

ICAPP[®] | The Economic Development Program of the University System of Georgia



APRIL 30, 2009

ICAPP Brings University System of Georgia Resources to Georgia's Economic Recovery

NCR Chose Georgia for Expansion and New Worldwide Customer Service Headquarters

In 2008, the Georgia Department of Economic Development worked to land the expansion of the NCR Corporation's existing operations in Peachtree City and Duluth, and the location of its worldwide customer service headquarters in Georgia. The project is expected to bring 900+ jobs to Georgia and generate a \$15 million capital investment over two years.

Governor Perdue announced October 28, 2008, that NCR had selected Georgia.

The ICAPP staff supported the Governor's Office and the Georgia Department of Economic Development in landing this win for Georgia in several ways:

1. Provided information on
 - USG incentives, such as out-of-state tuition waivers and the HOPE scholarship
 - Customized education programs, such as ICAPP Advantage and Georgia LEADS
 - How GeorgiaHIRE and the Career Services Offices can help NCR recruit college-educated talent
2. Based on the interests and requests from NCR, the ICAPP staff worked closely with members of NCR's Advanced Development Team, Chief Technology Officer and others to identify university resources related to NCR's technology and research interests.
3. Provided NCR representatives information on various programs and education opportunities from a number of USG programs as well as hosting them at the Georgia Tech Health System Institute and at the Georgia Tech College of Computing over several months.

*University System
graduates and faculty
expertise attract
companies to locate
and expand in Georgia.*

ICAPP gets 20-50 calls each year for support in servicing requests for potential employer expansions in or relocations to Georgia. The ICAPP Liaison Officer (ILO) at each USG institution provides detailed institutional information and contacts, and is a key partner in Georgia's economic development.

ICAPP
connects the
intellectual
resources
of Georgia's
35 public colleges
and universities
to the state's
business
community in
innovative ways.

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Educated Georgia"

