TRANSACTION & VALUATION & ADVISORY SERVICES

- Broad expertise, including mission critical disaster recovery, colocation, wholesale, carrier hotels, internet gateways
- Financial and tax consulting
- Corporate planning; merger and acquisition consulting; and bankruptcy and litigation support
- Asset analysis, purchase price allocation, pro forma reviews



## LANDLORD/PROVIDER REPRESENTATION

- Strategic asset analysis
- Positioning and marketing plans
- Marketing brochures and materials, property fact sheets, tour books
- Prospective tenant analysis and canvassing



## PROJECT & DEVELOPMENT SERVICES

- Project and construction management services for environments from data room adaptations to development and build-to-suit
- Data center environment expertise including loads, heights, floors, power, water, sustainability, energy cost, commissioning
- Cost consultancy, value engineering, procurement and budget management



## CAPITAL MARKETS

- Investment Sales – property positioning that drives financial results
- Equity, Debt & Structured Financing - access to opportunities, capital sources and local market expertise



# Global Engagement

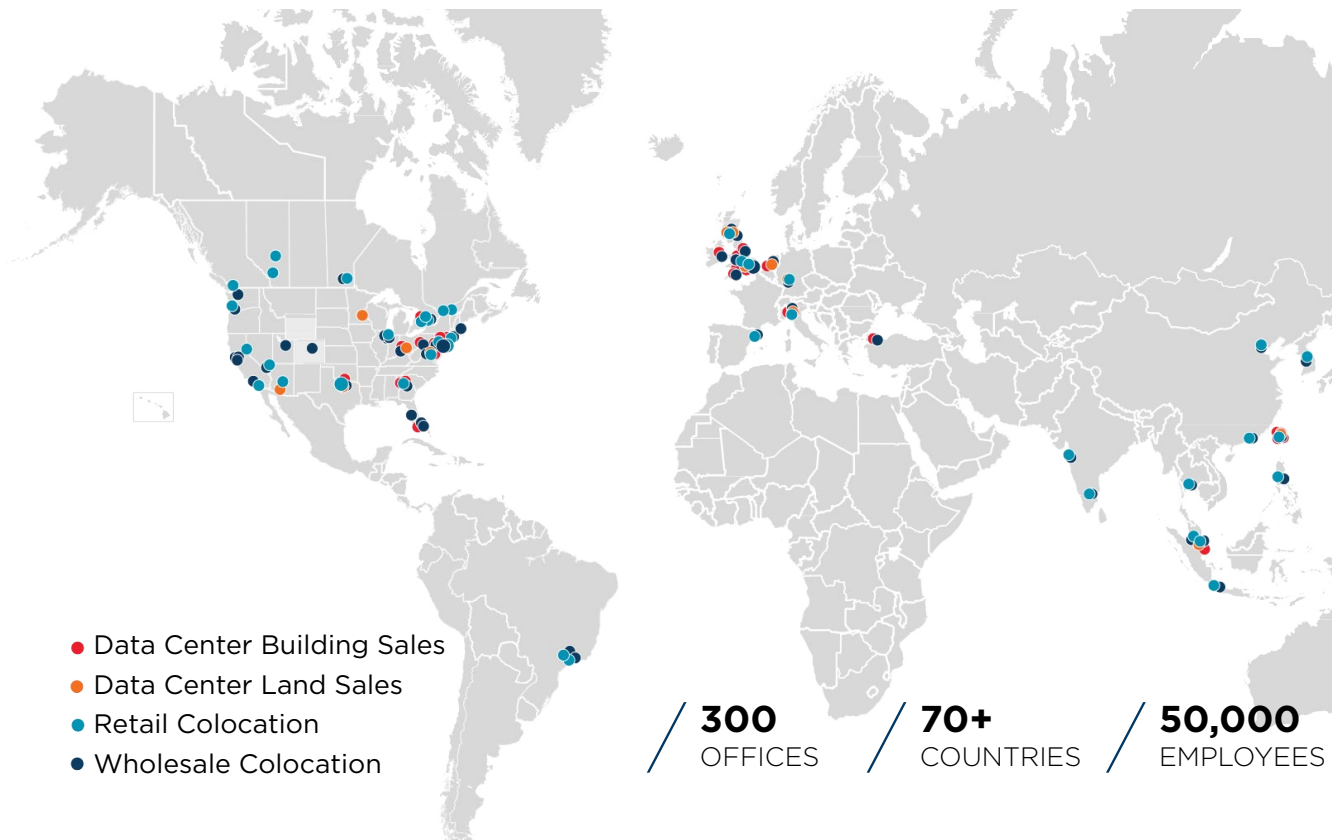
## TENURE

- Founded in 1996
- The first of its kind in the real estate industry
- Specialists average 29 years of real estate experience and 16 years of data center experience
- Cohesion built on a foundation of shared expertise, mutual support and friendship

## INTEGRATED TEAM

- Site selection, transaction management, project management and appraisals - integrated in one platform
- Expertise drawn from all real estate disciplines
- Members qualify based upon data center expertise, subject matter expertise and collaborative spirit

## CONFIDENTLY GLOBAL, EXPERTLY LOCAL



# COHESIVE COLLABORATIVE COLLEGIAL

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## Proven Results

I’ve worked with Cushman & Wakefield’s Data Center Advisory team across EMEA, The Americas and APAC. I’ve always found them to be highly knowledgeable and responsive with an excellent grasp of global dynamics and their impact on local markets. We rely heavily on their expertise in helping guide us through a rapidly changing industry.

**Mario Calderone**  
Vice President Real Estate / Server Farm Realty

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# Meet Our Team



**Randolph Borron**

**VICE CHAIRMAN  
GLOBAL DATA CENTER ADVISORY GROUP**

C (416) 908 2474  
Randy.Borron@cushwake.com



**Brad Henderson**

**MANAGING DIRECTOR  
GLOBAL DATA CENTER ADVISORY GROUP**

C (416) 992 8956  
Brad.Henderson@cushwake.com



**Michael Borron**

**ASSOCIATE VICE PRESIDENT  
GLOBAL DATA CENTER ADVISORY GROUP**

T (416) 359 2481  
C (416) 571 2474  
Michael.Borron@ca.cushwake.com



# Cushman & Wakefield

## Core Services

### AGENCY LEASING

Agency Leasing professionals provide strategic expertise to elevate asset awareness, leasing activity, rental rates, occupancy, and overall investment value, investment goals, tenant mix and expirations, financing structure, property positioning, building strengths, submarket conditions and competition.

### ASSET SERVICES

Comprehensive property management services throughout the lifecycle of a real estate asset for corporate, institutional, and private commercial real estate investors.

### CAPITAL MARKETS

Capital markets expertise throughout every stage of the acquisition and sales processes, helping clients finance, raise joint venture equity, and sell investment properties to meet strategic, operational, and financial goals for their real estate investments.

### FACILITY SERVICES

Facility services that help clients drive down facility operating expenses, increase facility efficiency and uptime, make strategic business decisions, and create a positive occupant experience.

### GLOBAL OCCUPIER SERVICES

Design, management and execution of custom, scalable real estate solutions that combine worldwide reach, coordinated local execution, and advanced data analytics for consistent, efficient, measurable results and performance.

### INVESTMENT & ASSET MANAGEMENT

Helping clients achieve optimum performance in their property portfolios, consistent with their risk appetites, by leveraging the knowledge base of Cushman & Wakefield's research, capital markets, and advisory services.

### PROJECT & DEVELOPMENT SERVICES

Effective collaboration with owners and investors on new developments and capital expenditures, and occupiers on workspace strategy, tenant improvements, move management and sustainability practices.

### TOTAL WORKPLACE

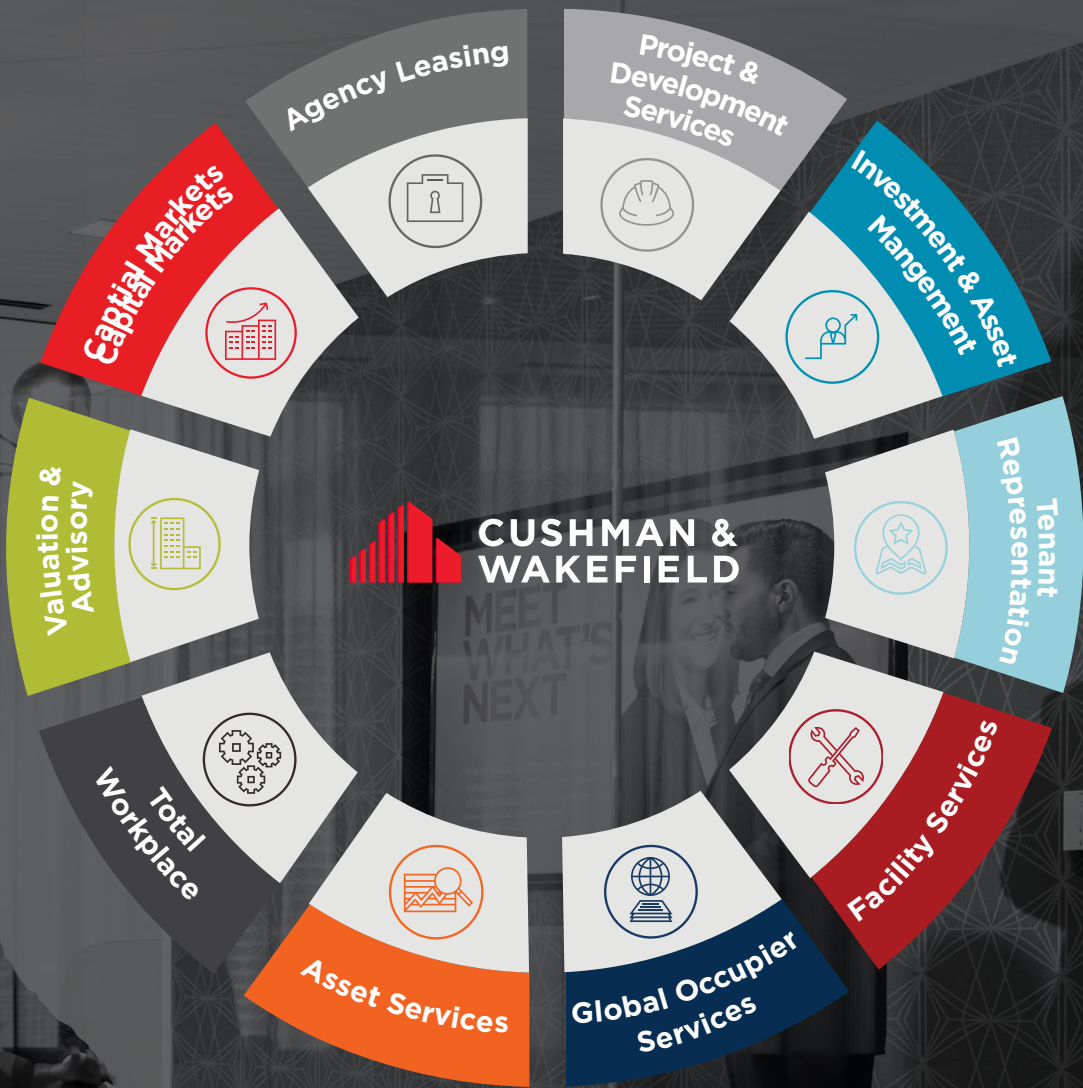
Our deep expertise in areas such as workplace strategy, change management and portfolio optimization enables your organization to win new talent and achieve strategic goals.

### TENANT REPRESENTATION

Occupancy solutions that align needs with business strategy, financial goals, and operational objectives, and make real estate an asset that attracts and retains talent, promotes creativity and collaboration, and supports the company brand and mission.

### VALUATION & ADVISORY

Sophisticated advice on real estate equity and debt decisions to clients on a worldwide scale through valuation and advisory services relating to acquisition, disposition, financing, litigation, and financial reporting.



Click each service line to learn more

## INDUSTRIES & SPECIALTIES

Airports  
Automotive  
Banking/Financial  
Build-to-Suit  
Data Centers  
eCommerce  
Education  
Energy (oil & gas)  
Food & Beverage

Global Supply Chain  
Government  
Healthcare  
Hospitality  
Industrial  
Land  
Legal/Professional  
Life Sciences/Pharma  
Multifamily

Net Lease Investment  
Not-for-Profit  
Ports & Intermodal  
Rail  
Retail  
Technology  
Third-Party Logistics (3PL)





## ABOUT CUSHMAN & WAKEFIELD

Cushman & Wakefield (NYSE: CWK) is a leading global real estate services firm that delivers exceptional value for real estate occupiers and owners. Cushman & Wakefield is among the largest real estate services firms with approximately 50,000 employees in over 400 offices and approximately 60 countries. In 2021, the firm had revenue of \$9.4 billion across core services of property, facilities and project management, leasing, capital markets, and valuation and other services.

[cushmanwakefield.com](https://cushmanwakefield.com)



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