

March 11, 2008 08:00 AM Eastern Daylight Time

## **Ignify Announces First E-Commerce Platform that Integrates with all Microsoft Dynamics ERP Product Lines**

*Ignify eCommerce Streamlines Business Operations by Converging ERP, CRM and E-Commerce Functionality into a Single Seamless Solution*

LOS ANGELES--(BUSINESS WIRE)--Ignify, a Microsoft Gold Certified partner and leading provider of e-commerce solutions for the mid-market and large enterprise business segment, today announced that its flagship e-commerce platform which has been in the market for over five years, will now integrate with all Microsoft Dynamics ERP product lines. Developed in response to the industry's call for seamless convergence of key business systems, Ignify's eCommerce platform will incorporate Microsoft Dynamics NAV completing its support of Microsoft ERP solutions. Ignify eCommerce currently supports 3 of the 4 Microsoft Dynamics ERPs including Microsoft Dynamics AX, Microsoft Dynamics GP, and Microsoft Dynamics SL. In addition, the platform will also support Microsoft Dynamics CRM version 4.0 offering businesses a single fully automated suite for e-commerce, financial, customer relationship, supply chain processes and many others. Support for both Microsoft Dynamics NAV and CRM will be available July 2008.

Ignify eCommerce is an end-to-end online storefront and business commerce platform. The customizable platform provides fully automated e-commerce capabilities with transparent integration into existing back office systems. Businesses utilizing Microsoft Dynamic ERP can incorporate critical e-commerce data such as: real-time traffic/sales reports, available inventory, cross-bundled promotions and shipping costs into a centralized system that can be easily accessed by key company stakeholders. With the addition of Microsoft Dynamics CRM support, information on customer activities including meetings, telephone conversations, and address changes will synch in a bidirectional manner with the company's online operations. Key features allow CRM quotes to convert to Ignify eCommerce and ERP sales orders. What's more, quotes created in Ignify eCommerce are also available in Microsoft Dynamics CRM and included in its Sales Pipeline reporting.

"Our latest release of the Ignify eCommerce platform emphasizes the importance that Microsoft Dynamics end-customers are placing on converging critical business systems in an ever expanding global marketplace," said Sandeep Walia, president of Ignify. "By seamlessly integrating e-commerce with ERP and CRM, we have removed the 'siloed' approach by merging online and offline operations into a single suite of products that heighten overall resource management and customer interaction capabilities."

Ignify eCommerce has been deployed by several companies including Aerosoles, LowePro, Liberty Photo, McDonalds Corporation, and United Methodist Church.

### **About Ignify**

Ignify is a privately-held ISO-9001:2000 compliant company focused on the mid-market eCommerce and mid-market accounting segment. Targeting the mid-level market, Ignify offers a comprehensive set of Business to Business (B2B) and Business to Consumer (B2C) eCommerce solutions for increasing online sales while lowering overall operation costs. The company also provides consulting services for ERP and software development initiatives and is a Microsoft Gold Certified partner and Sage Certified Partner. Ignify has offices in Los Angeles, Silicon Valley, Nashville, Seattle, Toronto and India. For more information, visit

[www.ignify.com](http://www.ignify.com) or call 888-446-4395.

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