
Atomic Object – Company Fact Sheet

What We Do

We build custom software products for clients ranging from startups to Fortune 500 companies. Our software may be our client's entire offering (a web or mobile app for a startup), or it may be a critical part of their product (e.g. embedded software to control a camera in a car), or a component of their consulting business (e.g. a desktop app simulator), or a critical part of their operation (e.g. an insurance eligibility service).

Services Offered

- Custom software product development
- Software development process and practices training
- Technical consulting services

What Makes Us Unusual

We were early pioneers and continue to innovate with agile software development practices such as pair programming and test-driven, iterative development. We are at the forefront of integrating user experience design with the agile development process.

A focus on software craftsmanship allows us to practice across many technical domains including web, desktop, embedded and mobile.

Who We Are

Atomic Object was founded in September 2001 by Carl Erickson and Bill Bereza in Grand Rapids, Michigan.

In 2009, we began broadening our ownership base with a purchase option for long-term employees. The current employee-owners are Carl Erickson, Micah Alles, Patrick Bacon, David Crosby, Shawn Crowley, Karlin Fox, Michael Marsiglia, and Scott Miller.

President: Carl Erickson

Number of offices: 1

Number of employees: 29 (as of October 2010)

New hires in 2009: 4

New hires in 2010: 5 (as of October)

Number of contractors: 0

Guiding principle: To be great, not big

Recent Recognition

Atomic was honored with a 2010 Alfred P. Sloan Award for Business Excellence in Workplace Flexibility. This award recognizes employers of all sizes and types in the state of Michigan and across the country who are using workplace flexibility as a strategy to increase workplace effectiveness and yield positive business results.

Atomic Object was ranked at 2908 on *Inc. Magazine's* "Inc 5000" – a list of America's fastest-growing private companies.

Atomic has been recognized as one of the 2010 "Michigan 50 Companies to Watch," an awards program sponsored by the Edward Lowe Foundation and presented by Michigan Celebrates Small Business.

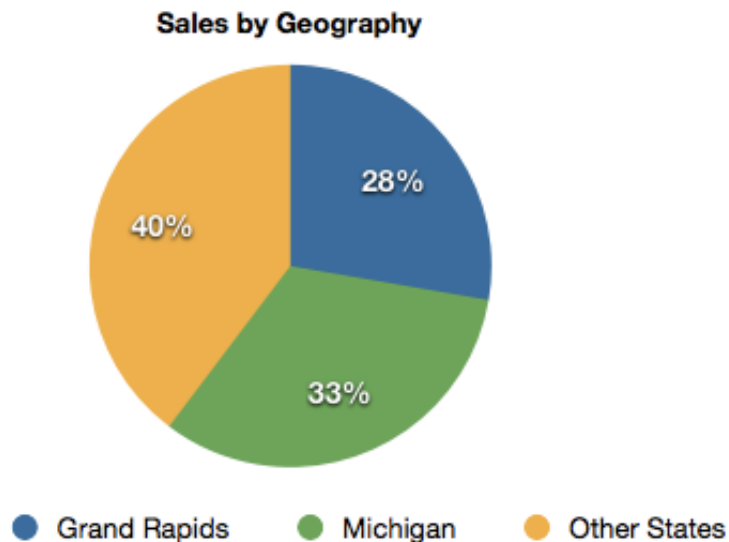
Business Metrics

Revenue: \$3,410,000 (2009)

Compound annual growth rate, since first full year: 32.2%

Sales by geography, 2009:

- Grand Rapids, 28%
- Other Michigan, 33%
- Other States, 40%



Clients

Our clients range from startups (Bloomfire, Realius, Catalog Choice, The Common) to the Fortune 500 (The World Bank, Fiserv, Herman Miller, Whirlpool).

Industries: test and measurement, health services, automotive, web, distribution, non-profit, financial services, office furniture, monitoring, industrial automation

Incubation

We've incubated several companies as part of our own growth strategy. Blue Medora (<http://bluemedora.com/>) is the leader in extending IBM's Tivoli Monitor software. Mock Draft Central (<http://mockdraftcentral.com/>) has award-winning fantasy sports software and was acquired in January 2010.

Press Contact

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