

Georgia Tech Ties Ease French Firm's U.S. Move

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01.12.11

Metz, France - The **Georgia Institute of Technology's** long-time connection with Metz, France, is beginning to pay dividends in the form of business recruitment.

ProConsultant Informatique, a Metz-based media software company, opened an office Jan. 10 at Tech's **Advanced Technology Development Center** in **Atlanta**.

Herve Obed, company founder and CEO, told **GlobalAtlanta** in Metz that he chose the Georgia Tech incubator because of the long-standing ties between Metz and the university through the **Georgia Tech Lorraine** campus.

Georgia Tech recently celebrated the 20-year anniversary of its educational and research facility in Metz and announced plans to develop the **Lafayette Institute**, a \$30 million center for the commercialization of the campus' research applications.

"With a U.S.-based presence we hope to expand the reach of our solutions for addressing the challenges of content providers in the multi-channel, multi-platform world," Mr. Obed said.

ProConsultant software products are designed to reduce the complexity of managing content production and distribution.

The company's LOUISE product is an integrated business information system for managing media programming across multiple platforms.

CINDY, another ProConsultant product, is an advertising application that manages ad placements in a variety of media applications.

Mr. Obed launched his company in the late 1990s in France with software for managing television content. It now receives 70 percent of its annual revenues from overseas sales. Annual revenues reportedly amount to some €5 million (about \$6.5 million).

Although the company has been successful in **Canada**, Mr. Obed delayed entering the U.S. But in cooperation with Georgia Tech he feels confident that he can tackle it successfully now.

Brigitte Hubert, deputy director of Georgia Tech Lorraine, told GlobalAtlanta that ProConsultant is the first high-tech company from Metz to open an Atlanta

office.

"Even with the network of Metz-Atlanta connections, entering the U.S. is challenging," she said. "The U.S. market is such a large market, it remains a challenge for a small- to medium-sized company from abroad."

Having a base at the Advanced Technology Development Center should provide an important platform for the company to expose its products, she added.

The development center is part of the university's **Enterprise Innovation Institute**, which helps Georgia firms improve their competitiveness through the application of science, technology and innovation.

For more information about ProConsultant, call **Janice Dolan** at **(617) 817-6595** or send an email to janice@zazilmediagroup.com.

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Visit www.GT-Lorraine.eu for more information about Georgia Tech's Metz campus.