



14 Ideas to Promote your Business

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Michigan's Economic Bright Spots and Entrepreneurs Run Full Throttle

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Kyyba Inc.

Farmington Hills
www.kyyba.com

Staying in a posture that both anticipates customer growth and is able to respond to new opportunities is at the heart of the thinking behind Kyyba Inc. The firm, a 300-strong IT and engineering staff company, was formed in 1997 after its founder, engineer Tel K. Ganesan left the comfort of an automaker to go out on his own. Today Ganesan acknowledges that Kyyba's growth is one based on diversification as well as that sense of anticipation. "When a major customer experienced significant growth, we were able to capitalize on that and provide the necessary requirements to take on this new lead." While Ganesan is a native of India (where Kyyba has offices in addition to its Farmington Hills headquarters), he says Michigan's "on the rise" business climate is good for his company. "Kyyba is on a high-growth path and to accelerate that growth we need more advanced management who have the capabilities to handle these new set of challenges and expectations," says Ganesan. His strategy? "We are constantly seeking out talent and are providing the right culture and work environment to attract those types of workers."



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By J.D. Booth
 June 27, 2013

Take a look at some of the region's most innovative businesses and the people who start and run them, and it's clear -- Michigan is one special place in which to do business.

Indeed, in good times, bad times and in between—those periods of economic recovery during which we take a deep breath or two in hope—there remain standout businesses that almost can't help themselves but be successful.

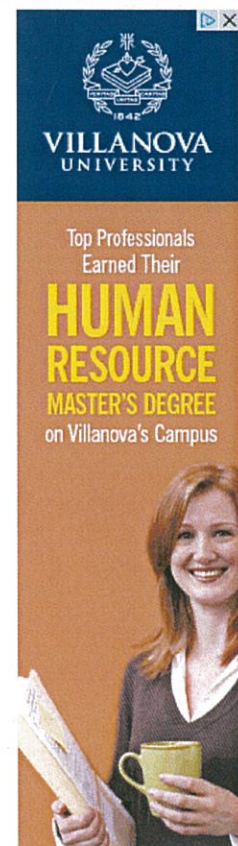
They're the businesses that are running full throttle, gaining market share, serving customers in new and unique ways, and



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