

DESIGN & TECHNOLOGY

Architecture Is a Powerful Tool for Your Business

■ *Architecture is a powerful tool that adds value to your business*

■ *A well-designed facility enhances a work environment, increases productivity and improves your bottom line*

■ *An architect translates space needs into an efficient facility that supports your strategic business plan*

Architecture is a powerful business tool that adds tremendous value to your business. Your renovation, addition or new building project presents an exceptional opportunity to enhance your work environment, increase productivity and client satisfaction, and improve your bottom line. You can maximize this opportunity and still concentrate on your business by involving an architect who specializes in the design of facilities for your industry.

You may think that architectural fees represent a high-ticket cost. In fact, the cost of hiring a licensed architect represents as little as one quarter of one percent of the total cost of owning and operating a building over a 20-year period, when you consider personnel, construction, and other costs. Since your architect can identify specific facility strategies to improve productivity, decrease operating costs, or recruit more talent, it makes sound financial sense to hire a specialist to design your facility.

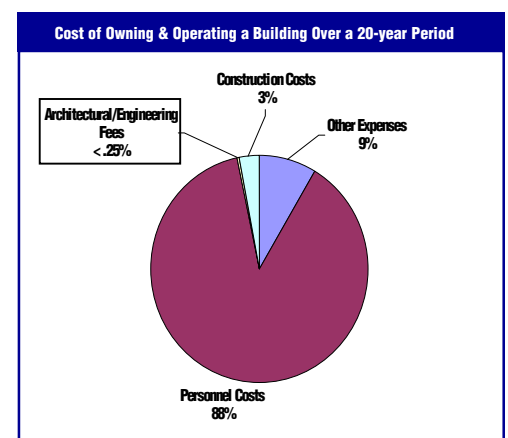
Consider involving an architect as early as possible in your facility planning process. Architects provide a wide variety of services, such as site studies and selection, master planning, and assistance with zoning approvals, that will help lay the groundwork

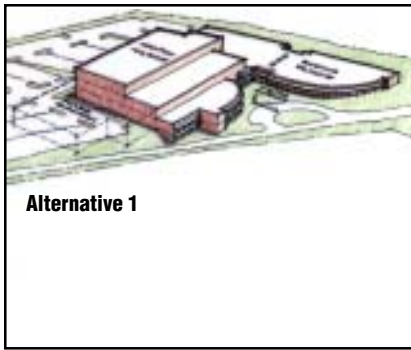
for your building design and plan for your organization's future growth and change.

An architectural specialist understands the intricacies of your facility inside and out and uses an expedient, time-tested method of evaluating your facility needs from the big picture down to the critical details. By collaborating closely with you, the architect will help to identify critical facility objectives and translate these into a highly functional building that supports your strategic business plan and your budget.

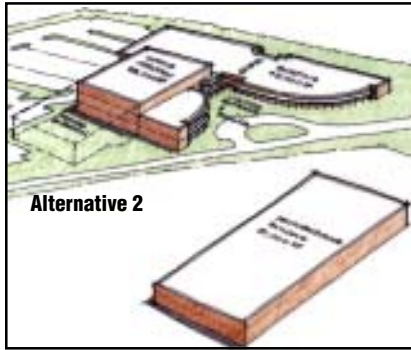
The architect also will identify facility alternatives that will provide your business with the best long-term value. For instance, perhaps you are considering a renovation and assume that a new facility is cost-prohibitive. Your architect can complete a comprehensive feasibility study that may indicate that a new building actually may be more economical in the long term, and less disruptive to business operations and profitability during construction. The feasibility study also may indicate that

The cost of hiring an architect represents a very small fraction of the cost of owning and operating a building over 20 years.

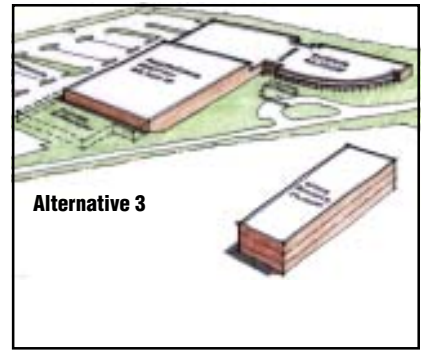




Alternative 1



Alternative 2



Alternative 3

After Artesyn and Strang, Inc. evaluated several different expansion, renovation and new building alternatives, they selected Alternative 1, a 140,000-square-foot manufacturing and office addition to their existing facility. This option will keep organizational functions within one roof, maintain continuous operations from start-to-finish, and incorporate state-of-the-art automated manufacturing capabilities for enhanced operational efficiencies.

rather than building and owning a new facility, you should consider leasing.

Your designer can identify specific strategies to increase productivity within your organization. A more efficient building layout, enhanced visual stimulation to foster creativity and collaboration, and a pleasant work environment can improve productivity and help retain talented employees. In some cases, the increase in productivity and decrease in recruiting costs


offset the cost of hiring an architect who specializes in the design of your facility type. For example, if your new building improves productivity by 5 percent, you can save \$5 million over a 20-year period.

Time is one of your most valuable business assets. By making more efficient use of your time, an architect will let you concentrate on managing your business. During construction, the designer advocates your interests to

achieve budget, schedule and quality goals.

Your facility project could be one of the most important undertakings you face this decade. Consider enlisting the services of an architect with the expertise to improve your firm's operational efficiency, enhance your competitive advantage, and attract talented personnel. ■

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