Creating connected spaces

TechSpace offers customers innovative office spaces with built-in connectivity, communications, and collaboration tools.

"We see a huge opportunity to grow our revenue by enhancing our customers' collaborative experiences."

- Vic Memenas, CEO, TechSpace

When customers come to TechSpace, they're often small companies with big dreams. They want a best-in-class platform to bring their ideas to market and drive growth.

Challenges

- Give customers diverse options for collaboration
- Tailor bandwidth and resources to each customer
- Offer flexible yet secure workspace environments

TechSpace is a fast-growing company that offers a smart alternative to traditional commercial office space. From New York to San Francisco and many cities in between, TechSpace offers space for rent in campus environments that combine inspiring design with the best technical connectivity. Customers include startups all the way up to large multinationals seeking space for special project teams.

"Our goal is to have a robust, secure, and flexible network that allows a diverse customer base to quickly onboard and plug in," says Bryan Turbow, chief technical officer (CTO), TechSpace. "We make it as easy as possible, whether they're using our systems or integrating their own infrastructure."

TechSpace must keep its services affordable while offering customers fast connectivity at the desktop, on Wi-Fi, and when collaborating with business partners. That means it must keep management efficient and partner with technology leaders that push the boundaries of innovation.

"We decided to partner with Cisco to make good on our promise of a top-notch customer experience," says Vic Memenas, chief executive officer (CEO).

Case Study | TechSpace

Size: 50 Employees	Location: Aliso Viejo, California	Industry: Facilities and Infrastructure Provider

![CISCO]

Standardize on Cisco® solutions to give customers fast connectivity and reliable collaboration.

Solutions

- Deploy Cisco wired and wireless network to dynamically establish multiple privately segregated, secure customer environments
- Offer Cisco Unified Communications, Unified Contact Center, and collaboration tools to boost customer business productivity

Efficient, profitable growth

With its Cisco network, TechSpace has grown to efficiently serve 8000 customers. With centralized management, a 10-person IT crew manages eight campuses from Aliso Viejo. "Great designs from Cisco helped us grow much more rapidly and without overstaffing, keeping overhead low," says Memenas.

Adds Turbow: "We can accommodate a wide range of customers and serve them all effectively. And when we tell prospective customers we're using Cisco, it makes the sales conversation easier. They have a higher level of trust."

Keeping customers happy

With robust throughput, strong, clear Wi-Fi, and Cisco firewalls protecting networks from threats and downtime, customers are staying put at TechSpace locations nationwide where they benefit from customizable features, including call forwarding, voicemail, intelligent contact routing, and call center capabilities.

"Once we get customers set up – which only takes a couple of hours – we usually don't hear much from them unless they want to expand," says Turbow. "The platform we've built on Cisco technology is so automated and reliable that there's very little need for troubleshooting or support."

70% INCREASE IN EFFICIENCY

33% REDUCTION IN COSTS
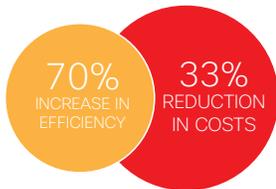
New revenue streams

TechSpace is evolving its offerings, giving customers voice-and-video conferencing and collaboration capabilities through Cisco WebEx® and Cisco Jabber® solutions. If customers outgrow their environments and leave, TechSpace can continue to provide them with Unified Communications as a cloud service.

"Cisco gives us the flexibility to enhance customer environments in a number of ways," says Memenas. "That sets us apart from the competition and helps us grow our revenue."

Expanding with confidence

TechSpace is growing faster than ever, adding as many as seven new locations per year. With Cisco as its standard, TechSpace can duplicate its network and security infrastructure, and deploy new campuses quickly.

"We are able to sell office space and technology services at our new locations within a couple months of opening," says Bryan Turbow. "This quickly provides us with a new revenue stream on our investment."

Results	• Quickly increased sales and revenue with Cisco reputation and features • Reduced new location deployment time and improved operations resulting in a 70 percent increase in efficiency and 33 percent reduction in costs

Supporting continuous innovation

TechSpace is always looking for new ways to add value, such as using Cisco Smart Spaces to improve resource management as customers embrace the open workspace concept. "We'll continue to partner with Cisco so we can adopt the latest technology for our customers," says Memenas.

Products & Services

Unified Communications
- Cisco Unified Communications Manager
- Cisco IP Phones
- Cisco Unity Connection
- Cisco WebEx solution
- Cisco Jabber solution
- Cisco Unified Contact Center

Routing and Switching
- Cisco Catalyst 4500 Series Switches

- Cisco 3900 and 2900 Series Integrated Service Routers (ISR)

Wireless
- Cisco Aironet® Wireless Access Points

Systems Management
- Cisco Prime™ Infrastructure

Security
- Cisco Adaptive Security Appliance (ASA) Firewalls

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