

Charlotte's IP Address:

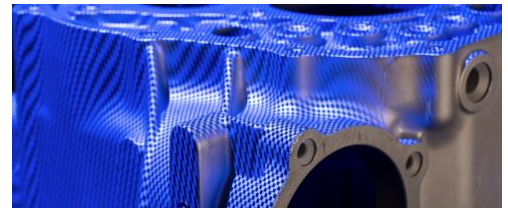
Intelligent Partnership

PORTAL Building UNC Charlotte



PROBLEM

GOM develops, produces and distributes software, machines and systems for industrial and automated 3D coordinate measuring technology and 3D testing based on latest research results and innovative technologies. GOM's headquarters is in Germany, but have been selling their products in the US for years through a distributor. They wanted to open a US office and begin direct sales and services to customers in North America. They sought a small, flexible office to begin with, but one that would allow them to grow as needed.



SOLUTION

The PORTAL Building on the Charlotte Research Institute campus was built to foster collaboration with industry. With flexible, built-out office suites in a "class-A" setting, with furniture and flexible lease terms, GOM Americas was able to move into a suite large enough for them to start quickly and easily. PORTAL is also adjacent to UNC Charlotte's College of Engineering with one of the strongest precision metrology programs in the world.

RESULTS

GOM Americas has expanded, added equipment, hosted demonstrations with global (in one of PORTAL's five conference rooms), and hired UNC Charlotte students. Definitely an "INTELLIGENT PARTNERSHIP."



The **Office of Research Partnerships** is the gateway for business-government-university partnerships at UNC Charlotte - North Carolina's urban research university. We enhance the region's innovation and economic development through collaboration between UNC Charlotte's exceptional faculty, academic talent, industry, entrepreneurs, and government agencies.

For more information on how to create an **Intelligent Partnership** for your business call the Office of Research Partnerships at 704.687.7573 or look us up at partnerships.charlotte.edu

