

Alexandre Pi

APPI Tecnologia



“ I saw an opportunity to allow customers to swipe a card for just about any transaction. ”

COUNTRY	Brazil
INDUSTRY	Technology
EMPLOYEES	4,372
YEAR SELECTED	2010
WEBSITE	www.appi.com.br

COMPANY SNAPSHOT

Known to most people simply as “Pi,” Alexandre Pi founded APPI in 1993 to provide software solutions that make it easy to use point of sale (POS) devices (such as cash registers, terminals, or other types of hardware) for a variety of functions.

Pi's software platform, called POSWEB, connects virtually any type of POS merchant device to a telecommunications network and allows for easy software updates. As a testament to the effectiveness of its technology, almost half of all POS merchant devices in Brazil are equipped with APPI's platform. With his eye on other industries such as healthcare and transportation, Pi hopes that consumers will be able to swipe a card for just about any transaction.