



TEN TECHNOLOGY COMPANIES TO WATCH

Now in its fifth year, BTN's top picks for hot technology companies to watch weave together an interesting mix of old guard and avant garde. With these companies' innovation spanning business intelligence, supply chain finance, branch transformation and security, the list provides insight into where the market is headed and why the right technology deals—vendor to vendor and bank to vendor—will become more important as market forces bear down on industry players. This year's group includes Oracle, PrimeRevenue, RSA Security, Diebold, IdenTrust, Wolters Kluwer, Trusted Network Technologies, Serverside, Xoom and NextSentry.

2) PrimeRevenue

CEO: JOSEPH JULIANO

Business: Supply Chain Finance

Revenue: Not Available

Status: Privately Held

Recent Client Wins: Bank of America

AFTER ONLY THREE YEARS IN THE MARKET, Atlanta-based PrimeRevenue is setting its sights on one of the biggest prizes of all: the China trade. “The explosive growth in outsourcing, offshoring, and low-cost country-sourcing—particularly the impact of China on global sourcing—has led to significant demands for financing of now highly extended supply chains,” says PrimeRevenue CEO Joseph Juliano.

The company’s supply-chain finance platform enables buyers to upload information from accounts payable and sellers to log on and view exact amounts and dates for receivables. PrimeRevenue acts as host, utilizing a virtual private network; its technology is a Web-based, closed-loop Java infrastructure linking buyers, sellers and financial firms. Approved invoices are published in PrimeRevenue’s system in advance of future maturity; suppliers can then sell those obligations to a financial institution for early payment. It sounds, to ears used to structured finance, almost like a commercial paper factory.

Juliano is also looking abroad for multinational clients. Earlier this year, the company set up bureaus in Prague and Paris. Streamlining cross-border financing is what brought Bank of America to PrimeRevenue; one of the Charlotte-based giant’s major businesses is financing the purchase of raw materials or the gap between goods shipment and actual payment. Using PrimeRevenue means the bank’s larger buyers gain an automated, efficient way to improve cash flows. —MICHAEL DUMIAK



PrimeRevenue, Inc.
1349 W Peachtree St.
2 Midtown Plaza, Suite 900
Atlanta, GA, USA 30309
+1 678-904-7100
info@primerevenue.com