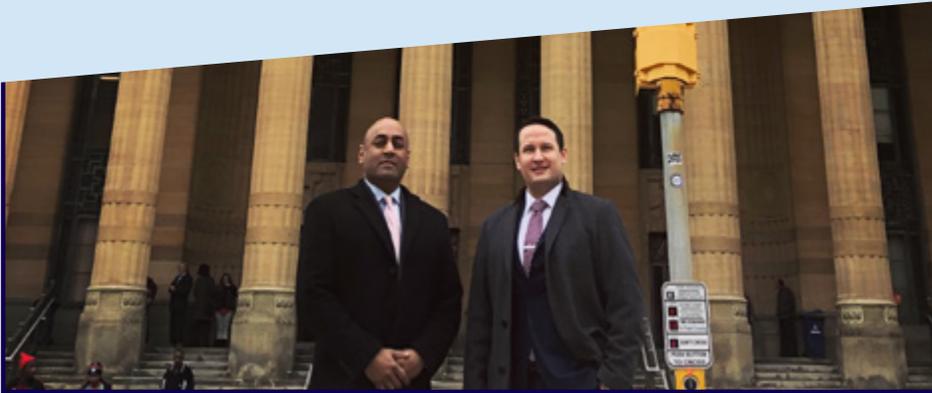




Buffalo scores CloudInsyte's relocation



COMPANY OVERVIEW:

CloudInsyte is a vendor marketplace that matches IT and security service providers with customers. Their platform simplifies and accelerates the due-diligence process of analyzing service providers, saving time, money, and energy for the customer while streamlining the deal process for the provider. The company was started in New York City by Buffalo native Joshua Ferry, who serves as the company's CEO. While living in NYC, Ferry kept his Buffalo Bills season tickets, traveling home to never miss a game from his beloved team. He often refers to the CloudInsyte team as the 'InsyteMafia' after Buffalo's 'Bills Mafia.'



PROJECT SOLUTION:

As CloudInsyte began to expand, Josh and his co-founder, COO Kate Huber, initiated a search to find a location for its growing team – seeking a region with lower costs than New York City without sacrificing top-tier talent and a vibrant lifestyle. Invest Buffalo Niagara (InBN) leveraged the company's emotional connection to the region and began building the business case to make financial sense. CloudInsyte needed affordable office space, access to talent and a dynamic entrepreneurial ecosystem. InBN researched data to show Buffalo's strengths in all those areas. InBN also facilitated meetings with local accounting firms, universities, and incentive providers. Ultimately, CloudInsyte decided Buffalo was the perfect location to lengthen its runway and relocate its headquarters. Its partnership with the University at Buffalo, Launch NY, Z80 Labs and the START-UP NY program were critical to this decision.

PROJECT TYPE:

Advanced Business Services

JOBS: 25

INVESTMENT: \$125,000

INCENTIVES: START-UP NY,
LAUNCH NY, Z80 LABS

“ We already knew Buffalo was a special place. Going through this process just validated that even more. The affordable business climate and, most importantly, the talented people made this an easy decision. Oh and by the way...Go Bills!”

- Joshua Ferry, Co-Founder & CEO