

## Strong collaborations between education and workforce development supports information technology industry.

Cincinnati USA is fortunate to have more than 200 colleges and universities within a 200-mile radius producing roughly 6,300 IT-related graduates each year. The collaboration between business and academia is strong, because Cincinnati USA leaders have taken charge of aligning educational and governmental resources with the human resource needs of new, emerging and expanding businesses. Current initiatives focus on:

- Coordination between educators, economic development and workforce development
- Worker assessment and credentialing
- Productive alliances between employers, workforce development and education providers
- Providing financial support for training to the state's new, relocated and growth industries
- Making all workforce development programs and initiatives on demand and data driven
- Funding for the expansion of cooperative education

This commitment to workforce development provides the business community with the vital educational and training resources necessary to recruit, develop and retain and promote competent and well-trained employees. Such robust academic and professional career pathways, developed in close collaboration with the business community, ensure indispensable human capital.

Cincinnati USA's IT Leadership community recently launched a unique collaboration between industry, local universities and high schools to proactively recruit the region's top high school talent for careers in information technology. Unique in the country, the INTERalliance

program produces hundreds of graduates annually. Its success is indicative of the leadership and commitment the IT community has to the long-term success of both the industry and the region.

### Top Educational Support

Cincinnati USA offers a range of options for career preparation with numerous training and research institutions. In close proximity are an abundance of educational options offering programs in IT-related fields:

- Established at the **University of Cincinnati (UC)** in 1906, cooperative education (co-op) alternates classroom terms with paid, professional work terms. Annually, UC places more than 3,000 Computer Science, Information Technology and Information Systems students in co-op jobs.

- **Cincinnati State Technical and Community College** ranks first in the country in co-op placements among two-year colleges, with students earning more than \$7 million dollars during job terms. The college enrolls 900+ students in nine IT majors, including programming and software development, network systems, information services and support and multimedia information design.

- **Northern Kentucky University's** College of Informatics offers Bachelor and Master Degree programs in business informatics, computer science and communication.

- **Xavier University** offers undergraduate degrees in Computer Science, Information Systems and Information Technology.

- **Miami University** offers traditional management information systems as well as software engineering and computer science programs.

- A host of other nearby public and private colleges including the **University of Dayton, Wright State University, Ohio State University, Thomas More College, the University of Kentucky, the University of Louisville** and **Indiana University** offer information technology related programs.

- Additionally, a large concentration of universities and proprietary schools within 100 miles of Cincinnati USA offer IT-related training, including Business Analysis, ITIL, Project Management, Microsoft, Oracle, Java, Cisco and others to keep IT organizations current. This has also produced a strong pool of available and qualified IT professionals, plus professional and academic pathways.

## Cincinnati USA is home to many global leaders in information technology.

### Cincinnati USA IT and Business Organizations

- Several top global consulting firms, including Sogeti/Cap Gemini, Tata Consultancy Services, Accenture and Atos/Origin, have located major North American offices in the region.



Vora Technology Park is home to Vora Ventures, one of the largest Indian-owned IT Private Equity groups in the US.

- Fostering a personal network among IT executives with *Fortune* 500 level companies doing business here, the Cincinnati USA CIO Roundtable provides a forum for the exchange and discussion of ideas on topics of mutual interest. This group has demonstrated their commitment to the region's IT ecosystem through action and investment in groups such as the Annual CIO Symposium, INTERalliance, University Advisory Boards and more. There are also similar CIO Roundtable groups for IT leaders of small- and mid-tier companies.



Tata Consultancy Services located their North American service delivery center in Clermont County, one of 15 counties in the Cincinnati USA area, in 2008.

- The Circuit is a non-profit group that works to enhance the development of technology related companies and institutions in the area. The Circuit is a member of Ohio's IT Alliance, a statewide network of six regional organizations with the common goal of growing and improving the competitiveness of Ohio's information technology industry.

### Cincinnati USA IT Facts

- Cincinnati USA is home to global leaders in IT for supply chain, engineering and manufacturing with major centers of excellence at Procter & Gamble, Toyota and GE as well as IT providers such as Siemens, Sogeti/Cap Gemini and Tata Consultancy Services and Atos/Origin.

- The region has a high concentration of technology strength in the Financial Services arena, being home to major technical centers for Citigroup, Fidelity, Fifth Third Bank, US Bank, Great American Insurance, Cincinnati Financial, Western Southern and Ohio Casualty.

- Cincinnati USA is a leader in both business and IT, with either headquarters or major operations for the #1 bank (Citigroup), the #1 wealth management firm (Fidelity), the #1 grocery store chain (Kroger), the #1 consumer goods company (P&G), the #1 automotive company (Toyota) and the #1 manufacturing company (GE).

- According to Corporate Technology Information Services, Inc., growth in high-tech sectors makes Cincinnati USA the nation's fourth-best city for employment in emerging firms (biotechnology, chemicals, pharmaceuticals and advanced materials).

- *Yahoo! Internet Life* ranked Cincinnati USA the "most wired city in Ohio" and #25 in the nation. On a per-capita basis, the city of Cincinnati is the highest bandwidth city in the US.

- With more than 2,000 area firms engaged in high tech and a proliferation of research and development centers, such as the University of Cincinnati's Genome Research Institute, it's not surprising that Cincinnati USA attracts top technology professionals.

- New businesses are flourishing at the Hamilton County Business Center incubator, a hotbed for high-tech start-ups, and BIO/START, a biotechnology incubator on the University of Cincinnati Medical Center campus.

- Northern Kentucky eZone provides a support program for start-up entrepreneurs and established companies alike, helping them commercialize new products, technologies or processes.

For additional information about locating your business in Cincinnati USA, visit: **CincinnatiUSA.org**. For specific questions, e-mail us at **kleavitt@cincinnatiachamber.com**. The Cincinnati USA Partnership is a regional economic development organization representing Southwest Ohio, Southeast Indiana and Northern Kentucky. The Partnership has helped hundreds of companies locate their businesses in Cincinnati USA.

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# Cincinnati USA: An ideal destination for information technology.

Cincinnati USA profits from a robust and diverse IT ecosystem with a rich concentration of nine *Fortune 500* and six *Fortune 1000* companies, a strong network of highly-rated academic institutions, a breadth of global IT service providers, world-class infrastructure and passionate, engaged IT leadership. Combined with business-friendly local and state government and strong community advantages—including a low cost of living, a high quality of life and a global destination airport hub—Cincinnati USA appeals to both customers and suppliers of IT products and services considering relocation and/or expansion.

Flying under the radar, Cincinnati USA has quietly developed an impressive list of assets that rival other IT destinations worldwide. Cincinnati USA offers everything needed to establish a successful IT business, for new Internet startups, businesses relocating from other parts of North America and international firm expansions, including:

- **Rich Customer/User Base** – More *Fortune 500* Company headquarters per capita than all but five cities in the US
- **Strong Educational System Producing Top Talent** – More than 10 local institutions generating 1,000+ technocrats annually (people with various technical degrees, including Associates, Bachelors and Masters)
- **Top IT Infrastructure** – Tier-1 technology at Tier-2 prices
- **Innovation Support** – Multiple innovation centers, incubators and technology parks
- **Access to Capital** – Renowned venture capital, private equity firms and banks

These are some of the reasons why firms like Tata Consultancy Services chose Cincinnati USA as their North American service delivery headquarters, and Citigroup located a major IT center (1,000+ employees) in the region.

## A Strong Foundation in IT

Many notable technology companies were born in Cincinnati USA. These range from mature industry players like Cincom and Nielsen BuzzMetrics to emerging upstarts like Bluespring and Hyperquake, as well as technology-enabled businesses such as Paycor and Convergys. Supporting new business ventures is a strong entrepreneurial network of business incubators, mentors, and angel/venture capital groups. In fact, *Entrepreneur Magazine* rated Cincinnati USA one of the Top 20 markets for entrepreneurship and “Best bet for lowest failure rate.”

While emerging business start-ups continue to enhance the region's IT diversity, the backbone of Cincinnati USA's IT ecosystem is its impressive core of *Fortune 500* companies.

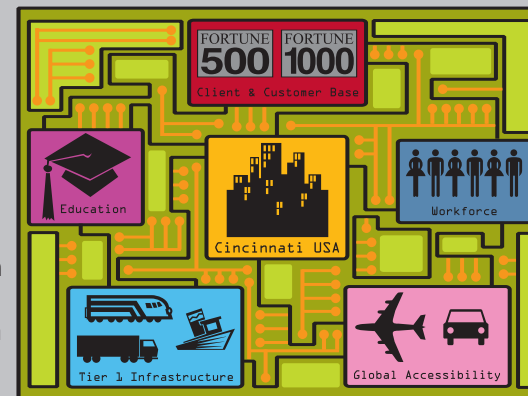
Spanning a wide range of industries, nine of these prestigious firms have based their headquarters here, including: AK Steel, Ashland Inc., Chiquita Brands International, Fifth Third Bancorp, The Kroger Co., Macy's Inc., Omnicare, Procter & Gamble and Western & Southern Financial.

## Industry Leaders/IT Users

Importantly, many of Cincinnati USA's companies are clear leaders in their industry. For example, Kroger is the largest US grocery retailer, while Procter & Gamble is the world's consumer packaged goods (CPG) leader with 23 billion-dollar brands. The CIO's of the top 20 IT organizations in Cincinnati USA control combined annual IT budgets exceeding \$3 billion. Several companies, including Fidelity Investments, have located major service centers in the region, while others—such as Procter & Gamble and Citigroup—have chosen Cincinnati USA as the site for Innovation Centers.

In addition to the industry breadth of these companies, the region boasts a significant concentration in certain sectors, such as financial services and consumer/retail. Much like major logistic providers and other retail service providers flocked to Arkansas to do business directly with Wal-Mart, Cincinnati USA is the home of a large collection of branding/advertising agencies and market research firms. To meet the needs of major customers, these companies push the envelope on digital marketing and technology-enabled research/analytics.

Such a vibrant ecosystem requires a substantial amount of resources and talent. There are an estimated 15,000 IT-related jobs in Cincinnati USA, and an additional 15,000 jobs in the business-process-outsourcing (BPO) industry. Indeed, employee retention in Cincinnati USA outpaces national averages due to the breadth of career opportunities, quality/cost of living and the availability of strong continuing education programs.



# Cincinnati USA IT Leaders

## Major IT Employers

- AK Steel:** steel production (HQ)
- Cincinnati Bell:** voice and data telecommunications products and services (HQ)
- Cincinnati Children's Hospital Medical Ctr.:** pediatric health care, research, education (HQ)
- Cintas:** uniforms and worker apparel (HQ)
- Citigroup:** hub of IT operations for North American consumer group; financial services
- Duke Energy:** natural gas and electric utility (regional HQ)
- Ethicon Endo-Surgery:** medical devices for surgical procedures (HQ)
- Fidelity Investments:** investment and financial services
- Fifth Third Bank:** banking and financial services
- GE Aviation:** large and small jet engines for commercial and military aircraft (HQ)
- Great American Insurance:** specialty property and casualty insurance (HQ)
- Kendle International:** global clinical research (HQ)
- Kroger:** nation's largest grocery chain (HQ)
- Luxottica:** designer, manufacturer, distributor of luxury eyeglass frames (North American HQ)
- Macy's:** national retail chain (HQ)
- Midland/American Modern Insurance Group:** insurance products and services
- National City:** banking and financial services
- Procter & Gamble:** world's largest consumer packaged goods manufacturer (HQ)
- Toyota:** R&D, support service, manufacturing and distribution (North American HQ)
- US Bank:** banking and financial services
- Wellpoint:** health insurance
- Western Southern Life:** life insurance and financial services (HQ)

## IT Service Providers

- Accenture:** global management consulting, technology services and outsourcing provider
- Ascendum:** global IT solutions (HQ)
- Atos/Origin:** information technology services
- Convergys:** customer and human resources relationship management and consulting (HQ)
- dba Direct:** computer system consulting services
- Dunnhumby:** branding and design services (North American HQ)
- HP:** manufacturer of computers and software
- IBM:** IT services and software
- Paycor:** personnel and employee payroll processing services
- Perot Systems:** revenue cycle services (HQ)
- Siemens:** product lifecycle management technology provider
- Sogeti/Cap Gemini:** headquarters for IT and business consulting
- Tata Consultancy Services:** IT services, business solutions and outsourcing, consulting
- Tier 1 Performance Solutions:** online learning and management solutions (HQ)
- Xerox:** copiers and printers

## IT Innovators

- Amano:** time management software and hardware solutions
- Bluespring Software:** business process management software
- Cincom Systems:** tactical enterprise software to improve operations, communications
- MedPlus:** IT healthcare applications
- Nielsen BuzzMetrics:** measurement of computer generated media
- Sant Corporation:** sales effectiveness software products
- Schaeffers Research:** commodity and stock market research and education
- Streamline Health:** workflow and document management services
- TechnoSoft:** product and process modeling solutions

Cincinnati USA is home to more than 45 major employers who rely on, provide services for or innovate in the IT category.

