



# **The Omegasoft Technologies Solution**

***Putting Alamance County Back to Work While  
Stimulating Commercial & Residential Growth***

***A Proposal by Omegasoft Technologies, Inc., to  
the Alamance County Business Community***

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## THE PROBLEM: ADJUSTING TO POLITICAL REALITIES AND ECONOMIC NECESSITIES

Alamance County has one of the highest unemployment rates in North Carolina because its ever-waning economic base is made up of production plants, warehouses, and other businesses associated with the manufacturing industry.

Unfortunately, politicians in our U.S. Government, and even some in North Carolina, have continually strayed from protecting manufacturing and other labor-intensive industries in the U.S., giving corporations license to open manufacturing concerns in Mexico, Asia, and other off-shore countries. This began when our government approved NAFTA, and although it appears to be reducing jobs in our own country, the trend continues today with current negotiations between the U.S. Government and China, as well as other Asian nations. (For more information, see the attachment titled *NC Lawmakers Defend Trade Vote* in the *Appendix* of this document, printed from MSNBC.com, or visit <http://www1.msnbc.com/local/wncn/nbcok8pnyuc.asp> on the World Wide Web.)

A federally funded study conducted by faculty members from Cornell University and the University of Massachusetts has revealed that an ever-increasing number of manufacturing jobs in the Southeast region of the U.S. has been moved to Asian nations. (For more information, see the attachment titled *Could Your Job Go to China?* in the *Appendix* of this document, printed from CNN.com, or visit <http://www.cnn.com/2001/CAREER/trends/09/06/china.trade.jobs/index.html> on the World Wide Web.)

Furthermore, the recent recession, accelerated by the events of September 11, 2001, has compounded this difficult situation and resulted in a staggering number of job layoffs.

The people at Omegasoft, Technologies, Inc. in Mebane, NC do not agree with the direction that our government is taking in this matter, but we, alone, are not in a position to influence our legislators to change this potentially damaging course of action. What we can do is help offset the effects of these political and economic realities in Alamance County by helping the people in our county adjust to the changing economic trends in our nation.

## THE SOLUTION: TRANSITIONING TO IT BUSINESSES AND SKILLS

Although technology industries are suffering during the current downturn in the economy, we believe that they will rebound when the recession recedes. Computers will not “go away” because they streamline business operations, increase productivity, and maximize the return on out-of-pocket business costs. In fact, we believe that the emergence and ever-increasing popularity of broadband technologies for both residential and commercial use will cause the information technology industry to grow considerably, if not exponentially, in the years to come.

If businesses that are avid *consumers* of IT products and services move into our county, they will also attract corresponding IT service *providers*. In this way, we can rapidly increase employment. Such products and services include, (but are far from limited to), the following:

- ◆ Software development
- ◆ Computer hardware purchasing or leasing
- ◆ Network architecture design
- ◆ Network administration services
- ◆ Hardware and software installation
- ◆ Equipment repair services
- ◆ IT project management services
- ◆ Database design, implementation, and administration
- ◆ User support and customer service
- ◆ User documentation and training

This list represents a wide array of abilities, talents, and skills. Certainly, many of the people in Alamance County who are working in other industries can learn them.

## **OMEGASOFT'S ROLE: PROVIDING TRAINING AND IT TALENT**

Omegasoft Technologies, Inc. is dedicated to doing our part. We will initiate training for the current residents of Alamance County who are not acquainted with the IT skills listed in the previous section of this document, so that they can secure jobs without having to move out of the area. We will also provide staffing services to provide local businesses with superior, reliable IT talent.

Because the key personnel in our staffing firm are comprised of IT professionals, rather than recruiters who have never worked in the profession, Omegasoft Technologies is uniquely positioned to provide these services. For more information, see the *Corporate Profile* section of this proposal.

### **Recruiting Strategy**

Once businesses in need of IT services flow into our county, we will start recruiting IT professionals who live in Alamance County, as well as those in the Triangle and Triad areas of North Carolina.

Alamance County taxes are currently lower than those in RTP, Raleigh, and Greensboro. Our section of I-40/85 includes more traffic lanes and enjoys a freer flow of traffic than the "I-40 parking lot." This factor, alone, will make it easy to attract both businesses and IT talent to our area.

Furthermore, the towns in our county, such as Burlington and Mebane, are equally distant from both Raleigh and Greensboro; and the commute from either city is only about an hour. This gives both Alamance County businesses and Omegasoft Technologies a larger pool of IT talent from which to draw than businesses and staffing firms in Raleigh or Greensboro. Simply put: residents of Greensboro and Raleigh live too far away from one another to commute to each other's cities, but they can all commute to Mebane and Burlington.

## **Resurgence in Residential Growth**

We believe that the IT professionals we recruit from Greensboro, Cary, Morrisville, and Raleigh will move to Alamance County in order to shorten their hour-long commute to work and to avail themselves of the lower taxes and housing costs that make our county so attractive. This in turn will bring residential housing and construction jobs back to our community.

## **Training Services: Making a Difference**

As we place qualified professionals in IT jobs, Omegasoft Technologies will coordinate and offer IT training inside Alamance County. The purpose of this initiative is to train our county residents so that they can secure IT jobs, either near their homes or in the Triangle or Triad, both of which are within commuting distance.

To accomplish this, we will communicate with Alamance Community College and Elon College to discover which classes they currently offer, so that we can determine which classes we will teach to supplement their curriculum. Students who attend these colleges can also provide one-on-one computer instruction to Alamance County residents for college credit or as an enhancement to their resumes. To supplement the IT courses and training offered by these colleges, we plan to develop our own IT training center. Currently, there is no such training center in Alamance County.

The personnel at Omegasoft Technologies already have relationships with IT professionals who can consult with the colleges in our area and develop this critical training.

## **FOLLOWING THE MONEY**

### **Investment Capital**

Companies in Alamance County have a personal stake in the economic recovery of our community. We believe they will want to invest in our company, not only to earn investment capital for their companies, but also to provide the IT training and recruiting services necessary to restore our citizens' job status and to develop businesses here.

Omegasoft Technologies is the only company poised to offer these services to the community at this point in time. Currently, there are no IT training companies in our area. According to our observations in the marketplace, there is only one IT recruiting service here, and we are told that their focus is on government contracts for one large company in Greensboro.

### **Business**

During an evening newscast on MSNBC televised in the fall of 2001, it was reported that the following U.S. industries have proven resilient during the recent recession:

- ◆ Healthcare
- ◆ Utilities
- ◆ Insurance
- ◆ Bio-technology

All these businesses are consumers of information technology products and services. If companies in these particular industries open offices in Alamance County, we can accelerate economic recovery because:

- ◆ These companies are in a position to hire people, now.
- and
- ◆ As significant consumers of IT products and services, they will attract IT businesses to our area.

If Omegasoft Technologies provides IT training and recruiting services for the citizens of Alamance County, they can fill jobs in these industries. If the industries open offices here, our residents can work near their homes. If not, our citizens can commute to Greensboro or Raleigh, centers of commerce where these industries currently proliferate.

### ***HIPAA: A Captive Audience***

Healthcare organizations are still hiring employees, and right now they are particularly dependent on IT professionals because of the new HIPAA regulations.

In 1996, the U.S. Government passed HIPAA, the Health Insurance Portability and Accountability Act. This law protects a patient's insurability and privacy. That sounds simple enough. However, for healthcare organizations, adhering to HIPAA is a very complex task; their patient data must be organized and stored in a specific way in order to adhere to new standards and ensure the privacy and security of patient data.

The people in the healthcare industry are experts in healthcare, not data processing and analysis; and coming into compliance with HIPAA has been very difficult for them. Initially, these organizations, both large and small, were given until October 2002 to become HIPAA compliant. However, many of them were unable to meet the deadline because they are still using older software and databases that were not designed with HIPAA in mind. They have been granted another year, but they are running out of time, and IT software and service providers are very well positioned to help them meet their deadline.

In short, healthcare organizations are captive audiences for IT businesses right now. Omegasoft Technologies can train Alamance County citizens to provide some of these services, either here, or in our neighboring cities.

## **A CASE IN POINT: AN IT SERVICE PROVIDER SETS UP SHOP IN MEBANE**

One of Omegasoft Technologies' information technology clients is currently exploring the option of moving into a warehouse in Mebane. The majority of its start-up personnel, some of which already live in Alamance County, will be working out of that building. This company has chosen to open its offices in Mebane partly because Omegasoft's offices are located there, and we can provide them with IT talent from both the Triangle and Triad commercial districts. In addition, their sales staff does not need to drive a long distance to call on clients in either area.

If we train local citizens in IT skills, they can work for this client, as well as for any others that move into our area. Alternatively, they can accept jobs in Greensboro, Chapel Hill, Research Triangle Park, Durham, or Raleigh. Either way, we can provide placement services for all parties concerned.

## **CORPORATE PROFILE**

### **Who We Are**

Omegasoft Technologies, Inc. is the IT industry's answer to value-added consulting, staffing, development, and business support services in Alamance County. We are comprised of a circle of IT professionals who are experts in the fields of software engineering, computer networking, database design, information design, graphic design, and training.

### **Our Mission**

Omegasoft Technologies' mission is to provide IT solutions for local businesses so that they prosper and grow, to help residents find and interact with those local businesses, and to help Alamance County citizens find meaningful work near their homes.

## **What Sets Us Apart From Our Competition**

We can help corporations target and accurately fulfill specific staffing and other needs because we are currently working in the industry and understand company projects, operations and requirements.

Prospective employees who are searching for the right contract or permanent position can trust the professionals at Omegasoft Technologies for the same reason: we understand their job requirements because we are IT professionals, just like them.

Our relationships with corporate trainers enable us to offer IT training opportunities that do not currently exist in Alamance County.

## **Additional Services**

In addition to training and staffing, Omegasoft Technologies offers the following IT services to businesses in our county:

- ◆ Free online community billboards for local businesses and residents
- ◆ Web hosting
- ◆ Web site design
- ◆ E-commerce solutions

These services go hand in hand with our focus on business development in Alamance County because companies that move into our county can use them to reach out to prospective customers here.

**APPENDIX**

Attached are computer printouts from the following articles on MSNBC.com and CNN.com.

*NC Lawmakers Defend Trade Vote*

<http://www1.msnbc.com/local/wncn/nbcok8pnyuc.asp>

*Could Your Job Go to China?*

<http://www.cnn.com/2001/CAREER/trends/09/06/china.trade.jobs/index.html>

The following graphic was copied directly from the article *Could Your Job Go to China?*

