

North America Emerging City Report - Atlanta (2015)

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Abstracts

Companies all around the world are dealing with a well-known problem: where to locate their headquarters, new branches, R&D centers and operations for maximizing their geographical advantage. IT/ITeS companies are exploring new emerging locations globally for expansion and growth in order to remain competitive. Companies are trying to leverage their expansion plans by reducing operational costs and improving the bottom line. Talent and infrastructure have always been the key operational costs and point of competitive differentiation in the IT/ITeS industry. The trend is to increase location feasibility and to frequently evaluate emerging cities for the skills, capacity and cost which are the key aspects in a continuous process of transformation. It's in this context that Atlanta affords excellent growth opportunities.

This report explores and analyzes potential of Atlanta for following parameters:

1. Demand and supply of talent (Lateral and Fresher/Upcoming)
2. Cost reduction factors
3. IT/ITeS Industry and Business Ecosystem
4. Infrastructural ecosystem

Contents

1. INTRODUCTION

- 1.1. Research Overview
- 1.2. Objective and Scope
- 1.3. Research Methodology
- 1.4. Executive Summary
- 1.5. Key Takeaways
- 1.6. Key Definitions

2. CITY AT A GLANCE

- 2.1. Demographic Overview
- 2.2. Govt. & Industry Highlights
- 2.3. Market Highlights

3. IT-BPM TALENT OVERVIEW

- 3.1. IT-BPM Evolution
- 3.2. Workforce Analysis
- 3.3. IT-BPM Ecosystem
- 3.4. IT-BPM Talent Pool Insights

4. TALENT ECOSYSTEM INDUSTRY

- 4.1. Installed Talent Pool
- 4.2. Company Analysis
- 4.3. C&B Analysis
- 4.4. Contract Staffing Analysis
- 4.5. Diversity Analysis

5. TALENT ECOSYSTEM EDUCATION

- 5.1. Upcoming Talent Pool
- 5.2. College Analysis
- 5.3. Talent Pool Growths & Trends
- 5.4. Training Ecosystem
- 5.5. University Ecosystem

5.6. Placement Ecosystem

6. INDUSTRY CONNECT ECOSYSTEM

6.1. IT-BPM Parks

6.2. SEZ

6.3. Industrial Collaboration

7. MACRO & MICRO PARAMETERS

7.1. Quality of Life

7.2. Healthcare Ecosystem

7.3. Recreation and Culture

7.4. Government & Politics

7.5. Business Continuity & Risks

7.6. Connectivity

7.7. Investment Policies

8. COST ANALYSIS

8.1. Cost of Living

8.2. Utility Cost Analysis

8.3. Infrastructure Analysis

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