



CASE STUDY **ExpressPoint**

When the CEO of ExpressPoint searched for a location in which to expand operations, he had no idea he'd be coming home.

ExpressPoint executives undertook a scientific process to identify Midwestern metropolitan communities that could support their needs. A third party conducted a study that resulted in a detailed analysis of appropriate communities, based on the company's products, shipments, customer base and operations. At that point the Columbus Region was identified as one of four potential communities.

From there, the company analyzed four metros by additional criteria including availability and cost of labor, liveability, ease of access, freeways, airlines etc. The slate was narrowed to two and which time Sandy Bell, CFO and Kelly Dudek, senior vice president of operations visited both communities to meet with city officials and look at available real estate.

They note the Region's strength in logistics as a driving factor for their consideration.

"Logistics is extremely important to our company," said Dudek. "We were impressed by the Region's plans to make Columbus a logistics hub by, as well as their understanding of our company's needs. We know the future of logistics is in the Columbus Region."

After the scientific, data-driven analysis that put the Columbus Region on the consideration list, the final decision came down to customer service.

"A key element in our final decision, came down to a non-scientific aspect, but one that was equally important," said Bell. "Our experience in the Columbus Region and with the Columbus2020 team was definitely a driving factor. The staff in the Columbus2020 office was extremely helpful. They were friendly, cordial and warm and made us feel welcome. This is a significant move for our company."

Bell has a little history with the Region in which ExpressPoint will expand –he was born in Columbus.

ExpressPoint will locate a repair and distribution facility in Grove City, employing 30 people. The company plans to be fully operational in the Columbus Region by the end of February 2012.

About ExpressPoint

ExpressPoint, with over twenty five years of industry experience, enables our partners to grow service revenue by expanding the diversity of products they can service profitably. ExpressPoint delivers high-end service solutions through superior reverse logistics and high-quality repair centers. With strategic locations in both the U.S. and Mexico, ExpressPoint is positioned to drive logistical efficiency and lower overall service costs. ExpressPoint is equipped to support 40+ technologies from 250+ OEMs.