

REAL TALENT

Fast-growing software and IT companies like Panasonic, CloudCheckr, Datto, ITX and Security Risk Advisors get top-tier talent, cloud computing and cybersecurity expertise—and a fast track to profitability—in the Greater Rochester, NY region.

"The proximity to top colleges and industry-leading companies, in addition to the quality of life in Western New York, made the decision to open our second office in Rochester an easy one."

—Mike Pinch, Director, Security Risk Advisors

**GET
REAL**
IN GREATER
ROCHESTER
NEW YORK

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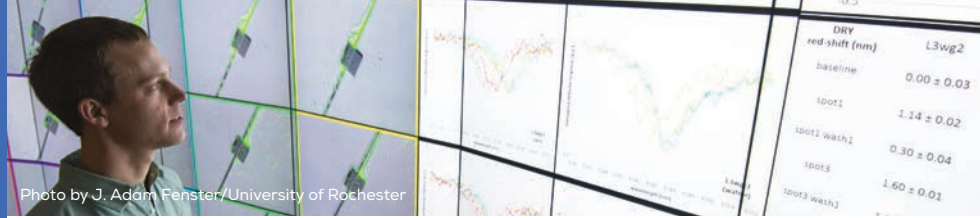
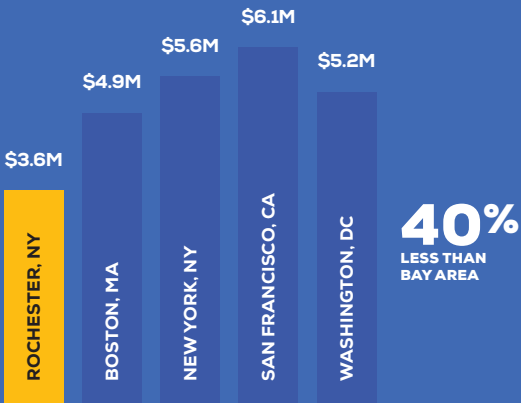


Photo by J. Adam Fenster/University of Rochester

“Make profits of \$1 million a year more in Rochester, NY than in Boston, New York City, San Francisco or DC.”

The timeline to greater profitability for companies with 50+ employees is shorter here than in other major high-tech hubs.

TOTAL TECH FIRM COSTS¹



#1

market in the US for hiring opportunities for cybersecurity talent

—CBRE Labor Analytics, 2020

#1

for degrees in STEM programs among large metro areas

—US Department of Education, 2018; rankings per-capita analysis

#1

Best Place to Live in the Northeast and 7th Best Place to Live in the US after COVID-19

—Business Insider, 2020

49%

lower commercial real estate rates than the national average

—CBRE, 2020

“Attracting smart local talent allows Datto to grow here and gives employees the opportunity to take advantage of living in an affordable and welcoming city like Rochester.”

—Austin McChord, Founder, Datto

Fast Track to Profitability

Software and IT companies like Panasonic, ITX, CloudCheckr, Security Risk Advisors and Datto all thrive here because of the area’s significantly lower real estate costs, uber-qualified talent and world-class R&D resources.

ROCHESTER INSTITUTE OF TECHNOLOGY (RIT)

- Top-ranked co-op program for highly qualified talent
- Media, Arts, Games, Interaction and Creativity (MAGIC) Center
- Global Cybersecurity Institute
- 100+ courses include artificial intelligence, Python programming and data science

UNIVERSITY OF ROCHESTER (UR)

- Goergen Institute for Data Science’s world-class research tools
- Center for Emerging and Innovative Sciences

THE AREA’S GROWING NUMBER OF INCUBATORS AND ACCELERATORS

- NextCorps
- RIT Venture Creations
- UR Ventures

TOP-RANKED PROGRAMS IN MANY HIGH-TECH FIELDS

- Software engineering
- Computer science
- Optics
- Interactive technologies
- Bioinformatics
- Video Game and Interactive Digital Design
- Cybersecurity

13TH BEST PLACE TO LIVE IN THE US FOR QUALITY OF LIFE

—US News & World Report, 2018

Affordable housing, short commutes, outdoor recreation and great schools, healthcare and culture. Now that’s the life!

Everything you need to drive innovation and fuel growth, for real.

Greater Rochester Enterprise connects you to talent and resources to accelerate your business in Greater Rochester, NY. Join our thriving community!

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¹CBRE 2019 Scoring Tech Talent Across North America