WHO'S WHO
Celebrating 100 leaders in the hospitality industry.
HOSPITALITY QUARTERLY
SECTION B

COBB COUNTY FACEOFF
BARNES LEADS
CHARGE IN HOME
DEPOT BREACH CASE

BY ELLIE HENSLEY
ehensley@bizjournals.com

Former Georgia governor and
renowned Cobb County resident
Roy Barnes is ready to duke it out
in court with The Home Depot Inc. –
perhaps Cobb's best-known company –
over its 2014 data breach.
Barnes, along with his partner John
Bevis, is acting as "liaison counsel with
lead responsibilities" in the federal
class-action lawsuit against the home
improvement giant. He said the case
concerns the "most egregious" breach
he's ever seen.
The data breach occurred between
April and September of 2014 and affected
an estimated 56 million customers.
The case is being overseen by Judge
Thomas W. Thrash in the U.S. District
Court in Atlanta. Barnes is representing
the consumer side of the lawsuit. The
financial institutions that filed suit are
being handled separately.
"I'm from Cobb and there are many
companies in Cobb, but when they do
something wrong, I don't think you
forgive them for that," said Barnes.
Barnes said Home Depot was told as
far back as 2004 they needed to beef up
their security, but the company chose
to cut costs instead. And after obtaining
names, addresses and emails, the hack-
ers had enough information to track
down Social Security numbers, he said.
"[Home Depot] shirked responsibility

THE LIST
Georgia
State Parks 24A

Atlanta's hottest apps
We're not Silicon Valley or Seattle,
but Atlanta is growing as an app town.

COVER STORY

A new ride may rise beside the 20-story Ferris wheel.

Drop ride may double downtown thrills

BY MARIA SAPORTA AND AMY WENK
maria@saportareport.com; awenk@bizjournals.com

The owners of SkyView Atlanta are
planning a new attraction that would
be taller and aims to be more thrilling
than the 20-story Ferris wheel overlooking
Centennial Olympic Park.

SkyView Atlanta, which is celebrating its
second anniversary on July 16, has extended
its land lease under the Ferris wheel for
another 20 years.

And it has entered into a 20-year lease on
an adjacent piece of property where it plans
to develop the second attraction.

"We are designing a ride that's never been
done before," said Todd Schneider, one of
the owners of SkyView Atlanta. "It will be
a different attraction to complement what
is already there. It's bigger than the Fer-
sis wheel, and it has a little more of a thrill
element to it. It will offer people an interesting
perspective of the park."

Schneider said the new attraction will be
a combination of an "observation and drop
ride" experience (think Free Fall or Tower of
Terror). He estimated that the owners will be
investing about $5 million to develop the ride.

CONTINUED ON PAGE 17A

THE INSIDER
Milton Clipper is retiring from Public Broadcasting
Atlanta. • 6A

Executive hobby
Pope Bullock's decoy
collection is just ducky.
26A

July 10-16, 2015
60 PAGES • $2.00

EXECUTIVE HUB
Atlanta's hottest apps
We're not Silicon Valley or Seattle,
but Atlanta is growing as an app town.

CONTINUED ON PAGE 21A

NORTH FULTON COUNTY MARKET REPORT
A sense of place
North Fulton cities
create city centers
to spark redevelopment,
sense of community.

CONTINUED ON PAGE 28A

SUBSCRIBE TO THE CHRONICLE
call
(404) 29-1010 7-222/674-2810
www.atlantabusinesschronicle.com

PRINTED BY
EAGLEGRAPHICAL

FOR BIZJOURNALS
STRATEGIES
ideas for growing business

Source of pride

ATLANTA-BASED RURAL SOURCING INC. CREATING IT JOBS IN U.S.

BY GARY A. WITTE
Contributing Writer

While it's common to think of moving jobs overseas as a way to cut costs, an Atlanta company has worked to accomplish the same goal by keeping those jobs in the United States.

Rural Sourcing Inc. has accumulated numerous plaudits for its successes in building software development centers in the Southeast and is set to double in size within the next 24 months.

For the past three years running, the company has won the IAOP Rising Star award. This year it earned a Pacemaker Award as one of the top 100 fastest growing privately held companies in Atlanta and its CEO, Monty Hamilton, was a finalist for the Southeast Ernst & Young Entrepreneur of the Year award.

"Monty embodies the spirit of a true entrepreneur, and that is evidenced by his risk-taking nature to rebuild a struggling company in a developing industry," Ernst & Young Principal Brad Duncan said. "His perseverance has resulted in an increase of interest and recognition of his business concept."

Rural Sourcing offers itself as an alternative to businesses looking to outsource their Information Technology work. And instead of saving money by placing the resulting development centers overseas, the company saves money by placing them in smaller cities.

"Offshore works for some things, but certainly not everything," Hamilton said. "What you have to look at is the total cost of ownership."

Nationwide, domestic delivery centers for service providers have increased 58 percent over the past 10 years. South is the leading region in terms of new domestic centers being set up with 130 new delivery centers established from 2000-2014.

"Approximately 82 percent of the delivery centers hire only local resources," said Jag Dalal, chief advisor of thought leadership for the IAOP's Domestic Outsourcing Service Providers Embrace Onshoring, a May 2015 study by the Everest Group.

Some companies have 'Buy American' as their mantra, Dalal said.

"Currently, it is the most cost-effective destination. Some companies are also finding some of the offshore destinations are more difficult to manage from a socio-political economic standpoint," Dalal said, citing political unrest in countries such as India, Ukraine, Egypt and Mexico.

The social benefits of keeping one's business in the U.S. can result in dividends as well.

"Some companies have ‘Buy American’ as their mantra," Dalal said.

"We're also finding some of the offshoring destinations are more difficult to manage from a socio-political economic standpoint," Dalal said, citing political unrest in countries such as India, Ukraine, Egypt and Mexico.

The social benefits of keeping one's business in the U.S. can result in dividends as well.

"Offshore works for some things, but certainly not everything."

Monty Hamilton, Rural Sourcing Inc.

For instance, in Mobile, the company developed a former Buick dealership and turned an industrial building into its workplace. A developer is planning to build a 100-unit apartment complex across the street, while the city will conduct a study to turn the five blocks between the building and the federal courthouse into a technology corridor.

Hamilton said he wants to be able to show a new hire just how close the places they can eat and live are to where they work.

"We really want to be a catalyst in that location," he said. "A rising tide lifts all ships, right?"

For their customers, the company offers services without the impediments they might face from an overseas location. There are no language barriers, there are fewer management costs, hours of operation can be expected to overlap with the customers and services can be provided

CONTINUED ON PAGE 26A
CONTINUED FROM PAGE 25A

in a timely manner.

"Under our model, we’re obviously working very closely with our counterparts," Hamilton said. "Their total cost of ownership is less with our model."

During the past three to five years, time has become a critical factor in services and products in the industry, he said, adding a year is no longer an acceptable waiting period for creation of an app.

"We used to measure IT by years and months, now we measure them in weeks and days," Hamilton said.

The company is currently three months into its expansion intentions. Rural Sourcing is planning three more software development centers within the next two years, but it has not announced the locations yet.

"We’ve successfully created hundreds of jobs," Hamilton said. "Our goal is to create thousands of jobs across the U.S."

Dalal said the global economy and other factors means that offshoring will not go away despite the growing popularity of onshoring. Yet America can take advantage of this through attracting foreign companies here.

He cited Japanese and German car manufacturers who have realized the cost savings of making and selling their cars here. With preparation, the U.S. can take advantage of this kind of offshoring.

"In order to do that, we have to make the investment in the technology and skilling the people," Dalal said.