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News Releases



Hacienda Businesses Active in Early 2014

POSTED ON MARCH 3, 2014 BY PUBLISHER4 IN NEWS RELEASES

Pleasanton, Calif. — The start of 2014 has been active for Hacienda companies. Over a dozen new companies have come to the development in the last few months and established companies have been recognized for a number of notable achievements.

“Hacienda has seen a good beginning to the new year.” says James Paxson, Hacienda’s general manager. “2014 is continuing the steady improvement in economic development observed over the last three years. We are expecting to see a good pace of additional tenant activity during the next few months.”

Major Business Activity

Here is a summary of just some of what has gone on in Northern California’s largest mixed-use development in the past three months:

INDUSTRY News



The Year Downtown San Jose Could Change All the Rules
MARCH 6, 2014



Foreclosed Former Memorex Facility in Santa Clara Trades for \$32/SF
MARCH 4, 2014



DivcoWest Pays Close to \$275 Per Square Foot for Oakland Building
MARCH 3, 2014



Northwestern Mutual Provides \$140MM Loan into Levi Strauss Corporate Headquarters Building
MARCH 3, 2014



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AVI-SPL Gets Top Ranking in Industry

AVI-SPL, the world's leading video communications provider, has been ranked as North America's No. 1 systems integrator by Systems Contractor News magazine. Each year, the magazine ranks the top 50 systems integrators based on information provided by the companies. AVI-SPL is projecting \$601.9 million in 2013 revenue.

"This year, we saw growth in corporate and education (K-20)," AVI-SPL CEO John Zettel told the magazine. "On top of our integration services, clients in these verticals are seeking managed services in order to support them ongoing." The Tampa, Florida-based company has an office in Hacienda. For more information, visit avispl.com. Click here to read the magazine's entire top 50 list.

Oracle Buys Responsys

Redwood City-based Oracle has purchased Responsys, Inc., in an effort to make Oracle the leader in cloud-based marketing. The deal is worth \$27 a share or roughly \$1.5 billion.

San Bruno-based Responsys is used by the most respected business-to-customer brands across the globe to orchestrate marketing interactions at a massive scale across email, mobile, social, display and the web.

The addition of Responsys extends Oracle's customer experience and marketing clouds to offer the best in business-to-customer (B2C) and business-to-business (B2B) marketing using a single platform. The acquisition places Oracle, with offices in Hacienda, squarely in line to compete with industry leaders Salesforce.com and [Adobe](http://Adobe.com).

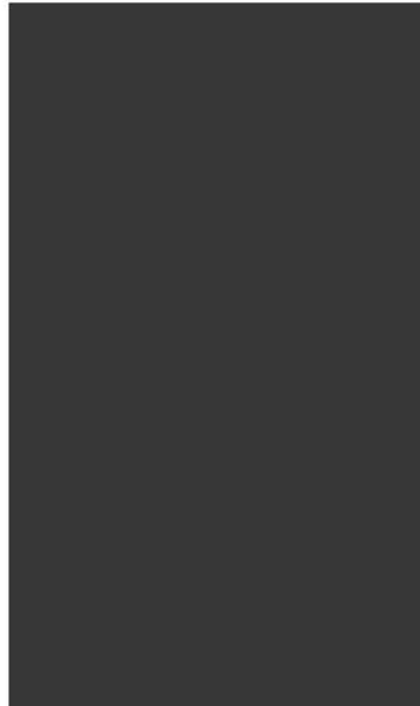
Recognizing the unique needs of the (chief marketing office) in B2B and B2C industries, the Oracle Marketing Cloud is now the only platform to unite enterprise-class leaders in these historically distinct marketing-automation fields," Oracle president Mark Hurd said. "Our strategy of combining the leaders across complementary technologies signifies Oracle's overwhelming commitment to winning and serving the CMO better than any other software company in the world."

For more information about Oracle's Responsys purchase, visit oracle.com/responsys.

Waters Corp. Leads the Way in Innovation

An innovative new product developed by the Waters

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Great Year to
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JANUARY 2, 2014

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Makeweight?
SB 743 and
CEQA Reform
DECEMBER 12, 2013

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Latest News Releases

University of the Pacific to Dedicate New \$151MM San Francisco Campus

Corporation was recently honored by a leading trade magazine as being one of the top innovations of 2013.

The company's ACQUITY QDa Detector was recognized as an groundbreaking innovation by The Analytical Scientist Innovation Awards 2013. The detector, introduced in October, Detector is a small, easy-to-use and affordable mass detector that brings high-quality mass spectral information to chromatographic separations. Mass spectral information greatly enhances chemical compound identification, something that is very important to laboratories doing method development, sample profiling, chemical synthesis and purification.

"On behalf of all Waters employees, I want to thank The Analytical Scientist magazine for recognizing the new ACQUITY QDa Detector with a 2013 Innovation of the Year Award," said Art Caputo, president of Waters Division. "The development of the ACQUITY QDa Detector is the realization of a vision that started 20 years ago when we foresaw a day when chromatography and mass spectrometry technologies could be blended together to give every analytical scientist access to mass spectral data regardless of their previous experience with mass spectrometry."

The Waters Corporation, founded in Massachusetts in 1958, three 1,000-square-foot custom- built demonstration and teaching labs in Hacienda. Click here to read the full press release about the corporation's latest honor.

New Tenants

Hacienda has recently welcomed a number of new tenants to the park. New tenants arriving in Hacienda over the past three months include:

Blue Spader Inc., 5673 W. Las Positas Blvd., Suite 203, (925) 425-9882, www.bsdivbe.com Providers of commercial building products.

Dan Thompson Accounting Services, 4305 Hacienda Drive, Suite 340, (925) 425-9307 Tax and accounting services for individuals and small businesses.

Frasco, Inc., 5994 W. Las Positas Blvd., Suite 205, (relocated) (925) 463-1098, www.frasco.com A full service investigation corporation.

Hex Southern Grill, 4825 Hopyard Road, Suite F-10, (925) 398-8613, www.hexsoutherngrill.com Restaurant featuring a combination of traditional American cuisine with the style and taste of New Orleans.

MARCH 6, 2014

Starwood Waypoint Residential Trust Acquires Portfolio of 707 Single-Family Rental Homes for \$144 Million

MARCH 6, 2014

Edgewater Networks Now in San Jose

MARCH 6, 2014

Arborwell Named To Inc. Magazine's 'Build 100'

MARCH 5, 2014

San Francisco-Based TMC Financing Provides \$11.3MM SBA 504 Loan Hotel Owner

MARCH 5, 2014

Lone Oak Fund Closes Record Year With 204 Bay Area Loans Totaling \$88 Million; Projects Bridge Lending Growth in 2014

MARCH 5, 2014

Home Sales Price Growth Starting to Trend Upward, According to New Report

MARCH 5, 2014

**Stand
OUT**



Industry Events

MAR
7
Fri

8:00 am - View Details
ULI San Francisco will host an event called Commercial Placemaking: Re-

Interior Motions, 5994 W. Las Positas Blvd., Suite 109, www.interiormotions.com New and used office furniture.

IRC Technologies, 5674 Stoneridge Drive, Suite 115, (925) 460-0220, www.ircotech.com Providers of professional roofing and waterproofing consulting services.

Rokbox, 4825 Hopyard Road, Suite F-10, (925) 398-8613, www.therokbox.com Venue and special event space.

Skyline Payment Systems LLC, 5994 W. Las Positas Blvd., Suite 209

Staley Jobson, 5674 Stoneridge Drive, Suite 110, (925) 463-0750, www.staleyjobson.com A family law practice.

StarRiver, Inc., 5890 Stoneridge Drive, Suite 216, (925) 223-6049

Yellow Pages, 4256 Hacienda Drive, Suite 200 (relocated), www.yp.com Local search, media and advertising company.

Zenith Insurance Company, 4460 Rosewood Drive, Suite 6300 (relocated), (925) 460-0600, www.thezenith.com Workers Compensation insurance company.

About Hacienda

Hacienda is the largest development of its kind in Northern California. Over 10 million square feet of existing, mixed-use space is occupied by some 550 companies that locally employ approximately 17,500 people. Hacienda's businesses represent the best and the brightest of contemporary corporate America and provide the home to everything from small offices to regional centers to large campuses for company headquarters. In addition, Hacienda also features homes to some 4,000 residents. Residential developments also provide a full spectrum of choices from stylish rental units to single family detached homes.

Email and/or Print article:

Tagged [Bay Area](#), [commercial real estate](#), [Hacienda](#), [Pleasanton](#)

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tail Development

8:30 am - [View Details](#)
BOMA Oakland/East Bay will offer a Benchmarking Workshop

MAR
11
Tue

8:00 am - [View Details](#)
BOMA Silicon Valley presents the Shelter-in-Place Answers Workshop and Emergency Operations Center Tour

9:00 am - [View Details](#)
CCIM Northern California Chapter will host a Luncheon Meeting

5:30 pm - [View Details](#)
SPUR will host the 2014 MFAC Good Government Awards

5:30 pm - [View Details](#)
ULI San Francisco will host an event called My ULI Night 2014, San Francisco

5:30 pm - [View Details](#)
USGBC Northern California Chapter will feature an event called Sustainable Schools: Sacred Heart Tour and Panel Discussion

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