



Case Study: Briteris



BRITERIS SELECTS ATLANTA FOR NORTH AMERICAN HEADQUARTERS

Global software development partner chose Atlanta for its rich community, resources and wide range of IT talent

Georgia's FinTech ecosystem is a cornerstone of our state's economy. Home to more than 210 FinTech companies, Georgia FinTechs employ some 42,000-plus individuals. In dollars, that's close to \$50 billion in combined revenue from Georgia's publicly traded FinTechs alone.

They don't call Atlanta "Transaction Alley" for no reason. The more than \$80 billion in transaction volume flowing through our capital city each year makes Georgia an epicenter for payments processors, financial institutions and FinTechs alike.

And the world is taking note. That's why we have a new member joining our FinTech ecosystem straight from São Paulo, Brazil: Briteris.

WHO IS BRITERIS?

Founded more than a decade ago, Briteris quickly established itself as a trusted end-to-end software development partner and innovator. With thousands of custom-built cloud, web and mobile applications to back it up, Briteris' team of 1,000-plus architects and engineers work alongside some of the world's largest multinational corporations to support their digital transformation and technology solutions.

According to Sergio Ferreira, Briteris co-founder and COO, "most companies have issues with outsourced development. Knowing that, we decided, 13 years ago, to build a strong software development brand with a great culture, competitive compensation packages and a partnership model, where every employee has a clear path towards becoming a partner of the firm."

THE FINTECH EPICENTER

Briteris helps companies build new, innovative solutions and better manage their technology stack. One of their specialties is payments technology as Briteris brings the necessary experience and talent to create and scale highly complex payments systems.

And, while Briteris has its roots in Brazil, Atlanta feels like a home-away-from-home. Not only are we in the same Eastern time zone, but Brazil also has more than 8.5 million English speakers nationwide. In addition, Brazil has a strong US cultural influence, which means a lot less gets lost in translation.

"Atlanta is the epicenter for financial technology in the United States," said Marcelo Bernal, Chief Revenue Officer for Briteris. "Our experience working alongside some of Brazil's largest payments processors and FinTech companies put Atlanta at the top of our short list – the cultural similarities were also a major benefit."

WELCOME TO TOWN

One of the top reasons Briteris selected Atlanta for its North American headquarters is our city's rich, established network of collaborators and resources.

"Joining Atlanta's FinTech ecosystem puts us in direct contact with those working on the frontlines of financial technology and helps us demonstrate our expertise helping FinTechs reduce costs and streamline IT operations"

**- Marcelo Bernal
Chief Revenue Officer for Briteris**

Organizations like FinTech Atlanta, the Metro Atlanta Chamber (MAC), the American Transaction Processors Coalition (ATPC) and the Technology Association of Georgia (TAG) are critical advocates for our technology ecosystem. So, when Briteris said it was considering Atlanta, it was welcomed with open arms. The Atlanta community connected Briteris with key decision-makers and programs to support their launch and foster important relationships with local stakeholders. It also helped Briteris select an official location for its HQ: Atlanta Tech Village.

TECH TALENT

Briteris saw an opportunity here in Atlanta to get front-and-center with future innovators and developers. Georgia is home to a rich and diverse collection of higher education institutions, including Georgia Tech which graduates more Black and female engineers than any other in the nation. When you factor in the variety of FinTech and computer science programs at each of our 26 public institutions and you can see why Georgia is a hotbed for emerging IT talent.

WHAT'S TO COME

Briteris is already well on its way to making a name for itself here in Atlanta. From engaging with TAG's FinTech Society to sponsoring FinTech Atlanta's most recent Run It By the Buyers, Briteris is getting involved and fostering connections within our innovation ecosystem.

About FinTech Atlanta

FinTech Atlanta is a coalition of more than 100 organizations, including Fortune 500 companies, startups, universities, and industry associations, all working to cement Atlanta as the recognized global capital of financial technology. The group strives to fund and energize efforts to recruit, retain and expand businesses and jobs across the FinTech ecosystem in metro Atlanta. To learn how metro Atlanta and Georgia's FinTech ecosystem is driving more than \$30 billion in annual revenues visit www.fintechatlanta.org.