TABOR CITY, N.C.

RadixBay

RadixBay has developed a new approach that breaks the outdated IT service model by utilizing rural development centers to deliver budget friendly, high-quality solutions to our clients. We believe the RadixBay model delivers better results and is aligned with our goal of creating jobs in rural North Carolina.

RadixBay's unique Rural Shore Model combines the **cost benefits** of offshore with the **security and simplicity** of onshore support.

Founder's Story

My hometown is Tabor City, NC. It is a small place in farm country with good, hard-working people. Growing up, autumn Friday nights were all about Red Devil football. Cafes served as morning gathering spots for folks on their way to work at local factories or on the farm. My family is still there in Tabor City and wouldn't live anywhere else. My dad says years ago God planted Adam & Eve Lovette there and civilization spanned out from that.

Growing up, I saw apparel and textile plants closing and the family farms shutting down. My mother worked at a factory that made clothes for JC Penney and Sears. Today it stands as an empty shell.

Leaving home for college and majoring in computer science, I knew I would never be able to make a living in rural America. So I became part of the urbanization of America, and moved to Charlotte.

Greg Lovette

In 1994, a partner and I founded Baytree Associates, a consulting company specializing in Oracle technologies. Over a period of 16 years, it became a very successful US-based regional consultancy. We had an eclectic group of consultants from all areas of the US and India.

We felt we were the best at what we did, and our customers agreed. We became a premier Oracle consultancy in the eastern US. We built a center in Charlotte to provide remote development and production support for our customers. The processes we employed assured our customers of the type of service they had come to expect from us. However, as offshoring became more and more prominent, more customers began making decisions purely on price, not quality.

In 2010, we sold Baytree to a California company with heavy offshore operations. The idea was to allow our US team to leverage offshore resources to help us be more price-competitive in our offerings. In reality, offshore consultants eventually replaced most of our US team.

Our customers, who were accustomed to our high-touch, high-speed approach, soon left us, confirming what I had already come to understand; that while offshoring is the right solution in many circumstances, and it certainly is a way to reduce cost, it is not a one-size-fits-all solution.

A Better Solution

But what of the other customers and prospects that require something different? Is there a model that can offer high-touch, high-speed solutions at a cost effective structure, and at the same time utilize an untapped resource here, in the US... in North Carolina?

RadixBay was founded with one dominating principle. Passion. Passion for our customers. Passion for our employees. And a passion for creating, growing, and keeping jobs in rural North Carolina. These passions will fuel us through our journey. Together with the right customers, we will break the stale and outdated IT model, and leverage our new structure for technology solutions.

Charlotte Company Works at Bringing IT Jobs to Rural N.C.

Ken Elkins Senior Staff Writer
Charlotte Business Journal

Greg Lovette wants to return to rural North Carolina what the flight to the cities took away: jobs. The CEO of RadixBay, a Charlotte-based IT consulting company, isn't entirely driven by altruistic goals, though. He wants to grow the company to about 170 employees in the coming five years or so.

RadixBay opened its first rural center, this one in Tabor City, about 160 miles southeast of Charlotte. His strategy? Open five "rural development centers" in N.C. locales like his hometown of Tabor City, each with 25 or so employees.

From there, employees can link to customers and handle most services. The N.C. based consultants can also drive to customers across the Southeast and fly to clients around the world.

Some of Lovette's motives are related to concerns over the lack of jobs in rural America.

"We decimated a lot of our communities when manufacturing jobs left," he says in a telephone call this morning. "Our idea is to give people an opportunity to major in something challenging like computer sciences and live on the farm they grew up on."

He calls it RadixBay's "Rural Initiative."

Rural N.C. communities, which need jobs — and high-tech jobs in particular — are welcoming RadixBay's rural initiative. When the company announced in April that it would open a 19-job center in Tabor City in the eastern part of the state, Rick Edwards of the Columbus Jobs Foundation called the move a "game changer" for Columbus County.
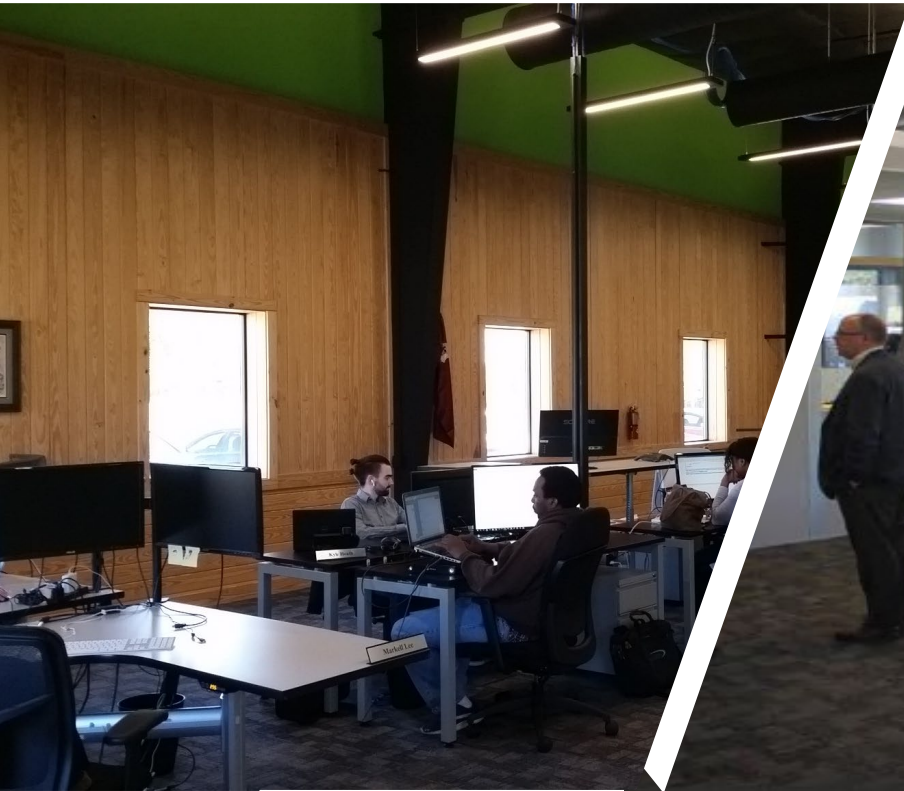
The RadixBay strategy plays out as an alternative to outsourcing IT jobs to India and other developing companies. Lovette figures he can recruit programmers, developers and customer-service employees right out of college and compete with companies outsourcing jobs overseas by offering starting salaries of about $35,000 a year.

Those salaries will likely grow into the mid-$60,000s as employees become more productive and take on more responsibility, he says.

Last week, RadixBay opened its first rural center in Tabor City, about 160 miles southeast of Charlotte. About 60 customers, business and government leaders showed up for the ribbon-cutting ceremony.

Tabor City
Office Renovation

Rural Shore Service Benefits

**Offshore Savings
+
Onshore Quality, Simplicity
and Security**

100% US Based Services

—

Fully Customizable Service Offering

—

Projects, SOWs and Ongoing Support

—

Teams of Technical Specialists

—

Full & Supplemental Support Options

—

Focus On Innovation Not IT

Dozens of Years of Collective Experience

—

No Employee Overhead Costs

—

Leverage Skills of an Entire Company

—

Easily Scalable Services

—

Only Pay for Services You Need

—

Immediate Access to Hard to Find Skills

Rural Shore vs Offshore

—

RadixBay's unique TCoE rural shore model combines the cost benefits of offshore services with the security & simplicity of onshore support.

Comparison	Offshore	Rural Shore
Keep Data in US	x	✓
Audit Compliance	x	✓
No Time Zone Issues	x	✓
Simple, Visa-Free US Travel	x	✓
Ease of Communications	x	✓
Convenience/Collaboration	x	✓
Ease of Oversight	x	✓
Access to Pool of Talent	?	✓
Skilled Labor	?	✓
Reduced Support/Delivery Costs	✓	✓

Service Offerings

- **Packaged Applications**
  - On premise and SaaS application evaluation, implementation, customization and support.
  - Dedicated Salesforce and Oracle EBS experts ensure your systems exceed your performance and availability expectations.

- **Data Infrastructure Support**
  - DB and OS managed services help you to control costs, reduce risk and optimize your data infrastructure.
  - Support for on-premise and cloud Oracle and Microsoft DBs and Windows and Unix/Linux OS.

- **Application Development**
  - Expert design, development and deployment services that support the entire SDLC life cycle.
  - Support for a broad range of development software, languages and methodologies.
  - Dedicated project managers and Scrum masters ensure your projects are on time and on budget.

- **Testing Center of Excellence**
  - Helps organizations reduce application testing costs and improve the quality of their testing initiatives.
  - A centralized team of testing and QA experts that focuses on providing high-quality testing services.
  - Our experts leverage the latest testing tools, technologies, automations and best practices.
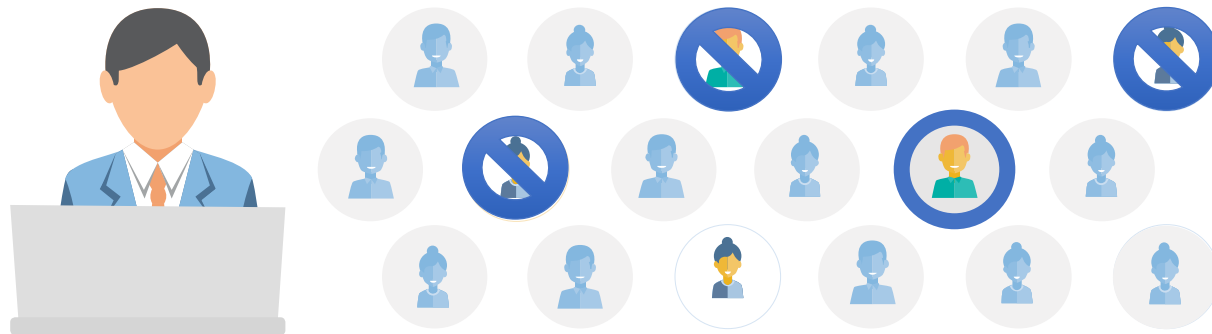
- **Advisory Services**
  - Our project-proven strategies and advice help you to leverage technology to improve operations and turn business opportunities into revenue generators.

Attracting and Retaining Talent is Challenging

According to Gartner, "Talent has now been recognized as the single biggest issue standing in the way of CIOs achieving their objectives." 71% of US CIOs believe there is a talent scarcity reaching crisis in the world.

RADIXBAY PROVIDES HARD TO FIND TALENT AND ENSURES SUPPORT CONTINUITY.

Reduce support costs and focus on growing your business – not IT support.

According to Gartner, roughly 70-80% of IT budgets go to maintaining infrastructure and the status quo – "keeping the lights on"

Meet Some of our Rural Shore Team Members

Denise Hyland - **Senior Consultant, Salesforce Practice**
Computer Science Graduate, B.S. Physiology, Collegiate All-American and Sports Hall of Fame Inductee. Skills: Salesforce Certified Administrator, HTML, CSS, Photoshop, JavaScript, Java, PHP, SQL, WordPress, Power BI, MS Office Suite, Jira, Git.

Amanda Ogden - **Consultant, Salesforce Practice**
Salesforce Certified Education Cloud Consultant, Salesforce Certified Pardot Consultant, Salesforce Certified Pardot Specialist, Salesforce Certified Non-Profit Consultant, Salesforce Certified Platform App Builder, Certified Salesforce Developer, Certified Salesforce Administrator

Markell Lee - **Consultant, Managed Services**
Computer Science Graduate. Skills: Windows Server, Active Directory and Office 365 Management, Azure Cloud Service Administration, Azure Private Network Support, AWS Management, Shell Scripting, PowerShell Scripting, Linux/Unix and Windows Administration, VMWare Support, Cisco Router/Switch Administration.

Kyle Heath - **Consultant, Application Development**
Computer Science Graduate. Skills: WordPress, Java, C#, JavaFx, JavaScript, HTML, CSS, SQL, MySQL, Couchbase, Git, GitHub, Vue.js, VueCLI, ES6, Node.js, UML, Scrum, Kanban, JIRA, BitBucket, Visual Studio, Visual Studio Code, Eclipse, Microsoft Office, G Suite, Linux Command Line.

RadixBay provides hard to find talent and ensures support continuity.

Meet Some of our Rural Shore Team Members

Connor McLeod - Business Analyst, Salesforce Practice
Computer Science Graduate. Skills: Salesforce, Business Analysis, Application Design and Development, Object-Oriented Programming, HTML, CSS, JavaScript, Java, jQuery, Java FX, Swing Node.js, C#, MySQL, Microsoft SQL Server.

Eric Stephan - Consultant, Advisory Services
Computer Science Graduate. Skills: Salesforce Certified Administrator, Cyber Security, C++, LAN Networks, VIOP, Mobile Device Management (MDM), Cisco Certified, Project Management, SCRUM.

Jack Philips - Consultant, Application Development and Testing
Computer Science Graduate. Skills: Full stack application development, API Development, Docker, C#, JavaScript, Maven, PHP, Node.js, Laravel, Vue.js, React, Postgres, MySQL, PHPUnit, NUnit, Selenium.js, Cucumber.js.

Zack Snyder - Senior Consultant, Salesforce Practice
Computer Information Systems Graduate. Skills: Salesforce Certified Administrator, Salesforce Certified Platform Developer I, Apex, HTML, Visual Basic, C#, CSS, Java, Oracle Database, SQL Server database, AWS.

RadixBay®

RadixBay

Rural Shore

Creating, growing, and keeping jobs in rural North Carolina

Leverage the combined skills and expertise of an entire company of technology experts