



## Chiswick Park

### Award Winning Office Property Management Scheme Delivers Superior Customer Information Through FileMaker

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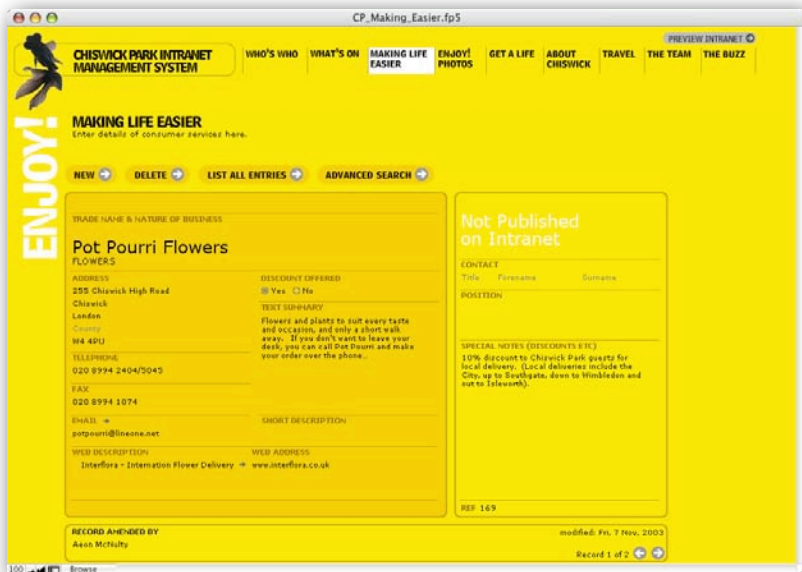
Chiswick Park is a major new office development in West London designed by the Richard Rogers Partnership and developed by Stanhope Plc. Since opening in January 2001, the site has already attracted large, well known companies such as Regus, Teletext, Foxtons, Esporta and Doubleclick, employing around a total of 3000 people. But according to the developers: “Chiswick Park is not just a set of buildings. It’s an idea. The logic is simple. If people enjoy work, they do better work. If they do better work, you have a better business.” Enjoy Work is thus the name given to a unique property management service developed for the Chiswick Park site. It describes itself more as a lifestyle management operation and refers to “guests” rather than office workers. The key remit of the Enjoy Work team is to provide an optimal working environment for everyone based with companies in the Chiswick Park site.



As Sarah Glasscock, Lifestyle Manager for Enjoy Work explains: “We have three core principals at Enjoy-Work – Thoughtfulness, Community and Surprise. Thoughtful services include a wide range, such as dry-cleaning and photo delivery services, and guides to local information to ensure that people working here can get the best work/life balance possible. By surprise, we aim to stimulate people with weekly events, which enable people to take part in everything from an upward bungee jump to Tai-Chi! Finally, we consider it very important that everyone in Chiswick Park feels part of a community and part of our role here is to foster interaction between different people in different companies through the weekly sports programme. No ordinary days at Chiswick Park!”

Key to supporting these objectives is the Enjoy Work extranet that acts as the main information delivery mechanism for workers in Chiswick Park. The decision to make this a fundamental part of the overall property management service was taken by developer Stanhope in the very early planning stages of the site. In the beginning, an intranet system was developed jointly between One Stop Design, who had overall responsibility for the look and feel of the intranet site, and Linear Blue, a FileMaker Solutions Alliance partner, who provided the back end development in FileMaker.

As Paul de Halle of Linear Blue explains: “We were brought in to develop the back end of the original extranet around 10 months prior to Chiswick Park opening in January 2001. In that time we had 6 months to build the database application from scratch and then a further 4 months to actually prototype the system. The main challenge was the fact that the design specification for the system changed several times over the period and we had to go back and rewrite the database. The reason we were able to deliver the project on time and to budget was really down to the power and flexibility of FileMaker.”



The intranet was used for the first 18 months of Chiswick Park's live operation. Based on user feedback, the decision to turn the intranet into an extranet was made in the summer of 2002.

Says de Halle: "What makes the Enjoy Work extranet such a success is the fact that the information contained in it is literally up to the minute and relevant. The fact that this rapidly changing information content is effectively managed by a team of one and a half people is a testament to the efficiency and ease of use of the underlying FileMaker application. The FileMaker interface allows for nearly 90pc of the content to be easily maintained by a very small team. For example, images on the home page can be updated or changed within seconds as the relevant graphics files are held within FileMaker. The users

don't have to know about FTP.

Concludes de Halle: "We have been able to add more and more functionality to the site in a very rapid time frame. If we get a new feature request, we can normally turn this around in one to two weeks due to FileMaker's rapid prototyping capabilities. I just don't think we would have been able to deliver what was required in the timescales demanded if we had been using an alternative development environment. There are roughly one third of Chiswick Park's 3,000 "guests" currently using the extranet – we fully anticipate that percentage to increase. Ultimately, the Park will contain around 10,000 people. We know that we will be able to scale the extranet to meet these demands because of the power and flexibility of FileMaker."