

Tech in Addison: A Hub for Innovation

BI-WEEKLY REPORT

PREPARED BY:

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A World Transformed by Tech

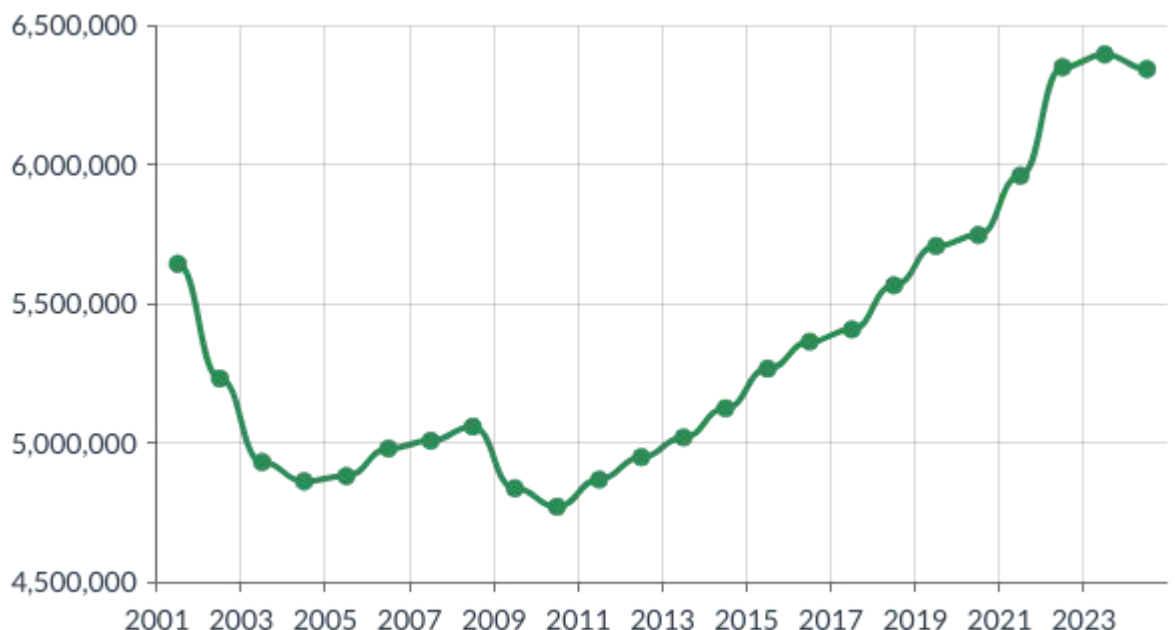
Over the past three decades, the technology industry has driven global transformation, reshaping how we live, work, and connect. From the internet's rapid adoption in the 1990s—when global users surged from 2.8 million to over 5.4 billion today—to the exponential growth of mobile technology, now exceeding 6.3 billion subscriptions, the sector has revolutionized communication and commerce. Advances in artificial intelligence, e-commerce platforms, and cloud computing have fueled its dominance. Meanwhile, industries like cybersecurity and semiconductor manufacturing have grown dramatically, with the latter expanding from \$51 billion in 1990 to over \$600 billion in 2022.

Despite the technology sector's explosive growth, this expansion has not required proportional job growth. As shown in the graph below, tech industry jobs grew from 5.6 million in 2001 to 6.3 million in 2024, recovering from a post-dot-com low of 4.8 million in 2004. This trend reflects the sector's focus on efficiency and productivity, enabling greater output with fewer resources.

In Addison, technology forms a cornerstone of the economy. The town's strategic location and advanced infrastructure have attracted leading tech companies in software, telecommunications, and e-commerce. Positioned as a hub of innovation within the Dallas-Fort Worth region, Addison offers unique advantages for technology businesses. This report explores the trends, opportunities, and strengths that make Addison a prime destination for tech innovation.

Tech Jobs in the US 2001-2024

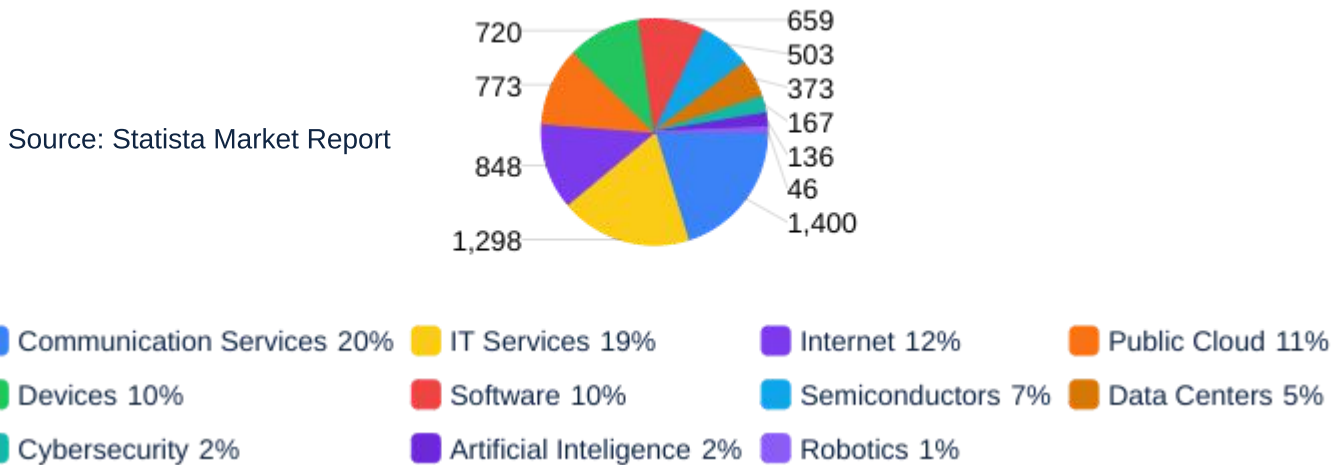
Source: JobsEQ



The Modern Tech Sector

The tech sector produces a wide array of technologies, each playing a critical role in driving innovation and meeting global demand. Over time, the technologies produced by the sector and the industries that form it have evolved significantly, adapting to advancements in research, shifts in consumer needs, and changes in the global economy. As shown in the graph, communication services currently lead the industry, generating 20% of total revenue in 2023, followed closely by IT services at 19%. Internet technology, public cloud solutions, and devices each contribute significantly, reflecting their foundational role in digital transformation. Software, semiconductors, and data centers highlight the infrastructure supporting modern advancements, while cybersecurity, artificial intelligence, and robotics represent emerging fields poised for rapid growth. The graph captures the current composition of technologies shaping the modern tech sector, highlighting how diverse and multifaceted the modern tech sector has become.

Revenue by Technology in US in 2023 (In Billions of USD)

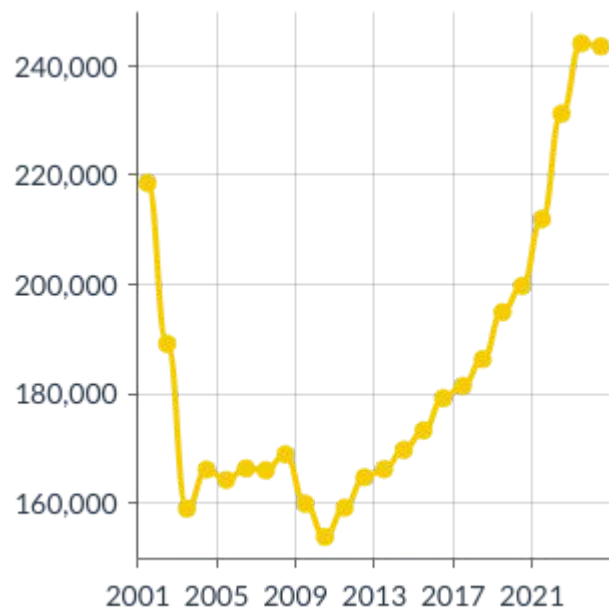


Tech Sector Growth in DFW

The Dallas-Fort Worth (DFW) region is an increasingly important hub for the tech industry, supported by its robust infrastructure, skilled workforce, and business-friendly environment. The area employs 1 in every 25 tech workers in the United States, making it a key contributor to the national tech workforce. With a location quotient of 1.34, DFW has a higher concentration of tech workers compared to the national average. A location quotient is a measure of how concentrated an industry is in a specific region compared to the national average. As seen in this graph, DFW's tech job growth has followed a very similar pattern to that of the US. It's position as a tech hub has remained consistent since the turn of the century

Tech Jobs in DFW 2001-2024

Source: JobsEQ

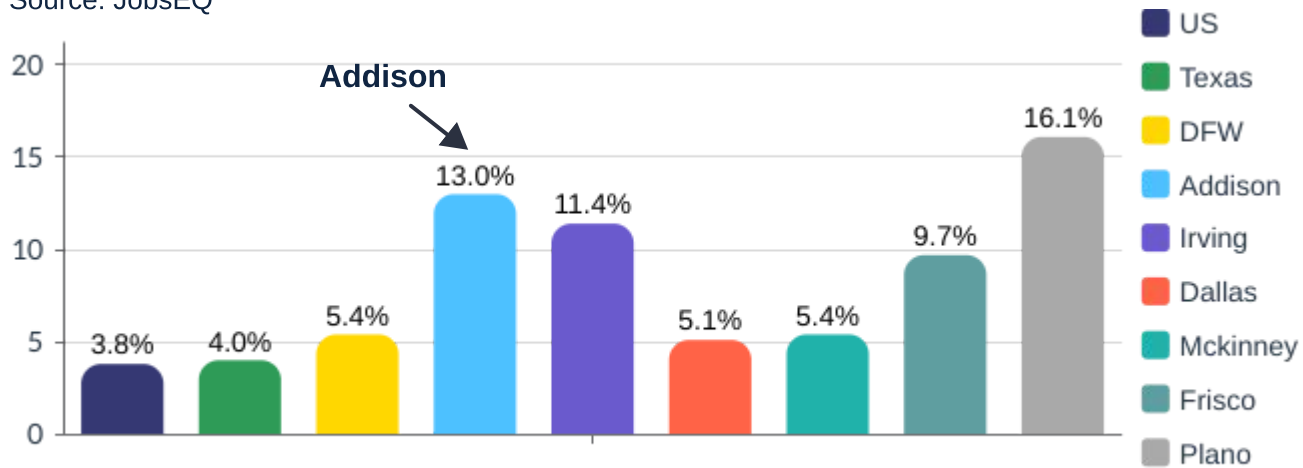


Addison: DFW's Tech Heart

As previously mentioned, the Dallas-Fort Worth (DFW) region has solidified its position as a leading hub for technology, boasting a tech location quotient of 1.34. This indicates that the concentration of tech workers in DFW is 34% higher than the national average. Within this dynamic region, Addison stands out with a location quotient of 2.41 compared to DFW, a concentration of tech workers 141% above the area's average. When measured against the national average, Addison's location quotient soars to 3.42, underscoring Addison's heavy reliance on the tech sector as a cornerstone of its economic structure. The graph below provides a visual comparison of the percentage of the total workforce working in Tech across different cities in the region, as well as state and national averages. It highlights Addison's specialization in the tech sector. Addison's economy has a higher concentration of tech workers than every other municipality in the area except for Plano.

Percentage of Workforce Working in the Tech Sector

Source: JobsEQ



Tech Jobs in Addison 2001-2024

Source: JobsEQ



Tech Sector Explosion in Addison

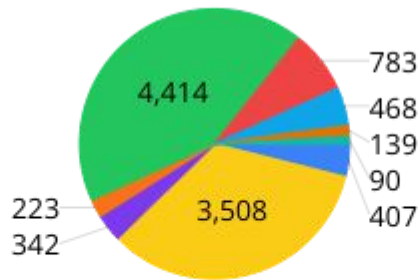
Addison's tech workforce growth has skyrocketed compared to both the DFW region and the United States. While the national and regional tech sector experienced significant dips during the dot-com bubble and the Great Recession, Addison's declines were smaller in scale. Furthermore, Addison's post-recession expansion has been far greater than that of DFW or the nation, with its tech workforce more than doubling since 2010. This extraordinary growth is reflected in Addison's national location quotient. The quotient has soared from 1.9 in 2010 to an impressive 3.9 in 2024, solidifying Addison's status as a thriving tech hub. Its location quotient compared to DFW has also dramatically increased from 1.70 in 2010 to 2.41 in 2024, upscaling from an above average sector city, to the leading tech hub of the area in that timeframe.

Addison's Tech Landscape

The technology sector in Addison is defined by its strength in key areas, showcasing its role as a major hub for innovation and growth. As the largest segment, software dominates the tech workforce, representing 43% of total employment in the sector. IT services, the second-largest category at 34%, a field essential for enabling businesses to operate efficiently and adapt to rapidly evolving technological demands. Together, these two industries account for the majority of Addison's tech workforce.

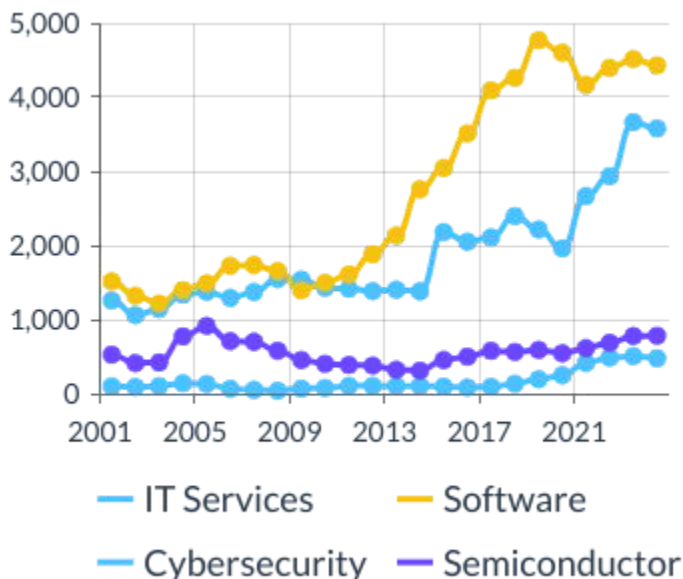
Other notable areas include semiconductors (8%), a cornerstone of modern manufacturing, and cybersecurity (5%), a field vital for protecting digital assets in today's interconnected world. Additionally, communication services (4%), Internet, public cloud, and data centers (3%), and emerging fields like artificial intelligence (1%) and robotics (1%) contribute to Addison's diverse tech landscape. This distribution highlights Addison's multifaceted tech economy, excelling in core sectors while embracing emerging technologies.

Employment by Technology in Addison in 2024



Tech Jobs in the Addison 2001-2024

Source: JobsEQ



Software, IT Services Driving Tech Growth

The graph shows the evolution of Addison's tech workforce, with software jobs rising from around 1,500 in 2001 to nearly 4,500 in 2024 and IT services growing from 1,200 to over 3,500 during the same period. These significant increases were accompanied by the steadier growth of semiconductors, which expanded from 521 to 780 jobs, and cybersecurity, which quadrupled from 98 to 477 jobs. The growth in the tech sector, leading Addison to position itself as DFW's Tech Hub has been fueled almost entirely by software and IT services, two essential industries driving efficiency gains across all sectors of the Economy.

AI, A New Frontier for the Tech Sector in Addison

Artificial intelligence currently accounts for just 1% of Addison's tech workforce, but this is set to change dramatically. As AI continues to gain momentum nationally and locally, Addison is positioning itself as a hub for this transformative technology. A recent milestone in this journey is the expansion of Topaz Labs, a leader in AI-powered photo and video enhancement software.

With support from Addison's \$200,000 Amenity grant program, Topaz Labs will nearly triple its footprint, moving into 28,208 square feet of office space in the modern, newly finished Building 900 at Village on the Parkway. This state-of-the-art space will include innovation labs and collaborative workspaces, reflecting the company's commitment to fostering creativity and technological advancement. By 2027, Topaz Labs is expected to add 130 high-tech jobs, propelling Addison forward as a future hub for AI technology.



Topaz Labs is the innovator in AI image and video enhancement software for enterprise-scale and professional videographers, cinematographers, post-production specialists, and consumer photographers alike to improve images and video at a speed and scale never before seen. Topaz Labs allows users to upscale, sharpen, and remove noise from blurry or otherwise imperfect images and videos. The company has 1.5 million customers worldwide.

Addison's Tech Spotlight: Software Companies

Software is the backbone of Addison's thriving tech sector, employing 43% of the local tech workforce—the highest concentration of software talent in the DFW area. This vibrant ecosystem is home to leading software companies across diverse fields, from enterprise content management to endpoint security and aviation technology. Below, we highlight some of the most innovative software companies driving growth and innovation in Addison.



Systemware

A software company specializing in enterprise content management to help businesses securely capture, organize, and deliver information. Their platform offers tools for secure content storage, enterprise-wide search, compliance, and collaboration, serving industries like financial services, insurance, healthcare, and retail. Their Addison headquarters occupies 50,000 square feet of office at the Colonnade and employs 100 people.

Tanium

A software company providing real-time endpoint management and security. Their platform ensures visibility, vulnerability management, incident response, compliance, and improved digital employee experiences. They occupy 24,000 square feet of office in Addison at the Spectrum Center and employ 140 people.



Surfair

An aviation company developing AI-powered software to enhance airline operations, improving efficiency and safety. They focus on creating sustainable regional air travel solutions through electric and hybrid powertrains and operate airlines like Mokulele Airlines and Southern Airways Express. They recently announced a new lease for 14,000 square feet in Spectrum Center.

Financial Industry Computer Systems (FICS)

A software company offering mortgage origination, residential servicing, and commercial servicing solutions for banks, credit unions, and housing agencies, with flexible hosting and API integration. Headquartered in Addison since 1997, they occupy 18,000 square feet of office at the Midway Atriums and employ 80 people.



Addison's Tech Spotlight: IT Services, Cybersecurity & Cloud

IT services, cybersecurity, and cloud technologies are at the core of Addison's thriving tech sector, collectively employing 42% of the local tech workforce—over 3,000 professionals. This page showcases some of the top firms driving advancements in data management, cybersecurity, and digital transformation, solidifying Addison's role as a hub for cutting-edge technology.



Google

The fourth-largest company in the world by market capitalization leases 48,000 square feet across two floors in the Colonnade at 15301 Dallas Parkway. This office hosts 400 employees on its Cloud Solutions team, with one floor dedicated to cloud engineers and the other to sales and customer management. Google relocated from Frisco to Addison in 2016, initially occupying one floor and expanding to two in 2019.

Hitachi Vantara

Hitachi Vantara: A company providing data management, storage, and analytics solutions, including AI, cloud optimization, and sustainability tools. They serve businesses and government agencies, ensuring data security and efficiency. They occupy 25,000 square feet of office in Addison at the Wellington center and employ 168 people.



Stellar Elements

An Amdocs Company

Stellar Elements

A global innovation studio specializing in design, technology, and AI to transform customer digital experiences. Notable projects include improving UX for Boston Medical Center and enhancing Woodford Reserve's global website. They occupy 34,000 square feet of office in Addison at Bent Tree Tower I and employ 120 people.

Securonix

A cybersecurity company using AI and big data to detect, investigate, and respond to cyber threats. Their scalable platform includes solutions like SNYPR and Unified Defense SIEM, integrating analytics, automation, and threat modeling to streamline security operations. They occupy 20,000 square feet of office in Addison at the Spectrum Center and employ 130 people.



SECURONIX

Addison's Tech Spotlight: Semiconductors & Devices

While much of Addison's tech sector is concentrated in office environments, the presence of industrial facilities like AirBorn and TDK Tronics highlights the diversity of the town's technology landscape. Companies such as Analog Devices and Aperia Technologies operate offices in Addison to manage industrial facilities located elsewhere, further showcasing the town's strategic role in supporting both administrative and manufacturing operations. Addison's tech sector spans semiconductors, sensors, and electronic devices, serving industries from aerospace and automotive to defense and medical, cementing its position as a hub for innovation and advanced manufacturing.



Analog Devices

A company creating systems to connect the physical and digital worlds. ADI develops sensors, processors, and power tools for industries like aerospace, automotive, and healthcare. They occupy 90,00 square feet of office at the tollway center and employ 500 people.

Airborn

An employee owned company that designs and manufactures electronic components and connectors for Original Equipment Manufacturers, serving industries such as defense, aerospace, medical, and industrial markets. Their prominence in Addison is reflected in the name of the street they call home, Airborn Drive, where they occupy 37,000 square feet of industrial space and employ 160 people.



TDK Tronics

A manufacturer of inertial MEMS sensors for navigation, motion control, and vibration rejection. Their sensors serve industries including aerospace, medical, oil and gas, railway, marine, and security. They occupy 24,000 square feet of industrial space in Addison and employ 50 people.

Aperia Technologies

Specializes in automatic tire inflation systems for commercial vehicles, aiming to reduce fuel consumption, tire waste, and blowouts caused by under-inflated tires. Their Devices use wheel rotation to pump air into the tires. They occupy 17,000 square feet of office at the Belvedere in south Quorum and employ 150 people.



Learn More About Addison

Scan or click on the QR code

