

AT&T CALLS FOR RAPID RELOCATION.

GRAEBEL ANSWERS WITH SPEED AND DEDICATION.

CASE STUDY

Telecom giant, AT&T, is moving its corporate headquarters from San Antonio to Dallas, Texas. An additional 1,000 employees will move to the new multi-building corporate campus. Within two days of the relocation plan announcement, Graebel had taken the first steps to assisting personnel with the transition to their new permanent work spaces.



THE CHALLENGE

Devise a strategy to relocate and preserve the productivity of 1,000 executives and staff from seven office buildings scattered throughout San Antonio. Safely pack and transport office equipment, custom furnishings, confidential corporate and personnel files, and irreplaceable historical artifacts.

THE SOLUTION

With the scope and widespread nature of this complex and time-sensitive project, communication among all parties is critical. The Graebel service centers in San Antonio and Dallas are working closely together to deploy trucks, personnel, and related assets. Dedicated project managers hold two weekly status meetings with AT&T representatives to update and coordinate the details.

Stacy Johnston, manager of planning, design and construction for AT&T, stated: "For the past four months, our corporate real estate division has worked daily, sometimes hourly, with Graebel. Due to [their] efforts, the weekly moves are running smoothly and in a timely manner. The attention to detail is superb."

(continued on reverse)

THE CUSTOMER

AT&T, the world's largest communications holding company by revenue

PROJECT SCOPE

Assist with the transition from the current AT&T headquarters in San Antonio to the new corporate campus in Dallas, Texas. Unlike most commercial relocations, the AT&T project had an extremely condensed timeframe – only two days passed between when AT&T notified its workforce and when Graebel began physically moving goods.

PROJECT GOALS

Seamlessly relocate 1,000 executive and staff employees from seven office buildings throughout San Antonio to a multi-building complex in Dallas, while providing the attention to detail that ensures a smooth, stress-free, and claim-free transition for all employees.

WHY GRAEBEL

AT&T selected Graebel for this extensive, time-sensitive project based on their prior experience working with Graebel. The depth and breadth of Graebel's experienced team, state-of-the-art equipment resources, and overall flexibility played an important role in AT&T's decision-making process.



Graebel's exclusive national certification from the International Office Moving Institute ensures high-quality, uniform commercial services from coast-to-coast.

“ It’s invaluable to know we can rely on Graebel to take care of our employees during an extremely hectic relocation.”

- Stacy Johnston, Manager of Planning, Design and Construction, AT&T

Their efforts ... make our jobs easier. When we place calls to any team member when critical situations arise, we trust everything will be handled appropriately. This is crucial for us. It’s invaluable to know we can rely on Graebel to take care of our employees during an extremely hectic relocation.”

On a weekly basis, Graebel dispatches five to eight air-ride tractor trailers to transport equipment, furnishings, and files to Dallas. Depending on activity level, the average crew size ranges from 35 background-checked and IOMI-certified employees to 55.

Relocation activity levels fluctuate as different departments move to their new offices. For example, when the legal department relocated, Graebel ramped up the staffing level to accommodate the lateral files and contents, conference room assets, and AT&T’s entire legal library as well as the workstations for 45 corporate attorneys and 15 officers. Concurrently, Graebel also helped relocate the

60 additional staff members, who were already working in Dallas, from their temporary spaces to permanent offices.

Moving the AT&T corporate archives proved to be a delicate task. With historical artifacts dating back to 1890, special care and additional security was given to handling these items. Six Graebel crew members were hand-selected to focus on this rare collection. The crew wore special gloves at all times and wrapped each item in multiple layers of protective packing material.

Graebel takes extra care to ensure that all items are properly labeled and protected during each move segment. Specialty foam, pads, and shrink wrap are used to safeguard valuable contents, and facility walls and doors are protected to prevent any damage. In situations where confidentiality is critical, as with moving corporate and personnel files, crew members tape containers at both ends, label them “confidential,” and apply a special IOMI-certified, solid-black shrink wrap.

In addition to workplace relocations, Graebel helped AT&T by:

- > Safely preparing and transporting furniture, jet parts, and maintenance equipment to the new AT&T hanger in Dallas
- > Relocating the executive offices’ exclusive sports memorabilia collection – including Muhammad Ali’s boxing gloves, Tiger Wood’s golf clubs, and items from Arnold Palmer’s golf collection – using special foam and packaging
- > Identically positioning furnishings, electronics, artwork, and collectibles in new executive office areas by using digital photographs of old offices
- > Providing modern, secure storage services, including climate-controlled storage in Dallas
- > Offering highly personalized concierge services to executives for their household moves