

# Management of complex projects call for speed, technical ingenuity and fiscal savvy

## is Project Mgmt.



By Irwin  
Schneider,  
VVA, LLC

These are stressful times, yet these are also times of opportunity. Nowhere is this more evident than in the management and construction of complex commercial projects.

Corporations and financial institutions which endured many years of downsizing and "making do" with inadequate office facilities, began the challenging process of recovery during 2004. As the economy has improved, companies have been forced to address new business strategies. They are dealing with tremendous pressures to develop and integrate sophisticated IT systems, to recruit, train and retain staff, and to remain competitive while continuing to grow. At the same time they are facing skyrocketing real estate costs and a dwindling supply of sizeable blocks of space, particularly in Manhattan.

To alleviate cramped, inflexible office space at corporate headquarters, they are pursuing and planning remote facilities for back office support space and mission-critical data centers, in less-expensive space beyond the tri-state area. Prior to 9/11, such off-site facilities were generally designed to minimum standards, simply to meet regulatory requirements. But since that fateful date and the black-out of August 2003, senior executives are investing heavily in more sophisticated business-continuity facilities, with completely redundant infrastructures. These "dark sites" provide space for the relocation of key personnel in the event of an incident at headquarters facilities. They are made possible because of today's sophisticated communication and IT systems which enable high-speed transmission over longer distances.

The complexities involved in the design and construction of these facilities have, in turn, put undue pressure on in-house real estate and facilities staffs whose services and resources are often stretched beyond reasonable limits. With greater demands on their time, they are looking to outsource project management services to capable firms like VVA, LLC. Our strong engineering backgrounds and extensive experience in the pre-purchase of major components such as HVAC

and UPS systems and light fixtures make us ideal consultants to lead these complex technology-intensive projects. Our knowledge of building infrastructures, information technology systems and the business side of real estate transactions are critically important in providing full support to the in-house capabilities of larger firms, particularly those facing a once-in-a-generation expansion, merger or relocation.

We see increased activity in these types of facilities throughout 2005 and beyond. In fact, tenant work is picking up in every sector - financial services, media, accounting firms, as well as continued growth in law firm projects, a mainstay of

VVA's services. We will continue our industry leadership as project managers and owners representatives through anticipating trends, continued development of our state of the art technology systems, ongoing publication of VVA's Construction Cost Index and by always challenging conventional wisdom.

These times call for speed, technical ingenuity, and fiscal savvy, the stuff that VVA is made of. The future looks very bright indeed.

VVA is a leader in the field of project management and owner's representation. Its Principals and key staff include a broad base of licensed professionals including architects, MEP and structural en-

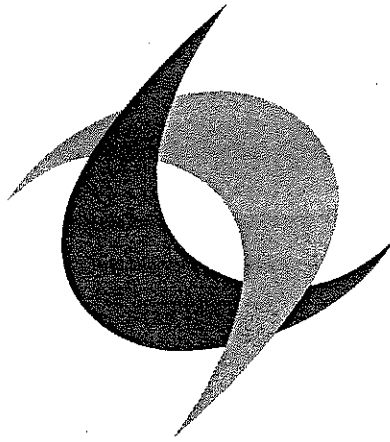
gineers. They excel in a thorough understanding of costs and cost-saving measures, the ability to analyze design issues that affect schedules, budgets and functionality, and hands-on project management skills.

The firm marked its tenth anniversary in January 2004, and recently relocated to its new offices at 117 East 31<sup>st</sup> St. Its staff increased by 15% over the past year and recruitment of experienced professionals will continue in 2005. In addition to its headquarters in New York City, VVA has offices in California, New Jersey and London as well as a strategic alliance with AYH Construction and Property Consultants, which has offices in

the UK and Europe. This network of offices is a critical factor in VVA's commitment to servicing its clients' needs on a global basis.

VVA's custom-designed and managed website is interactive and user-friendly, facilitating the exchange and dissemination of information to clients and team members. All bids, orders, meeting minutes, progress reports, and project issues are posted in an easy to use, interactive database, a great tracking tool that helps to measure progress on a real time basis.

**Irwin Schneider is a managing director for VVA, Inc., New York, NY.**



# VVA

## PROJECT MANAGERS & CONSULTANTS

117 East 31<sup>st</sup> Street ♦ New York, NY 10016 ♦ 212-576-8400

[www.vvainc.com](http://www.vvainc.com)