



**The Pyramid Center**  
Case Study  
Prepared February 26, 2008

**Project Requirements**

The Pyramid Center (also known as The Transamerica Building) needed a new website to convey information to potential tenants and building visitors. The new site would need a new design and a content management system that would allow the site manager to update available office listings with photos and a flash video tour. Verecom partnered with a local marketing company to provide the backend development, while the marketing company provided the website design.

**Verecom-Proposed Solution**

Verecom provided a custom CMS solution that allowed the Transamerica Building website managers update the suite information on their own. When information about an available suite was posted, the poster could also submit the floor number, price, square footage, notes, photos, floorplans, and a virtual tour. The system has been running since early 2007 without any problems. Here is a list of services rendered by Verecom:

- Initial meetings with partners and client to identify all project requirements
- Webmaster services including delivering properly-linked HTML pages
- Backend CMS allowing various file uploads like floor-plan PDFs, photos, and video
- Frontend connectivity with MySQL database and CMS-uploaded information
- Ability to manage additional text information for ThePyramidCenter related buildings

The website was given a 3 month time to launch, and we were able to finish the website within that time. Both the marketing company and The Pyramid Center have been satisfied with the results, and we continue to partner with this marketing company.

**Verecom Programmed Website**

<h1>THE PYRAMID CENTER</h1>	<b>LEASING</b>	<b>TOURISM</b>	<b>TENANTS</b>
	The Pyramid	Learn about one of the most famous buildings in the world.	Sign in visitors, view safety documents and access management docs.
	505 Sansome		
	All Available Space		
	Onsite Amenities		
Offsite Amenities			
Home   Sitemap   Contact			

**All Available Space**
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BUILDING	FLOOR	AREA	PRICE	NOTES	MORE INFO
Pyramid	46th Floor	+/- 2,900	Negotiable	A small exquisite floor with amazing views!	
Pyramid	39th Floor	4,478 sq. ft.	\$79/sf/yr	Stunning views with high end existing buildout in place. Space features: • 7 offices • Conference room • Kitchen	
Pyramid	38th Floor	4,792 sq. ft.	\$78/sf/yr	Full floor opportunity available with spectacular 360 degree views. Space features: • 4 Offices • Conference room • Kitchen • Work area	
Pyramid	36th Floor	5,468 sq. ft.	\$77/sf/yr	Shell condition. Full floor opportunity. Great views!	
Pyramid	21st	12,311	\$65/sf/yr	Large conference room, heavy private offices. Excellent full floor views.	
505 Sansome	20th/Suite 2025	4,428 RSF	\$50 - \$53	Spec suite. Heavy private offices. Partial top floor of the building. Good east and west views.	
505 Sansome	12th, Suite 1250	+/- 2,300	Low \$40's	5 Private Offices, Conference Room and Kitchen. Former Spec Suite.	

The Pyramid Center is comprised of two impressive buildings in a complex that encompasses one full city block.

The Transamerica Pyramid and 505 Sansome offer ideal office spaces for companies seeking a prestigious location, national prominence, and a host of world-class services and amenities.

For leasing information about the Transamerica Pyramid:

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**BROKER ALERT**

Sign up for a broker alert to be notified by e-mail of leasing opportunities at The Pyramid Center.

The Pyramid Center is leased and managed by Cushman & Wakefield.

*ThePyramidCenter.com leasing page*