



**CUSHMAN &  
WAKEFIELD**

**VALUATION & ADVISORY**

# DATA CENTER

Our Data Center Practice Group professionals operate as an elite and collaborative unit. We understand the complexity of these assets and the nuanced interplay of variables required for an effective comparison of space.

Corporations, institutional investors, and lenders alike turn to our professionals as their trusted advisors for critical debt and equity investment decisions regarding their mission critical assets and properties. Whether it is a single asset appraisal, portfolio valuation, or valuation for financial reporting, our team has the track record and specialized expertise to meet your organization's needs.

## THE CUSHMAN & WAKEFIELD ADVANTAGE

When it comes to mission critical facilities, unplanned events, such as an outage or systems failure, will disrupt operations, compromise your company's reputation, and risk the loss of business. In choosing a firm to value a mission critical facility, or advise you in its regard, you need not assume additional risk.

This sensitive work calls for specialization, and Cushman & Wakefield's Data Center Practice Group has vast experience in the industry. Our team has been engaged in appraisal and consulting assignments in markets throughout North America, APAC, and EMEA.

This body of ongoing experience with mission critical facilities affords our team unique insights into the data center market. The data we have assembled, coupled with our extensive research and market knowledge, gives us a real-time advantage in helping our clients to make sound business decisions.

### CLIENT INDUSTRIES

- Banks
- Cable companies
- Content providers
- Education institutions
- Financial services providers
- Fortune 500 leaders
- Hosting companies
- IT services firms
- Managed service providers
- Network providers
- Technology companies
- Telecommunications firms

### CLIENT ASSETS

- Colocation facilities
- Control centers
- Data centers
- Network operations centers
- Powered shells
- Trading floors

### Capabilities

- Appraisal
- Appraisal review
- Appraisal management
- Asset impairment analysis
- Bankruptcy support
- Corporate planning
- Cost benefit analysis
- Debt valuation
- Development advisory
- Due diligence
- Expert testimony
- Expense analysis
- Fair value measurements
- Highest and best use analysis
- Impact studies
- Litigation support
- Market studies
- Mergers and acquisitions support
- Operation reviews
- Portfolio valuation
- Proforma reviews
- Property tax consulting
- Purchase price allocation
- Rent studies
- Valuation for financial reporting

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