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## Publisher taps WB Engineers to bring company's data technology home

WB Engineers | Consultants has been appointed technology consultant for ALM's relocation to a 90,000 s/f space at the Equitable Building at 120 Broadway, according to David Bonifacic, managing principal of WB.

ALM, which publishes 33 national and regional magazines and newspapers, will consolidate four of its offices at the downtown building; it will take occupancy of its new space in 2008.

"ALM has a very strong background in data technology, and the company wanted to use the move as an opportunity to refine its publishing process from a technological perspective," says Peter Babigian, project manager and principal of the technology consulting practice at WB. "ALM wished to partner with a tech-

nology consulting firm to prepare for its occupancy at 120 Broadway, and we're excited to be a part of this project."

WB will review the company's existing technology systems and applications in order to best implement how ALM's technology affects its workflow and publication process. This analysis will also enable WB to develop the technology design criteria for the new space. Based on ALM's preferences, the WB team will then develop the design documents and supervise the implementation of the technology systems and infrastructure.

The Staubach Company serves as ALM's project manager. The Phillips Group is the architect.