

greater ann arbor

R E G I O N

IMAGINE. ENGINEER. BUILD. DELIVER.

COMPANY SNAPSHOT



Company:
Nexient



Software
Development



Ann Arbor,
Michigan



Established
2009



100% U.S.-Based
Company



Over 200
Employees

Silicon Valley Company Locates in the Greater Ann Arbor Region to Attract Top Tech Talent

THE CHALLENGE

Building a Scalable and Cost-Effective Model for IT Outsourcing

Many U.S.-based companies send their software development and other IT functions offshore to take advantage of cost savings. But all too often, quality and customer service suffer as a result. Nexient wanted to offer U.S. companies an alternative to offshoring that was more responsive and agile. Their business model focused on building a delivery center in the Midwest that could produce a better product than the offshore vendors, while remaining competitive in terms of cost.

WHAT WAS NEXIENT LOOKING FOR?



The right city and state with robust economic development programs for new and existing businesses



Strong support from local academic institutions to produce a steady stream of new tech talent



Partnership and incentives to help minimize startup and operating costs, including training

STATE & LOCAL ECONOMIC DEVELOPMENT PROGRAMS

UTILIZED BY NEXIENT

- o A2 Tech Trek
- o Ann Arbor Tech Homecoming
- o Ann Arbor SPARK Talent Portal
- o MEDC Skilled Trades Training Funds
- o Michigan Business Development Program Grant
- o Ann Arbor Tech Talent Compensation Survey
- o Talent Grant for Recruiting at Michigan Technological University
- o Pure Michigan Business Connect
- o Local Tax Abatement
- o Site Selection Services
- o Community Relocation Assistance
- o Wage Data Analysis

“We hire a lot of people in Michigan, but we also move people here from around the country. When we encounter people who are from Michigan originally, they are thrilled at the chance to come back home. They already know that Michigan is a great place to live.”

COLIN CHAPMAN
CHIEF DELIVERY OFFICER, NEXIENT

THE SOLUTION

Locate a Delivery Center in the Greater Ann Arbor Region

As Nexient began to research possible locations for their first delivery center, Ann Arbor quickly rose to the top of the list. With top tech talent in high demand, Nexient recognized that in order to be competitive they would need access to a steady stream of new talent that could be trained in their business model. They teamed up with Ann Arbor SPARK to help navigate all the available programs and funding. Nexient participated in recruitment events like Tech Trek and Tech Homecoming. They also applied for skills training funds from the MEDC. Over time, they were able to build their talent pool and retain employees by offering opportunities for growth and professional development.

WHY ANN ARBOR?

- o Broad population base to support scalability of operations
- o Local universities rapidly producing new tech talent
- o Quality of life to attract potential employees to relocate to the area
- o Favorable cost structure
- o Resources and incentives to stimulate growth

“One of the main features for attracting and retaining talent is quality of life. And Ann Arbor has it. SPARK is incredibly effective at marketing Ann Arbor nationwide as a desirable place to live and work.”

COLIN CHAPMAN
CHIEF DELIVERY OFFICER, NEXIENT



HOW ANN ARBOR SPARK ASSISTED NEXIENT'S TALENT DEVELOPMENT



THE RESULTS

Attracting and Retaining Top Tech Talent

Today, Nexient is one of the World's Top 100 Outsourcing firms and their Ann Arbor delivery center is thriving. They have been able to attract and retain tech talent in a highly competitive market by locating in the Greater Ann Arbor region.

2009

Moved to the Greater Ann Arbor Region with **8,000 sq. ft.** of space.

2009-2017

Added **200 employees** and expanded to **66,000 sq. ft.** of space.

2017-2020

Add **300 employees.**

2020
EXPANSION
GOALS
REACHED