



Billtrust Named as Finalist for the 2010 Red Herring 100 North America Award

Billtrust's outsourced billing service is recognized by Red Herring driven by their financial performance, technology innovation and integration into key industries.

Jamesburg, NJ ([PRWEB](#)) July 1, 2010 -- Billtrust announced today it has been selected as a Finalist for Red Herring's North America 100 award, a prestigious list honoring the year's most promising private technology ventures in North America.

Billtrust provides [outsourced billing services](#) to businesses throughout North America. Their proprietary CompleteBilling service helps businesses manage their billing process more efficiently through a suite of advanced paper and electronic billing products. Billtrust has over 450 customers including prestigious companies like Chiquita Brands, Kraft Foods, New Balance Athletic Shoes, Toshiba America Information Systems, Tech Data Corporation and WESCO Distribution, Inc.

The Red Herring editorial team selected the most innovative companies from a pool of hundreds from across North America. The nominees are evaluated on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their respective industries.

This unique assessment of potential is complemented by a review of the actual track record and standing of a company, which allows Red Herring to see past the "buzz" and make the list an invaluable instrument for discovering and advocating the greatest business opportunities in the industry.

"This year was especially difficult," said Alex Vieux, publisher and CEO of Red Herring. "Despite the global economic situation, there were many great companies producing really innovative and amazing products that we had a difficult time narrowing the pool and selecting the finalists. Billtrust shows great promise therefore deserves to be among the Finalists. We know that this year's crop will grow into some amazing companies that are sure to go far."

With Billtrust's proprietary architecture, their customer generates their invoicing data as usual through their ERP system (such as Oracle, SAP, QAD, Activant, Infor, and Mincron) and sends to Billtrust. Billtrust's Smart Routing system sends billing documents via U.S. Mail, Email, Fax, or Web, depending on the preference of the bill recipient. Further, Billtrust has six strategically located print and mail facilities throughout North America. Their proprietary technology processes and mails bills from the location closest to the bill recipient, significantly reducing mail times.

Finalists for the 2010 edition of the Red Herring 100 North America award are selected based upon their technological innovation, management strength, market size, investor record, customer acquisition, and financial health.

About Billtrust



Headquartered in Jamesburg, NJ, Billtrust is a leader in outsourced billing solutions. The company's flagship product and service suite, called CompleteBilling, consists of paper, fax, e-mail and online billing ([EBPP](#), [EIPP](#)). In addition, the company provides expert bill design, in-bill marketing services, and an integrated online customer service tool called CustomerCare. These comprehensive tools automate the billing process, enabling businesses to save money, increase productivity, improve cash flow, and seamlessly migrate to electronic delivery. More than 450 companies nationwide rely on Billtrust for their billing needs. For more information, visit Billtrust online at www.billtrust.com.

###



Contact Information

Mitchell Rose

Billtrust

<http://www.billtrust.com>

609-235-1010

Online Web 2.0 Version

You can read the online version of this press release [here](#).

PRWebPodcast Available

[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#) [Listen to Podcast OGG](#)