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## Nashville Business Journal

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# Calif. tech firm opens office, plans to grow to 50 people

Nashville Business Journal - August 18, 2006 by [Erin Lawley](#) Nashville Business Journal

A California-based technology company is the latest to sing Middle Tennessee's economic development praises after opening a West End office earlier this month.

Ignify specializes in business consulting and the creation of customizable accounting and e-commerce software platforms for mid-market businesses. President and CEO Sandeep Walia says the Nashville area's mix of growth, lower costs and quality of life made his move an easy one.

"The Nissan move is not just one-off in my mind. It's part of a larger trend of businesses leaving high-cost areas like California and moving to lower-cost areas," says Walia. "And I can understand why businesses want to move there because the cost of labor is lower and it has all the amenities of a big city without all the problems."

Ignify launched in 1999 and has 200 employees spread across its five offices - two in California, two in India and one in Toronto. Its clients include companies such as Black & Decker, the University of California and Nashville-based Asurion.

Locally, the company has 15 people on board and has set up shop in 1,500 square feet at 3200 West End Ave. By March, Walia expects to have 50 people on the ground here, which could lead him to take on more space.

With a staff of 50, his company would be one of the top 20 IT employers in the region, according to Business Journal research.

Landing contracts with other relocating and expanding companies and better serving existing clients in the Southeast should lead to that growth, Walia says. And when it comes time to beef up the work force, the company plans to tap into the market's local talent. Some of the location's inaugural employees are Vanderbilt University recruits.

Once the Nashville location is rolling, Ignify plans to continue opening offices in the U.S. and internationally. Upcoming possibilities include New York, London, China and Bangkok.

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