

Proxima Technology Profits from Relocating to Colorado

Company Overview

Proxima Technology can be considered a software start-up in every sense of the word, although being both self-funded and profitable makes them somewhat unusual. Proxima is a leading provider of a sophisticated software system that helps large enterprises measure and improve the business service provided by their IT systems. As today's businesses increasingly depend on IT, this software helps ensure IT resources are squarely focused on those areas where the payback is the greatest. In such a tight economy, where companies are trying to squeeze everything out of what they already have, it is not surprising that this software is attracting a great deal of attention—Forrester Research Analyst, Jean-Pierre Garbini going as far as saying Proxima's product is "close to the holy-grail" in its field. This success is reflected in the growth of both sales and staff. Recent wins include EDS, Qualcomm and Mutual of Omaha. Bucking the recent trend in technology, Proxima has brought on 10 new hires in the last few months.

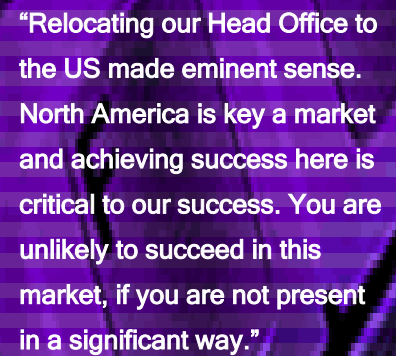
Proxima Technology Inc., was essentially formed in 1999 when then UK-based Proxima Technology merged with Insight Innovations of Sydney, Australia. With operations as far apart as London and Sydney, it was clearly an opportune time to locate the company Global Headquarters to the US.

"Relocating our Head Office to the US made eminent sense," explains Steve Jones, CEO, Proxima Technology. "North America is key a market and achieving success here is critical to our success. You are unlikely to succeed in this market, if you are not present in a significant way."

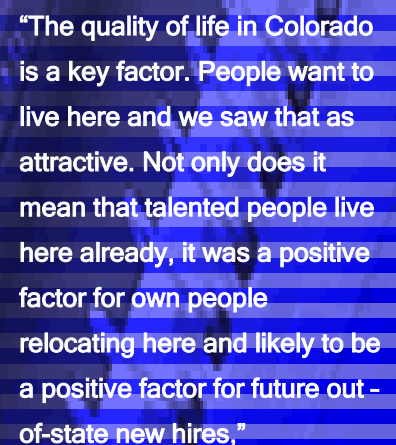
Location Analysis

In late 1999, Proxima embarked on an extensive analysis of major US Cities as a potential new home. Cities reviewed included Austin, Boston, Denver, New York and, of course, the Bay Area. However, it was Denver that provided the best fit to Proxima's selection criteria which was a combination of life-style, business infrastructure, cost of living and the availability and skills of the local workforce.

"The quality of life in Colorado is a key factor. People want to live here and we saw that as attractive. Not only does it mean that talented people live here already, it was a positive factor for own people relocating here and likely to be a positive factor for future out of state new hires," highlights Jones.

A quote by Steve Jones, CEO of Proxima Technology, set against a background of a stylized world map with glowing blue and purple lines. The text is white and reads: "Relocating our Head Office to the US made eminent sense. North America is key a market and achieving success here is critical to our success. You are unlikely to succeed in this market, if you are not present in a significant way."

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Chief Executive Officer
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Peter Bryant
President
Trans Tech USA

“We are very pleased to have Proxima based in Denver. Colorado has a favorable business climate, low personal and business taxes, and a State supportive of developing the technology component of our economy. Through collaboration with the private sector and higher education, we are an ideal location for any international technology company looking to be a success in the US market,”

John Hansen
Secretary of Technology

Global Operations Benefit from Denver Presence

Relocation to Denver commenced almost immediately, with key personnel transferring from London, Sydney and other US cities. All corporate functions were relocated to Denver with the exception of R&D which remained in Sydney. Coinciding with this relocation, Proxima embarked on a search in the local market for people to fill vacancies. These included VP Sales, Account Managers, Sale Engineers, Finance and Administration.

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Today, Proxima Technology is located in the LoDo (lower downtown) district of Denver. The proximity to such a thriving area creates a stimulating environment for Proxima’s employees.

Despite a tough economic period, Proxima have managed to grow their revenues and earlier this year closed two multi-million dollar deals – their largest to date.

“It would be foolish to conclude that the recession is over,” comments Jones. “But we are cautiously optimistic and have made a few new hires as a result. Our move to Colorado was definitely a good move. Having a motivated workforce is a factor in our success.”

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This is one in a series of success stories of international collaboration between Colorado and technology companies with headquarters or major operations in other countries. It is published by the Office of Innovation and Technology; 225 E. 16th Avenue, Suite 900; Denver, CO, 80203; www.colorado.gov/oit.



Governor Bill Owens
Secretary of Technology John Hansen