

# AUSTIN iHUB PRESENCE



## Austin: The City on the Cloud

Austin continues to be a strong tech market with growing numbers of startups and significant talent. It is the fastest growing city in the United States,<sup>1</sup> ranked second among America's most innovative cities,<sup>2</sup> and third in job growth behind Silicon Valley.<sup>3</sup> Austin is host to large tech companies, including Google, Apple, Dell, Dropbox, Netflix, Oracle, and Facebook, with a focus on cloud computing.

In today's rapidly changing IT world, it is necessary to adopt a cloud computing strategy to increase flexibility, security, and collaboration within a firm's infrastructure. The adoption of an agile, open cloud strategy that incorporates DevOps methodologies is becoming critical for large enterprise organizations. The Austin iHub positions Booz Allen as a pivotal industry partner to large enterprise and startup companies alike.

### AUSTIN'S PATH TO INNOVATION

#### BOOZ ALLEN'S LONE STAR STRONG SUIT

The Austin iHub is located at the heart of downtown Austin, Texas. Since its inception, the team has supported several clients, including the Department of Veterans Affairs, the General Services Administration, pharmaceutical companies, and banks, with a focus on cloud developments and infrastructure efforts. In addition, Booz Allen guides numerous clients remotely from Austin, further increasing collaborative potential by pairing challenges and startups together. Booz Allen can further leverage its expertise in open source and product development from past projects: Project Jellyfish, CodeLift, and DataLift. These projects have helped

containerize applications and expand on Booz Allen's Open Tech effort. In addition to project work focused on software development, Booz Allen interacts with a constantly evolving group of startup companies developing innovative solutions and tools in healthcare, energy, and digital solutions.

#### ENTREPRENEURSHIP IN AUSTIN'S CENTER OF GRAVITY

Booz Allen has a dedicated space co-located within Capital Factory (CF), "Austin's center of gravity for entrepreneurs." CF houses more than 400 startup and accelerator companies with all their additional partners, mentors, and investors. In 2014 alone, CF has hosted more than 720 events with 32,000+ people attending. Top tier investors such

### Booz Allen's iHub Network

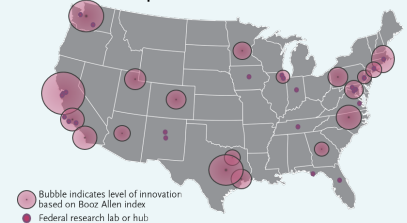
Delivering innovative solutions to clients' toughest challenges, directly from the source

#### WHAT IS AN iHUB?

- + A concentration of accelerated ideation and entrepreneurship
- + A formal and informal network of investors, entrepreneurs, patents, and cutting-edge companies

That exists and is defined independently of Booz Allen

Top Innovation Index Locations



#### DIFFERENTIATING CLIENT SOLUTIONS WITH 6 SOURCES OF VALUE

- + Build and maintain relationships and alliances with incubator-accelerators, startups, and investors
- + Explore and target new-edge, emerging, and transformational technologies
- + Provide differentiated service offerings to new and existing clients
- + Further develop and engage a distinctive and innovative culture within Booz Allen
- + Recruit and retain top-notch talent with strategic hiring practices and flexible opportunities for staff
- + Enhance and expand the Booz Allen brand through targeted events and engagements

To engage with Booz Allen's iHub Network, contact:

BOOZ ALLEN'S CULTURE OF INNOVATION TEAM  
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as Austin Ventures, Triton Ventures, S3 Ventures, and G51 are commonly seen at CF. Booz Allen has also established partnerships with companies MakerSquare, Chaotic Moon, and ThoughtBot to bolster innovation. The combination of seasoned entrepreneurs and well-connected clients serves an opportunity to identify problems and deliver influential decisions.

#### **UNIVERSITY BRAIN CAPITAL**

The University of Texas (UT) and Booz Allen have formed a strong alliance to host forums and events such as the SXSW Interactive conference, Austin Startup Week, and Austin Innovation A-List to bring together technologists to solve the toughest challenges. Booz Allen provides the final puzzle piece of the innovation ecosystem: incumbency with existing government and commercial clients to take an idea through its full execution strategy.

#### **TECH TALENT POOL**

There are more than 400,000 students within 100 miles of Austin.<sup>4</sup> Booz Allen has access to this increasingly computer science-oriented group of students through CF Career Fairs, SXSW Career fairs, and UT Austin recruitment. Due to the low cost of living in Austin, many fresh graduates decide to stay in Austin and pave their paths into the tech sector. Booz Allen's Austin iHub allows the firm to hire the best and brightest minds in the technology industry.

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#### *About Booz Allen*

Booz Allen Hamilton has been at the forefront of strategy, technology, and engineering for more than 100 years. Booz Allen partners with private and public sector clients across the globe to solve their most difficult challenges. To learn more, visit [www.boozallen.com](http://www.boozallen.com). (NYSE: BAH)

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1 [http://www.slate.com/blogs/moneybox/2015/05/21/population\\_growth\\_in\\_u\\_s\\_cities\\_austin\\_is\\_blowing\\_away\\_the\\_competition.html](http://www.slate.com/blogs/moneybox/2015/05/21/population_growth_in_u_s_cities_austin_is_blowing_away_the_competition.html)

2 <http://www.forbes.com/2010/05/24/patents-funding-jobs-technology-innovative-cities.html>

3 <http://www.forbes.com/sites/kurtbadenhausen/2014/07/23/naples-austin-head-list-of-best-cities-for-job-growth/#6c2f739b4e71>

4 <http://www.strategicstaff.com/locations/team-texas/>