

ON GUARD FOR 180 YEARS

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**TOM WALSH WRITES OF ANOTHER
DETROIT T-SHIRT MESSAGE**

Sourcing work here welcomed

Three months after Chrysler used Eminem in a Super Bowl ad to launch its "Imported from Detroit" campaign, another oxymoronic twist on the city's name is about to show up on charity T-shirts and in marketing pitches.

"Outsource to Detroit" is a slogan trademarked by GalaxE Solutions that's now become a logo created by street wear designer Robert Stanzler, and it will soon adorn limited-edition T-shirts for people who make donations to Goodwill Industries of Greater Detroit.

Tim Bryan, CEO of GalaxE, an information-technology outfit with headquarters in New Jersey and operations in London, Toronto and India, set up shop in downtown Detroit a year ago, promising to create 500 new IT jobs in five years. He's hired 110 people so far and is looking to hire 100 to 200 more in the next 18 months, mostly for IT work in health care.

Even though GalaxE does some jobs for clients from offices in Hyderabad and Bangalore, India, Bryan is pushing his "Outsource to Detroit" model as an alternative to offshoring, in part because some government contracts require that the work be done in the U.S.

"In many cases," Bryan told me, "the work can be done more efficiently in Detroit ... without some of the challenges of currency fluctuation, language barriers, time-zone differences and logistical challenges." Office rental rates are low in Detroit, he added, and there is a decent supply of IT professionals in the wake of other industries restructuring in recent years.

The presence of Compuware, along with the recent move of Quicken Loans downtown and a shift of 3,000 Blue Cross Blue Shield of Michigan workers from Southfield to the Renaissance Center, has helped grow a cluster of high-technology workers in the city core.

"Outsource to Detroit captures in three words what we're trying to do," said Bryan, who briefed U.S. Treasury, Commerce and White House officials last month during two days of meetings in Washington.

Detroit Regional Chamber CEO Sandy Baruah, former head of the U.S. Small Business Administration, doesn't expect that federal agencies can suddenly transform Detroit into an IT hotspot. "But there is a window of opportunity to use Detroit as kind of a test case ... so they're looking at what kind of services they could provide to help develop a particular expertise or industry cluster," he said.

Here in Detroit, GalaxE has struck a partnership deal with Goodwill Industries, the nonprofit agency that helps people overcome employment challenges.

The "Outsource to Detroit" T-shirts are being produced at Detroit Manufacturing, the firm formed by Stanzler, who earlier launched the Made in Detroit brand that was sold in 2005 to Kid Rock.

"Outsource to Detroit" apparel is expected to be available later this month at Goodwill Industries' resale store in Canton and Goodwill's Ben & Jerry's PartnerShop at the Compuware building in Detroit. More information will soon be available at www.goodwilldetroit.org or by calling Goodwill at 313-557-8791.

There are bound to be mixed feelings among Detroiters about the wordplay in slogans tied to hardship hereabouts — imported products, outsourced jobs, etc.

These days, though, every idea to source more work here instead of some faraway place is a welcome one.