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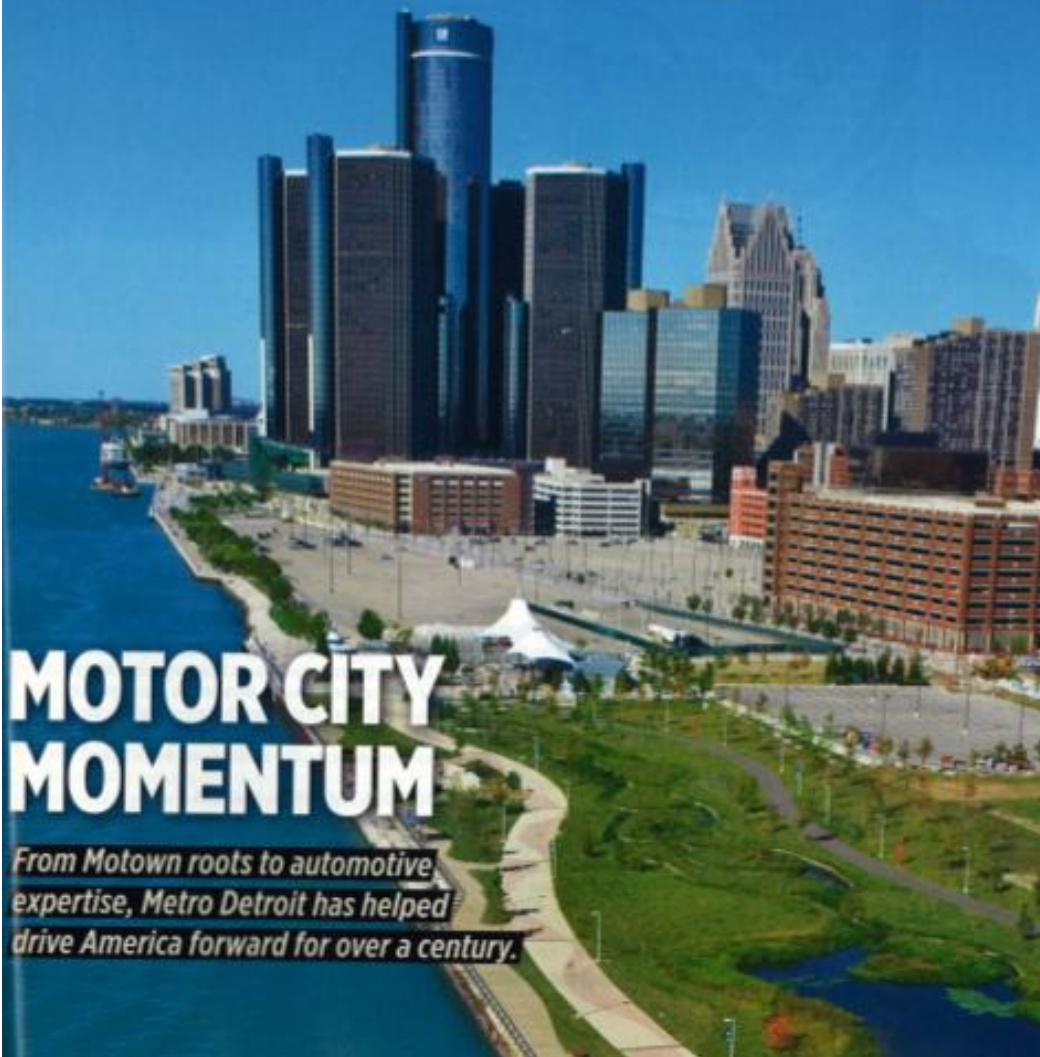
FEBRUARY 2011

PROFILE:

Detroit

MOTOR CITY MOMENTUM

From Motown roots to automotive expertise, Metro Detroit has helped drive America forward for over a century.



NATIVE & NEWCOMER



THE NATIVE:
General Motors
 (gm.com)

LOCATION: Detroit

WHAT IT DOES: As the nation's first and largest—and the world's second-largest—automotive company, GM operates in approximately 140 countries. Although 70 percent of its vehicles are sold abroad, it's known in the states for its four U.S. brands: Chevrolet, Buick, GMC and Cadillac.



HOW IT'S GROWN: Proving that Detroit is driving forward once again, GM's annual sales as of November 2010 were up 21 percent from the previous year, with some individual brands—such as the Buick line—up a whopping 54 percent. The company has also already announced that it will add 1,000 electric vehicle engineering and development jobs in the state over the next two years.

WHY IT STAYS: Besides the obvious automotive and work force advantages that the region has always maintained, it's the city's spirit and experience with leadership that keep GM a proud part of Detroit. "Our industry was probably the first to feel the effects of the global financial crisis, but we're going to lead the country back out of it," says Mark Reuss, president of GM North America.

WHAT IT'S LEARNED FROM THE NEWCOMERS: "I think how to frame risk is a very important lesson," says Reuss. "As a company, you may fail at a couple of little things, but the overall picture of what you're trying to do is what's most important." For GM, that's how it views its commitment to battery development, electrification and other factors associated with the electric vehicle industry. "The industry may produce some ancillary things that may or may not pan out as we go along, but ultimately, the framework of that risk—and what we all have to gain from it—is a fairly sound one that's well worth it."



THE NEWCOMER:
GalaxE Solutions
 (galaxesolutions.com)

LOCATION: Detroit

WHAT IT DOES: The information technology company specializes in the design and implementation of custom software solutions, particularly for the health care industry. "Simply put, we help large corporations direct their information—such as prescription, patient and therapeutic data—exactly where it needs to go," says chairman and CEO Tim Bryan.

HOW IT'S GROWN: In April 2010, GalaxE Solutions planned to hire at least 500 people within five years. The company immediately surpassed its first-year goal of 70 to 100 employees, hiring 60 in its first five months alone. As of December 2010, the company had an additional 150 new jobs it plans to fill immediately.

WHY IT STAYS: "What brought us to Detroit is its blend of talent [trainable individuals with IT experience and that Midwestern work ethic], a cost-effective infrastructure and an alignment of government incentives that were attractive to us," says Bryan. "What keeps us here is the outstanding opportunity to establish downtown Detroit as a new national IT hub." He believes Detroit's cost-effectiveness will eventually pull jobs sent overseas back into the United States. "Brazil has a \$17 billion IT outsourcing marketplace, yet Detroit is only 5 to 10 percent more."

WHAT IT'S LEARNED FROM THE NATIVES: "The importance of alignment, especially between business and government," says Bryan. "Solid steps have to be taken to revitalize Detroit and diversify its economic base, and what we see and appreciate is what can be accomplished when everyone shares the same vision and comes together to make the types of investments [whether that's capital, time, support or council] necessary to make that vision a reality."



DID YOU KNOW?

GM is the global leader in producing flexible-fuel vehicles (ones designed to run on gasoline or any mix of gas and ethanol, up to 85 percent). In the United States, more than 3 million of the 7 million flex-fuel vehicles on the road are GM cars and trucks.

DID YOU KNOW?

Currently, GalaxE Solutions handles around 11 Fortune 500 clients and 18 Fortune 500 clients. According to the newcomer, the vast majority of all U.S. residents receiving health care have at least some of their personal information run on systems built specifically by the company.

