

# Corporate Mission More Important Than Cost

*Have You Caught Up With This Big Change In Priorities  
For Corporate Real Estate And Facilities Management?*

Three studies taken together reveal how pervasive the priority changes in corporate real estate and facilities management have become.

Two studies explain how things have changed. According to the first, the **mission of most corporate real estate departments is to support the goals of the organization, not simply to minimize costs.**<sup>1</sup> In the second, **support for the corporate mission topped cost and schedule** as the biggest factor in the way facility professionals are evaluated.<sup>2</sup>

The third study explains why—**employee turnover is expensive.** The direct cost of lost productivity from turnover and unexcused absences

is almost equal to the already large amount spent on health insurance.<sup>3</sup> This is no surprise in a tight labor market.

It's also no surprise that corporations are looking at the impact of workspace on employee recruitment, retention and satisfaction. There is no better example than Adobe Systems.

To attract and keep people who design and service the Adobe software (we're most familiar with Adobe Acrobat), Adobe offers each an individual office with individual temperature control. Adobe Systems Building E in downtown San Jose, CA has 800 offices, each with TF-HC Therma-Fuser™ VAV diffusers to provide individual temperature control, better air distribution and flexibility of office changes. Also the no maintenance feature of Therma-Fuser VAV diffusers satisfies the need to avoid interrupting employees while carrying out the corporate mission.

One air handling unit supplies the complete sixteen story Adobe

building. VAV reheat boxes are used upstream from the TF-HC Therma-Fuser modules as static pressure stations. The hot water valve for the heating coil is controlled from a discharge air thermostat which is activated by room sensors when the room temperature falls below set-point. See Acutherm form 6.12.

When selecting HVAC systems, designers should be aware that the corporate mission has priority over cost. They may satisfy the corporate mission at no added cost when using Therma-Fuser VAV to get individual temperature control for comfort and productivity.



*Adobe Systems Building E, San Jose, California*

- 1 Annual Survey of Corporate Real Estate Practices 2000. Source: Johnson Controls, University of Reading (U.K.) and IDRC.  
See [www.crepractices.com](http://www.crepractices.com)
- 2 Facilities Net Straw Poll.  
See [www.facilitiesnet.com/strawpoll](http://www.facilitiesnet.com/strawpoll)
- 3 1999 Health and Productivity Management Benchmarking Study. Source: The Medstat Group, the Institute for Health and Productivity Management and The American Productivity & Quality Center.



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