

GLOBAL DATA CENTER ADVISORY GROUP

**REAL ESTATE IS OUR BUSINESS.
DATA CENTERS ARE OUR
CORE COMPETENCY.**



**CUSHMAN &
WAKEFIELD**

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



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



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.



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

- 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

Landlord/Provider Representation

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

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

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

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

Capital Markets

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



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



GLOBAL ENGAGEMENT

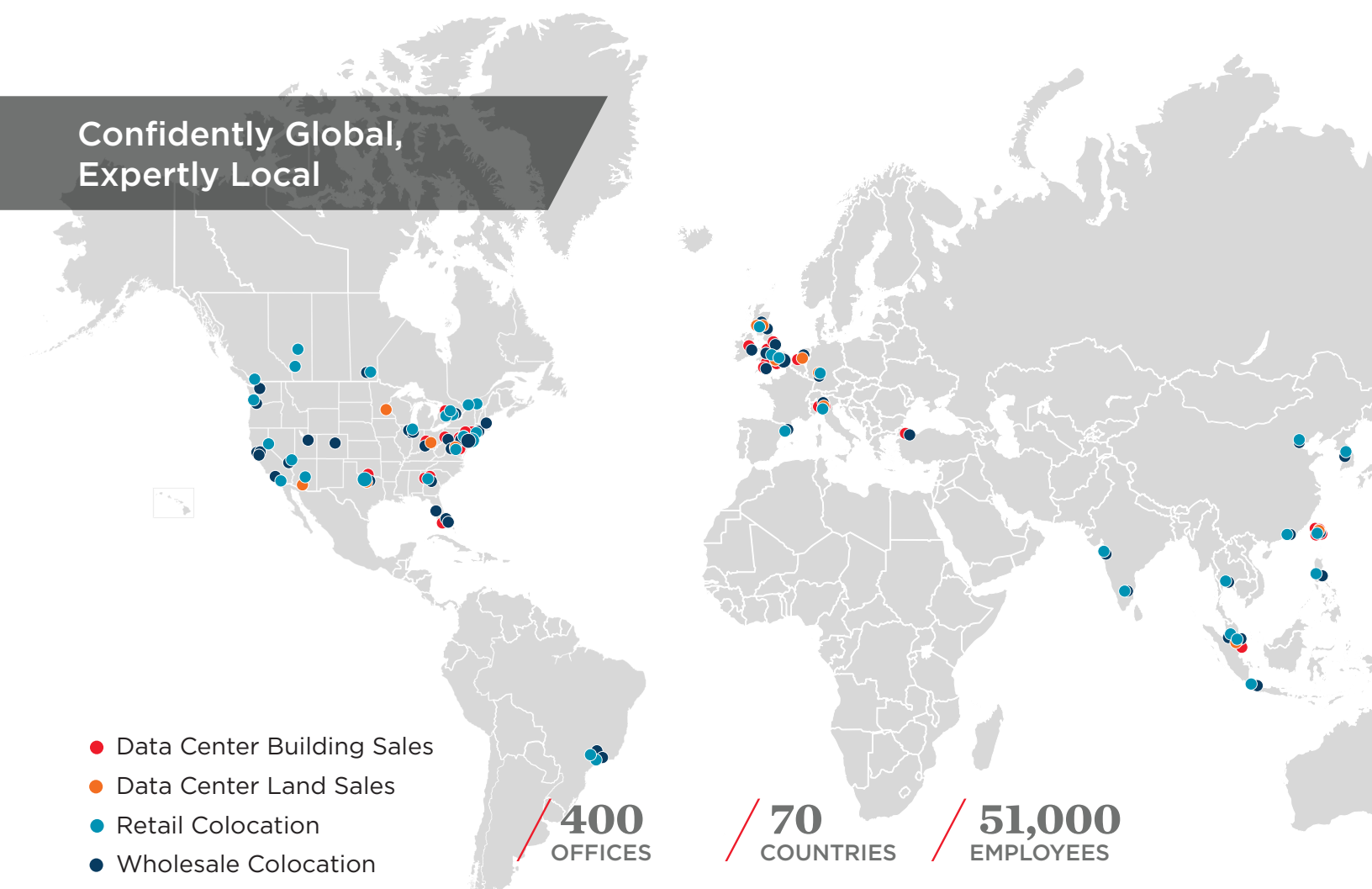
TENURE

- 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

- 
- Data Center Building Sales
 - Data Center Land Sales
 - Retail Colocation
 - Wholesale Colocation

400
OFFICES

70
COUNTRIES

51,000
EMPLOYEES



COHESIVE COLLABORATIVE COLLEGIAL

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



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 53,000 employees in 400 offices and 60 countries. In 2019, the firm had revenue of \$8.8 billion across core services of property, facilities and project management, leasing, capital markets, valuation and other services. To learn more, visit www.cushmanwakefield.com or follow @CushWake on Twitter.

Cushman & Wakefield Capabilities

Service Lines

- Agency Leasing
- Asset Services
- Capital Markets
- Facility Services
- Global Occupier Services
- Project & Development Services
- Tenant Representation
- Valuation & Advisory

Industries & Specialties

Airports	Hospitality
Automotive	Industrial
Banking/Financial	Land
Build-to-Suit	Legal/Professional
Data Centers	Life Sciences/Pharma
eCommerce	Multifamily
Education	Net Lease Investment
Emerging Technology	Not-for-Profit
Energy (oil & gas)	Office
Flexible Workplace	Ports & Intermodal
Food & Beverage	Rail
Global Supply Chain	Retail
Government	Sports & Entertainment
Healthcare	Third-Party Logistics (3PL)