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Geographic Solutions: From humble beginnings to driving change in workforce development

By Geographic Solutions
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Over the past 32 years, Geographic Solutions has established itself as a pillar within the Tampa Bay tech community. Headquartered in Palm Harbor, Florida, the company's web-based workforce development software has played an influential role in promoting the growth of state and local labor markets within the Tampa Bay Area, the state, and far beyond.

Today, Geographic Solutions' state-of-the-art systems have been adopted by more than 40 states and U.S. territories and utilized across 1,200+ American Job Centers. In total, the company's software has reached more than 204 million individuals – approximately

75% of job seekers and employers across the country.

The software developed by Geographic Solutions operates behind the scenes to help individuals find quality employment, reduce unemployment durations, and enhance service delivery. Their software is carefully designed to serve the workforce development, economic development, education, corrections, human services, and unemployment insurance industries.

Software on the cusp of workforce trends

In June 1998, Geographic Solutions introduced Virtual OneStop to fulfill the needs of local workforce development boards and one-stop offices. The groundbreaking software was designed to provide universal access to job tools and resources for job seekers, employers, and staff performing labor exchange.

Since then, Virtual OneStop (now VOS Sapphire) has differentiated itself from competitors by satisfying the requirements of labor exchange, case management, labor market information, service tracking, fund management, provider services, and unemployment insurance benefits, as well as all federal reporting from one integrated, web-based platform.

The product's evolution has been driven by a combination of industry standards, changing legislation, technology advancements, workforce trends, client requirements, and user feedback. Most recently, recognizing the value of artificial intelligence (AI) and machine learning (ML), Geographic Solutions worked tirelessly to incorporate these capabilities throughout the next generation of the software suite. This next-gen software provides a range of innovative AI-assisted features for building résumés, interview preparation, job search, job posting, and more to streamline the job search process and help employers quickly identify the most qualified candidates. This addition is a game changer; overhauling the traditional job search as we know it.

Geographic Solutions' software has also been instrumental in modernizing the unemployment claims process for state and local governments. Numerous states across the country have been able to efficiently and accurately process billions of dollars in unemployment benefits payments. More importantly, internal data shows the company's

innovative fraud detection and prevention measures have saved states over $72 billion in state trust funds, significantly lowering tax rates for employers.

Projects such as these have kept the company at the forefront of workforce development trends and empowered them to pioneer innovations that drive change and push the industry forward.

Stimulating a talent pipeline for the Sunshine State

Locally, the company's software has been instrumental in promoting the growth of Florida's labor market. Since 2005, Geographic Solutions has maintained and continuously enhanced the state's official labor exchange system, Employ Florida. The site provides Floridians with job search tools, training, and educational resources to further their careers.

Throughout the years, Geographic Solutions has partnered with the state to launch targeted job portals to promote various hiring initiatives and recovery efforts across the state. This includes sites designed to assist veterans transitioning to civilian employment, senior workers, individuals with disabilities, green job workers, the promotion of economic self-sufficiency, and recovery from natural disasters and catastrophic events.

A unified mission: Creating software for the greater good and cultivating tech synergy

A key element that drives success is a purpose-driven workplace culture. Corporate values ensure that Geographic Solutions employees feel connected to the mission and understand how their individual contributions directly impact the lives of job seekers, employers, and local communities. This sense of purpose creates a shared commitment amongst colleagues, fostering a supportive, collaborative, and fulfilling work environment.

Lifelong learning and information sharing are essential to fostering a thriving tech corridor. After identifying that Northern Pinellas County was greatly underrepresented with tech meetups and events, Geographic Solutions established the Pinellas Tech Network (PTN) Meetup in 2018. The group provides a forum for like-minded individuals to share their knowledge and discuss current tech trends.

By partnering with local institutions such as St. Petersburg College, PTN was able to get in front of the individuals and educators who feed talent through the Tampa Bay Area. Geographic Solutions also established an Apprenticeship Program through St. Petersburg College and Tampa Bay Tech – allowing many apprentices the opportunity to 'earn as they learn', and ideally find permanent employment at Geographic Solutions upon completion of their apprenticeship.

Spreading and fostering the 'tech bug' often and early is paramount. In December 2016, the employees of Geographic Solutions established the Paul Toomey IT Scholarship to recognize a deserving high school senior who is actively pursuing a career in a computer-related field of study. Not only does the scholarship give students an opportunity to pursue their dreams, but it encourages students to return to the Tampa Bay Area after graduation. In total, the company has awarded 18 scholarships since 2017 and plans to award another four in 2025, for a total of 22.

Pushing the boundaries and fostering social responsibility

In the future, the company has vowed to leverage its software in new and exciting ways to assist individuals facing barriers to employment - such as those who were previously incarcerated or are part of vocational rehabilitation programs.

The Virtual OneStop Reentry Employment Opportunities (VOS REO) system, a secure, locked-down version of our VOS Sapphire software, aims to reduce recidivism and provide employment opportunities to previously incarcerated individuals prior to parole. The system provides justice-involved individuals with the necessary tools and resources needed to find employment. The system's resounding success has brought encouraging news, as it has been deployed across 11 California prisons to date – and will expand throughout the entire state of California shortly.

Finally, Geographic Solutions also finds great potential with its Vocational Rehabilitation system, which tracks and manages important services to help those with mental or physical disabilities live independently and find meaningful employment.

Looking toward the future of workforce development

Geographic Solutions is proud of its tech footprint, both at the local and national levels. The future is bright, and the company will continue to carry out its mission to revolutionize the workforce development industry and provide continuity to the missions of its partners. Geographic Solutions' values are evident in everything they do, whether it's developing software, serving the needs of their clients, or working in the community. Regardless of the industry or the individuals being served, the goal is the same – To positively impact people's lives with the opportunity to secure gainful, meaningful employment.

Learn more about Geographic Solutions.