

# Appriss offers more products to serve communities, consumers

## VINE now represents less than half of company's revenue

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As it continues to branch out from its best-known service of crime-victim notification, Louisville technology firm Appriss Inc. is planning for more job growth in 2012.

The company is widely recognized for its Victim Information and Notification Everyday program, which alerts registered victims when an emergency protection order or domestic violence order has been served on a perpetrator.

It also notifies victims when offenders are set to be released from custody.

Appriss CEO Michael Davis said VINE services now represent less than half of the company's revenue, which he declined to disclose.

The company has extended its data services to include databases on prescription-drug abuse and vehicle accident reports.

That new business could result in 40 to 50 new jobs for the company this year, most of them in Louisville, Davis said.

### APPRISS INC.

**Business:** Provider of software-based services to help law enforcement and other agencies with information about public safety  
**Address:** 10401 Linn Station Road  
**CEO:** Michael Davis  
**Year founded:** 1995  
**Number of employees:** 375  
**Web site:** [www.appriss.com](http://www.appriss.com)

The company currently employs 375 people.

"VINE will always be a key part of our company," Davis said. "But we have opened up some exciting new markets."

### Ventures help cover costs for public clients

Appriss made its first-ever acquisition in November 2010, when it purchased Indiana-based Open Portal Solutions Inc.

That company is the nation's largest seller of accident reports through its

BuyCrash.com e-commerce site.

Davis said Appriss can make that data available to insurance companies and other commercial clients to help drive revenue.

That's important, he said, because Appriss previously has relied on public agencies to pay for its services, and governments at all levels are dealing with strapped budgets.

"The underlying thought for us is how to keep communities safe and informed and do that as independently of tax revenues as we can," Davis said. "State and local budgets are hurting, so we are exploring ways to deliver technology for them."

### Drug program monitors potential abuse for states

Appriss also has begun offering states information about potential abuse of prescription drugs.

Carmen Catizone, executive director of the National Association of Boards of Pharmacy, said one of his group's technology vendors recommended Appriss to help establish a new tracking tool.

"We were approached by the states to develop a central database and clearing-

house to allow states to talk to each other about their prescription monitoring programs," Catizone said. "Appriss came out as the best one to deliver."

The Appriss system allows users of the system to get a response from all states about a potential prescription drug abuser with one inquiry, rather than contacting each state individually.

Catizone said 13 states will be part of the program in early 2012, with 20 participating by the end of 2012.

### Investors pleased with growth

Davis said Appriss continues to look for other acquisition opportunities.

Before buying Open Portal Solutions, "we had never done one, but we have a

relatively healthy pipeline of acquisition candidates," he said. "We almost certainly will see additional activity over the next year or two."

Boston-based Bain Capital Ventures and Baltimore-based JMI Equity invested in the company in 2007, and they continue to be "excited about the growth we're achieving" and aren't eyeing an exit strategy, Davis said.

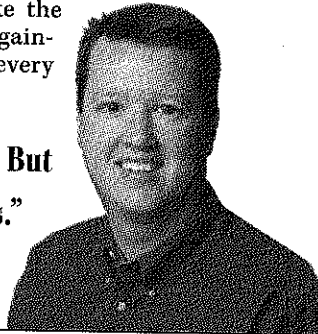
Chrysalis Ventures LLC, a Louisville

firm and founding investor, maintains a small ownership stake as well, Davis said.

"We are a venture-backed firm, so the time will come when they exit," he said. "But I'm sure there will be other investors (who) step up or a strategic partner. And our current investors feel like the business is gaining value every year." |

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MIKE DAVIS, Appriss Inc.



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