

Local Support Aids iDatix Expansion in Clearwater



Software company **iDatix** recently opened its new headquarters building in **Clearwater, Florida**, strengthening the company's presence in **Pinellas County**. "My roots are here in Pinellas," shares iDatix CEO and Founder Steve Allen.

"I grew up in the area and launched iDatix here thirteen years ago. The County and City of Clearwater have been superb supporters of the business community; I wouldn't have wanted to expand anywhere else."

iDatix is a provider of high-quality software solutions and support services to a wide variety of industry sectors, such as national defense, manufacturing, healthcare and banking. Clients include industry giants Capital One and Tropicana.

"We are dedicated to providing the best products from the best staff in the software industry," says Allen. "And that was part of the draw to expand in Pinellas – the talent pool here. We're able to hire developers and programmers locally with the advanced skills we need in order to continue the company's growth."

Spurred by increased sales, iDatix moved from its original location to a formerly-occupied building in Clearwater, increasing the company's space from 7,500 square feet to 26,000 square feet.

"The timing was right; another company moved out of what was a perfect space for us and we moved in right behind them," explains Allen.

"It really worked out well," adds Scott Talcott, Business Development Manager at **Pinellas County Economic Development (PCED)**. "The building required very few changes to comfortably house iDatix and, by reusing an existing structure, the company supported Pinellas County's **redevelopment** efforts."

Allen has been working with Talcott and the PCED team, including the Small Business Development Center (SBDC) at PCED, since 2011. Along with the **City of Clearwater's Economic Development Department** and **WorkNet Pinellas**, these local partners have assisted Allen with information on funding for employee training, talent recruitment, funding, and opportunities to aid future growth.

Talcott reports, "iDatix has grown by over 20% since late 2011 and they anticipate an even higher growth rate in high-wage positions over the next year. We've discussed the options among **Florida's employee training programs**, which are designed to provide new and existing businesses with the training necessary for expansion."

Allen's business also benefited from the SBDC at PCED's connections to local lenders. Dr. Cynthia Johnson, Center Director of the SBDC at PCED, explains, "Our team worked with Steve to explore financing options to expand iDatix. Each year, we hold a Small Business Finance Fair that provides an opportunity for local businesses to 'shop' participating lenders. iDatix was able to secure the financing for its expansion through one of those Finance Fair partners."

As part of its Economic Development Strategic Plan, the City of Clearwater developed a Technology District to encourage growth in the **IT industry**. It is within that technology district that iDatix chose to expand. "We are excited to welcome iDatix into the City of Clearwater's Technology District," says Geraldine Lopez, Director of the City of Clearwater's Department of Economic Development and Housing. "They have chosen a fantastic location at the entrance to our downtown and an iconic building that will help create buzz and name recognition. We look forward to working with Steve and his team as they settle in to the City of Clearwater and expand the business."

"Working with all of these agencies has been enormously helpful," offers Allen. "They've provided us with the tools and information to continue our success far into the future and they've made us feel like an appreciated asset to the community. I look forward to continuing iDatix's growth here in Pinellas."

Learn more about iDatix at www.idatix.com.

Visit www.pced.org or call (727) 464-7332 to explore ways to grow your business in Pinellas.