



**THE NEW
OOYALA HQ**
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2014

WIDE OPEN SPACES

**Ooyala builds a new home big
enough to imagine the future of TV**

**COLLABORATION
CAVE:
a mammoth
curving space
+ ZEN ROOM**

When Ooyala finally burst the seams of its old Silicon Valley offices in 2014, the company knew they needed more than extra desk space. They needed enough room to build the future of online video and TV in the cloud.

THAT'S WHEN THEY SPOTTED A NEW SPACE IN NEARBY SANTA CLARA THAT HAD EVERYTHING THEY WANTED: 65,000 square feet, an open floor plan, and room to be creative from the start. "It was a big wide-open shell," says Michelle Wagner, Vice President of Human Resources. "We looked at it and saw so much opportunity to innovate."

The space also happened to be a few long blocks from an amazing hi-tech neighbor: Levi's Stadium, home to the San Francisco 49ers and the "most technologically advanced fan experience on the planet." The \$1.2 billion stadium, with its 1200 wifi hot spots, solar panels and instant smartphone video replays, will host the 50th Super Bowl in 2016.

Ooyala opened its global headquarters (at a just slightly lower price tag) in the fall of 2014. More than double the size of Ooyala's old quarters, the new space houses all of Ooyala's core operations in a workspace that takes the company's "no door" policy in ambitious new directions. The entire Ooyala team works together in a wide-open floor space filled with light and creativity.

Seating arrangements reflect product flow. "You can go from our huge engineering space right into services & sales, then on to customer success and marketing and the support teams, all with eyelines to each other," says Wagner. The goal: maximize communication and innovation across an organization that's adding more than 50 new global employees every quarter.

In tune with the no-door policy, CEO and President Jay Fulcher is located in the middle of the action, visible and accessible to everyone. Leaders sit with their teams, where they can collaborate, answer questions and stay immersed in the action.

The building has plenty of space for people to peel off and work in small groups or have a conversation, including two unique round conference rooms. “We thought, why does it have to be a square room for it to be a conference room?” asks Wagner. “If you think differently about how you build a space, people will think differently while they’re in the space.”

Another highlight is the Collaboration Cave: a mammoth curving space, dotted with big-screen TVs and a white board that runs the full 60-foot length of the room. Here Ooyalans gather for impromptu meetings and strategy sessions, to collaborate on code, or to write and think together. The walls are glass. In fact, the only rooms inside the building that don’t have glass walls are the Mothers’ Rooms and the Zen Room.

Ah, the Zen Room: a space for peace and tranquility, with low lighting, comfortable chairs and a quiet vibe. “It’s a no-work zone, a place for when you just need a midday break,” says Wagner. Employees go there to relax or get a weekly massage...or even meditate. “This is California, after all,” Wagner quips.

If the Zen Room seems too tranquil, Ooyala also has its own coffee shop with a buzzier vibe. Located just next to the main visitor space, with new gourmet coffees highlighted weekly, it’s the perfect afternoon destination: a warm and welcoming place to meet, work, or stare out the window and think about what comes next.

The building includes two light-filled cafe areas for breaks, one expansive enough to host all-hands meetings as well as the daily gourmet lunches. Just outside, through handsome roll-up doors, are a tidy bocce ball court and barbecue pit.



Things seem to be happening in Santa Clara these days. The whole area is served by light rail, and Ooyalans ride shuttles from San Francisco or from the CalTrain station a few miles away. By popular demand, the offices also include a bevy of charging stations for electric cars.

Visitors will find about 25,000 square feet of the new headquarters open and available to them. The lobby has two huge video walls showing content from Ooyala customers from around the world, like Sky Sports in the UK, Telefonica in Spain, and the Australian streaming movie service Presto.

“We’re a customer-focused company,” says Wagner. “They’re our partners in innovation, and we like to highlight what they do and show why we’re so proud to work with them.”

“We’re tremendously excited about this new space and how it reflects our ambitious vision,” says CEO Fulcher. “It gives us room to grow and innovate—and build the future.” ■