

RAPID7

The Moose

It's the story of a Boston based business at the forefront of cyber security developments, pushing out across the globe with the aim to create a unique staff experience in their office estate.

Rapid7 is a leading cybersecurity company headquartered in Boston, MA. Michael Keimig is the man managing their office real estate and following a recent collaboration with Specialist Group on Rapid7's latest development, he explained how their global office fit out programs work and what changes he anticipates post Covid. A visit to their latest office opening in Belfast City Centre provides the

perfect insight into their design philosophy, which uses detailed staff research to help shape the ideal working environment. Rapid7 realise they are in a competitive recruitment market where the quality of the workplace plays an important role in staff retention which may explain why this is an award-winning company for its outstanding culture and commitment to staff satisfaction.

Why the Moose?

Their staff are referred to as the "Rapid7 Moose", a name chosen because the word Moose is the same when referred to both individually and collectively, highlighting the importance of teamwork to the business. This explains the otherwise random inclusion of Moose images throughout their offices, as their unofficial mascot. As Keimig explains, understanding what staff need to do their work effectively is core to designing the

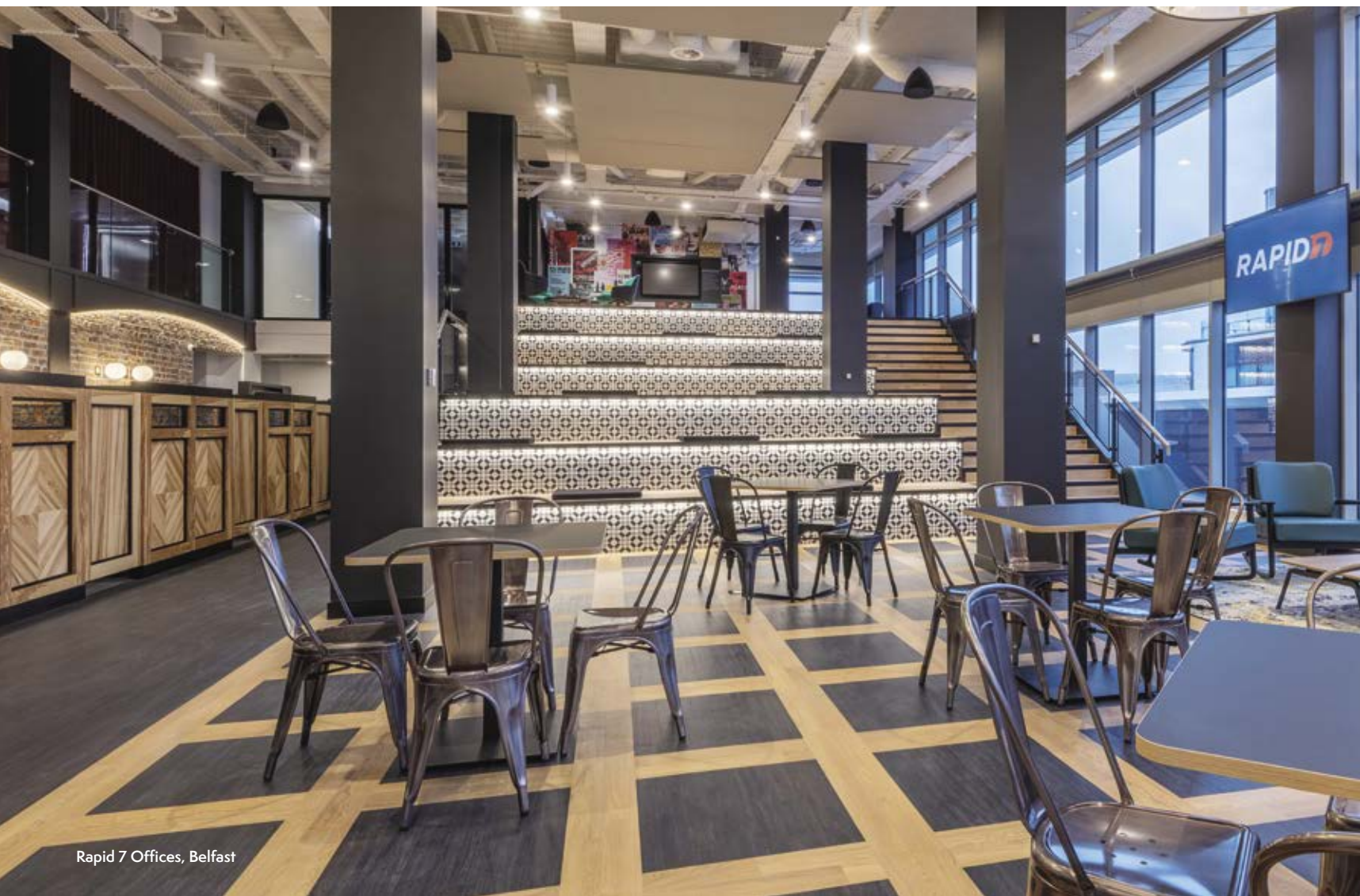
perfect space. It starts with getting the right location, somewhere with adequate transport links (also access to amenities, restaurants, etc) and surrounding support infrastructure which also enables the business to integrate with the local community.

While the term "Moose" originated in their Boston office, it has become a unifying theme across all the offices globally.



It's all about providing a really good experience for all of our working moose globally.

Michael Keimig
Snr Manager, Real Estate
Rapid7



Rapid 7 Offices, Belfast



Space & Solutions



Michael Keimig



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I like getting everyone involved with some ownership because ultimately it brings out a better project.

However the company is keen to ensure that each working environment has an element in its design that connects it to the local community. By appointing “site ambassadors” for each office location, they focus on the themes which will relate to the local culture. The challenge is to provide design continuity and local difference at the same time!

For example, the Austin, TX office has a Local Eateries theme where all the conference rooms are famed Austin restaurants and for the new Belfast office, special design details reflect local landmarks and natures as well as sporting heroes, celebrities etc. which conveys something of what makes the place unique. There are murals which reflect the input of the Belfast staff who came together to express the sort of local connections that should be incorporated into the office design. For example, the conference rooms are each given unique identities, one is named after Belfast Olympian Dame Mary Peters. By interacting with the graphics, staff can learn a bit more about that piece of local culture.

This detailed design approach reflects the huge effort which Keimig and his team undertake to generate the positive results in the finished projects. The final experience is aimed at creating a unique working environment to the same standard globally and at the same time leaves you in no doubt when you enter the building that you have arrived in a Rapid7 facility. To achieve this Keimig explains:

“There are a few key elements that are sacred to the design, so when you walk in, you enter into a reception experience with a desk with illuminated brand lighting through it and a bespoke wood feature wall that is the same in every Rapid7 location. So we retain some familiar design elements but can adapt the spaces and change things like task furniture to meet the individual office needs.”

Looking ahead post Covid, Rapid 7's CEO and leadership have been very clear that because culture is such a big part of Rapid 7, they don't have any current plans to adopt a fully remote working model. Collaboration is core to their culture and they believe it can now be achieved through a hybrid working model. Keimig reflects that pre Covid the trend was already towards activity-based work, so in addition to 1-1 desk allocations they are looking at other things that make their office portfolio more efficient.

Now they are also exploring how other spaces can be adapted or designed to provide more collaborative,

productive working opportunities which can help employees become more efficient and productive: “We use a lot of data to inform our design decisions, for example our VergeSene sensor data shows that 1-1 rooms are the most used in Rapid7 so

we decided to put in extra 1-1 rooms and phonebooths on each floor. We also added huddle and stand up spaces as we felt people were using them more than just conference rooms.”



The Belfast Experience

In addition to being their first opportunity to work with Specialist Group, the new Belfast fit out was the first location which reflected the findings of the new research carried out with staff. Keimig relates how the project went:

“There are a lot of amazing features in the Belfast office, all delivered by Specialist. I love the snugs and the green velvet booths which turned out to be such cosy and inviting spaces. There are exceptional details such as the stained-glass moose which reveals so much detail as you look more closely at it.

The booths on the first floor which overlook the double-height reception area perfectly illustrate the amount of work that the Specialist Group team put into getting things exactly the way we wanted, ensuring that the end result reflected the same experience globally. They did a brilliant job with their attention to detail. I believe the best results come when the fit-out contractor has some ownership in the project and we are all working together and in collaboration with each other. This worked well in Belfast with Specialist Group because it is this teamwork co-operation that I value most.”

