

DETROITER

Outsource to Detroit

GalaxE.Solutions utilizes
Metro Detroit's IT,
university cluster

By Jennifer Baum

Driving south on Woodward Avenue into downtown Detroit, it's hard not to notice the bold new banner covering half of the 1001 Woodward building that reads, "Outsource to Detroit."

Created by GalaxE.Solutions, "Outsource to Detroit" is a model of the city's custom IT software solutions that are putting U.S. professionals back to work. The Detroit Regional Chamber supports that effort and is working to "convene relevant institutions and leaders to drive the 'Outsource to Detroit' initiative" as part of the 2011 Mackinac Policy Conference To-Do List.

Across the country and overseas, large companies in a range of industry sectors, including health care, telecommunications, financial, automotive, retail and others, are seeking to re-invent, rethink and transform the way their business is run – most notably through technology. Such companies need IT solutions that are innovative, agile and cost effective, but that also focus on quality.

"We are looking to promote American value and ingenuity, two things on which the U.S. has always based its economic growth," said Tim Bryan, chairman and CEO of GalaxE.Solutions. "The IT world has changed. It doesn't pay to be the cheapest service provider. Now it's about innovation and creating additional value."

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— Tim Bryan,
chairman and CEO
of GalaxE.Solutions

But, why Detroit? Perhaps because the city harbors potential. Bryan, who is not from the region, chose Detroit above any other city to implement his "near-shoring" plans – despite the fact that GalaxE.Solutions is headquartered in New Jersey.

"Detroit made tremendous business sense," Bryan said. "We were looking for a development center, and if you look at all of the elements Detroit has, including its workforce, work ethic, number of universities and community colleges, its affordability and quality of life, Detroit became the best place to build an alternative to going offshore for IT services."



▲ GalaxE.Solutions' "Outsource to Detroit" campaign is bringing jobs to Detroit, in addition, the Detroit Regional Chamber supports that effort and is working to "Convene relevant institutions and leaders to drive the 'Outsource to Detroit' initiative" as part of the 2011 Mackinac Policy Conference To-Do List.

Tim Bryan At-a-Glance



Tim Bryan is chairman and CEO of GalaxE Solutions, a creator of custom IT solutions, with a special focus on health care and a customer base of Fortune 500 companies. Over the course of more than 20 years, GalaxE, under Bryan's leadership, has grown to 2,000 employees across the country and the world, while, client engagements have increased in size and complexity. He serves as a member of the State of Michigan's Talent Investment Board; the Detroit Economic Growth Corporation Board and the Henry Ford Health System IT Advisory Board.

The vast majority of GalaxE.Solutions work comes from firms outside of Michigan, which Bryan said validates their model. This initiative is generating more than just a local buzz.

Ryan Hoyle, director of global recruiting for GalaxE.Solutions, moved to the region this fall and is in the process of hiring 500 new IT workers within five years. He has hired about 130 individuals so far.

"We've received a lot of support from local colleges and workforce development agencies who have given us a platform to tell our story," Hoyle said.

Bryan added, "We've been fortunate in that Outsource to Detroit has received a lot of support, starting with some of the local businesses and beyond... everyone from our neighbors at Quicken Loans and Compuware, all the way to the Obama Administration. We've even attracted visits by White House officials who are fully behind the effort."

Hoyle noted that it doesn't just stop with creating jobs. "There are a number of programs in place to get people to move back downtown. We've had several of our own employees move back into the city. It creates a better quality of life," Hoyle said.

And back to the banner you can't miss; it's been generating a lot of buzz. In fact, when some people first saw the sign, they asked Hoyle how they could apply for jobs.

"We wanted to send a signal to the city, state, country and world that Detroit is a viable and meaningful alternative to going offshore," Bryan said. "Information technology is part of Detroit's renaissance. The city is coming back and going to have the economic diversity that will ensure its long-term success." ■

Jennifer Baum is a Metro Detroit freelance writer.



▲ Ryan Hoyle, left, is the director of global recruiting for GalaxE Solutions. Hoyle and Tim Bryan, right, chairman and CEO of GalaxE Solutions, plan to hire 500 new IT workers within five years. Bryan announced these plans to the attendees at the 2011 Mackinac Policy Conference.