



InComm chooses Georgia for its new U.S. headquarters

CHALLENGE

InComm is a market leader in new payment technologies and solutions in the U.S. InComm started as a provider of long-distance telephone cards in 1992. Since then, it has created a payments network that activates and deeply integrates into the point of sale, allowing partners to sell products like closed-loop and open-loop cards, wireless and digital content, and offer services that create loyalty through incentives and rewards for consumers. “We are always looking at putting another ornament on our tree,” said InComm’s COO/CFO Scott Meyerhoff. InComm has evolved from a garage-based startup to an international company and leading provider of prepaid payment solutions in just over two decades.

With 500,000 points of distribution, more than 700 brand partners and 2,300 employees globally that help process \$40 billion in transaction volume, it is evident that InComm has grown substantially. To keep up with its growth strategies, and to service its business needs, InComm has acquired a host of companies across the country and around the globe. Domestically, the acquisition of companies in such markets as Salt Lake City, Portland, Dallas, Seattle and Jacksonville have increased InComm’s footprint substantially. In the process of each acquisition, InComm was faced with a pitch from the local market for InComm to consider relocating its growing business. The company’s executives were forced to repeatedly answer the question, “Should we stay or should we go?”

SOLUTION

“We were founded in 1992 by Brooks Smith and have always been headquartered in Atlanta,” said Meyerhoff. “During our recent growth stage we have acquired companies in several major markets across the country that have all courted us heavily for relocation. We did an extensive evaluation of all potential markets for our company in terms of man-power, resources and capital, and the high-tech corridor that continued to make the most sense for us was Atlanta.”

Company:

InComm

Facility Type:

Financial Technology (FinTech)

Jobs & Investment:

more than 275 | \$20 million

What Georgia offers:

- Access to industry talent in a variety of industries (IT, marketing, design, law and others)
- Opportunity to stay in “Transaction Alley,” the FinTech capital of the United States
- Access to premier telephony assets and fiber network infrastructure that serves the world
- International access through Hartsfield-Jackson Atlanta International Airport
- Location averse to natural disasters (earthquakes, hurricanes, etc.)
- Home to the American Transaction Processors Coalition (ATPC) and the state’s college and university systems to better prepare students for industry workforce needs

Incentives:

- Estimated cost savings of \$1M+
- Opportunity Zone tax incentives and sales tax credits for buying hardware / software
- Alignment of key personnel needs with programs of study included in the governor’s High Demand Career Initiative and Strategic Industry Workforce Grants programs
- Training and retraining program tax credits through the Technical College System of Georgia (TCSG)



InComm’s reach within Georgia expands well beyond its global headquarters in Downtown Atlanta, including facilities in Newnan, Alpharetta, Norcross and Columbus.

InComm decided to stay in Atlanta for a number of reasons. The existing telephony assets and fiber network infrastructure located here in Atlanta played a significant role. The fact that Georgia has such a business-friendly environment replete with government support and favorable regulations for FinTech companies, on both the local and state levels, also was important. In addition, Georgia boasts top-level talent in multiple industries, and InComm collaborates with ATPC and with the state’s college and university systems to ensure students have the necessary skills to succeed in the FinTech industry and at InComm.

“Every time we evaluated options for relocation, we continually landed on Georgia as the best place for us,” said Meyerhoff. “The ecosystem here is the best in the world. If you are a company that’s growing or starting up in this industry, the right combination of assets to be successful exists here in Georgia.”

RESULTS

To sweeten the pot further, a strategic meeting led InComm to discover a range of previously unknown benefits and incentives offered by the Georgia Department of Economic Development (GDEcD). When the ATPC was formed in 2014, Economic Development Director for GDEcD, Mary Ellen McClanahan, met with InComm executives to see how they could help.

When InComm recently expanded with facilities in Norcross and Peachtree Corners, GDEcD discovered a variety of tax breaks and credits of which InComm could take advantage. According to McClanahan, “When we learned that InComm’s headquarters was located in an Opportunity Zone, we found ways to help them grow affordably.” In addition to the Opportunity Zone benefits, the company was able to take advantage of sales tax credits that allowed them to save on the purchase of new software and hardware. Further, marrying InComm’s retraining programs with programs offered through TCSG allowed the company to take advantage of significant bottom-line savings through retraining tax credits.

Added Meyerhoff, “Georgia has proven time and time again why it’s ranked as a top state for business. They understand our needs; they proactively find ways to help; and they ultimately are partners in our success.”

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