



Creating a Modern Office in an Historical Context: LMI Systems, Inc. Helps Cardlytics Deploy Cutting-Edge Technology at Ponce City Market

For data analytics and digital advertising firm Cardlytics, a reliable network and well-secured office are mandates. Yet, when the company decided to relocate to Atlanta’s historic Sears building—being revitalized as the Ponce City Market—its objectives for the build-out of the network and an access control system with security cameras made the project a challenge.

Cardlytics wanted an open office layout for its 300+ employee workstations, with none of the traditional “cubicles” separating workers. This plan necessitated creative thinking, since the historic building offered soaring, open spaces with few walls—and workstations would have no dividers. For access control, Cardlytics sought to have multiple authorized employees provide access approval from their desks, a solution that is normally complex and expensive. LMI Systems, Inc. helped Cardlytics solve both conundrums, installing more than 300,000 feet of cabling in record time, in the process.

Planning the Big Move

When Cardlytics decided to consolidate its four Atlanta-area operations into a 75,000 square-foot site at Ponce City Market, company management knew the network cabling project would be big—and fast-paced. The firm put out a request for proposal, and based on the success of previous work with LMI, invited the firm to bid. After evaluating the proposals, Cardlytics awarded LMI the contract in mid-October, 2014.

By the end of October, the four-month project was off and running, and LMI specialists were on site. The job scope consisted of three components, one of which was nearly 322,000 feet of Superior Essex cabling—both structured CAT 5E horizontal cabling for voice and data transmissions and 10-gigabit fiber cabling as the network backbone. Additionally, LMI would install and deploy Amano access control devices and security cameras as well as an Aiphone VoIP telephone system.

Creative Solutions Emerge

With both the network and security system components of the project requiring non-traditional approaches, LMI’s designers needed to become creative. For the network cable runs, LMI installed cable trays in the ceiling, above the HVAC and other building systems, to minimize its appearance. To differentiate voice and data cable from the fiber runs, LMI custom-dyed the fiber cabling with a faint yellow stripe. This made the cable invisible from below, but workers making repairs or performing other tasks could easily see the cable and distinguish which cable was which, up close.



Electrical



Networks



Security



Telecommunications



Audio Visual



To meet the requirement for an open office architecture, where cables couldn't run across the floor to the base plate of modular furniture, LMI used large, supporting poles distributed about the space, with each pole holding approximately 15 cable drops from the ceiling. Cardlytics can arrange furniture around each pole as desired, yet each work area will remain close to a network and Internet connection.

The access control/security solution was equally ingenious. With costs for the originally specified, "all access" video review and approval solution approaching \$1000 per PC, LMI wanted to find Cardlytics an equally suitable, yet affordable, alternative. LMI system designers identified an access control solution that employs a security camera/video station on the door and a master video station that sends video feed to up to 10 PCs, from which users can unlock the door after reviewing the video. The 10 users are software defined, and permissions can be granted, changed or revoked on the fly. There is also a single log-in for all 10 users, so anyone with the log-in can release the door lock from any authorized PC.

The project wrapped up in early February, 2015, and Cardlytics moved into its new office on February 16. Today, Cardlytics has settled into its new home, and both the office and its systems are keeping the card-linked marketing specialist humming along without a hitch. "Innovative projects like this one are really rewarding for us, but in the case of Cardlytics, we had the opportunity to work with a cutting-edge technology firm, as well," says Heath Hunt, VP of Technology Operations of LMI Systems, Inc. "It was a pleasure to showcase our advanced capabilities with such an intriguing, innovative office design."

About Cardlytics

Cardlytics® is a data analytics and digital advertising company with a patented technology that measures and connects trillions of retail purchases to millions of individual consumers, allowing insight into consumer purchases across all categories and geographies, securely and without any personally identifiable information ever leaving the source. This whole-wallet perspective on consumer spending helps advertisers reach millions of customers with highly relevant campaigns across all digital media –display, mobile, video, social and email – and precisely measure results. For more information, visit www.cardlytics.com and follow the company on LinkedIn and Twitter.