

# This is Greater Birmingham, UK



Business  
Birmingham  
West Midlands Growth Company

# This is Advanced



Advanced is a British business success story, having grown to become the second largest software provider to the UK market in just eight years. It is undergoing one of the largest transformations of any UK business, which includes the launch of a major talent hiring programme.



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Find out more about Advanced  
[oneadvanced.com](http://oneadvanced.com)

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Advanced is looking to create a number of opportunities across the Midlands, adding 1,000 new roles over its first 18 months in the region.



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## Why relocating

Last year, Advanced relocated to the Midlands and has successfully launched a brand new HQ at The Mailbox in Birmingham. Gordon Wilson, CEO, Advanced said: “The launch of our new Birmingham office is a key milestone in our business growth strategy and the talent acquisition programme represents a great opportunity for individuals considering a career in IT.”

## Why Birmingham

The company has a large local talent base from which to recruit, with some 40,000 students studying computer science or business at top performing universities in Birmingham each year. The region is one of the largest tech and digital clusters in the UK with more than 32,000 people employed in the sector, making it the ideal place for Advanced to continue with its expansion plans.

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## What Greater Birmingham offers

For Gordon, the decision to move to Birmingham was the obvious next step for the company: “We are passionate about identifying dynamic, high performing and motivated individuals who are invaluable to our future expansion and who will make a major contribution to our company culture. Birmingham is the clear choice given it has the UK’s largest regional urban economy and is the most popular destination outside the South East for mass millennial migration.”

Following its acquisition by Vista Equity Partners in 2015, Advanced has undergone significant transformation and investment, creating a platform for further growth. The company’s move to Birmingham demonstrates the strength of the city’s offer for major British brands looking to move to the region.

Neil Rami, Chief Executive, West Midlands Growth Company, commented: “With 6,000 firms in Greater Birmingham employing 32,000 people and delivering £1.6 billion to the local economy, Advanced is joining one of the UK’s best performing digital economies.

“Tech companies are increasingly looking to our region’s offer to set up, thrive and expand. The strength of this sector means Advanced has a large local talent base from which to recruit, with some 40,000 students studying computer science or business in Birmingham each year.”



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## About Business Birmingham

Business Birmingham is Greater Birmingham’s official inward investment programme; part of the West Midlands Growth Company (WMGC). Business Birmingham was recently named as the best regional Investment Promotion Agency in Western Europe by Site Selection magazine.

This project is partially funded by the England 2014 to 2020 European Structural and Investment Funds Growth Programme through its ERDF Investing in Greater Birmingham Project. Business Birmingham aims to position Greater Birmingham as a leading inward investment location and major engine of UK growth. For more information, visit Business Birmingham’s website or sign up to its newsletter.

## European Regional Development Fund

The project has received funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department for Communities and Local Government (and in London the intermediate body Greater London Authority) is the Managing Authority for European Regional Development Fund.



EUROPEAN UNION  
European Regional Development Fund

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