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Ignify Announces Data Archival for Microsoft Dynamics AX

Microsoft Gold Certified Partner Heightens ERP Data Management

LOS ANGELES, CA -- (MARKET WIRE) -- March 12, 2007 -- Ignify, a Microsoft Gold Certified Partner and leading provider of accounting and e-commerce solutions, today announced Data Archival for Microsoft Dynamics AX. Developed for mid-sized to large enterprises that use the Microsoft Dynamics AX enterprise resource planning (ERP) solution, Ignify's Data Archival improves ERP performance by significantly reducing database size by up to 90% while improving operations through robust data management, faster reporting and enterprise-level archival capabilities.

Ignify's Data Archival for Microsoft Dynamics AX lays the foundation for solid ERP data management by allowing enterprises to archive and view the entire database over selected time periods, for selected tables or for selected business processes such as: sales orders, inventory, inventory closing and production. These functions, which reduce overall database size, improves user experience by eliminating screen sluggishness while simplifying batch processes and greatly improving the performance of reports that traverse multiple tables.

"Managing an ERP database as processes and data continues to grow at exponential rates can become one of the most challenging and daunting tasks facing today's enterprise," said Sandeep Walia, president of Ignify. "Ignify's Data Archival helps solve this challenge by giving users of Microsoft Dynamics AX the tools to archive, retrieve and manipulate data in a more efficient manner, improving overall business performance."

Ignify's Data Archival for Microsoft Dynamics AX takes advantage of the Microsoft .NET Framework 2.0 and runs on Windows Server 2000 and Windows Server 2003. The Ignify Data Archival solution supports Microsoft Dynamics AX versions 3.0 and 4.0. Ignify Data Archival supports all of the following databases Microsoft SQL Server 2000 and SQL Server 2005 and Oracle 9i and can be used for a single company database or a multi-company database. The solution pricing starts at \$40,000 and varies depending on whether a single company has to be archived or multiple companies require archival/ data reduction.

"Our customers place tremendous value on solid business intelligence," said Jeff McKee, director of global product management for Microsoft Dynamics AX at Microsoft Corp. "With exceptional data archiving abilities, user friendly interfaces and the means to reduce database size, Ignify is helping users of Microsoft Dynamics AX further streamline their ERP systems."

About Ignify

Established in 1999, Ignify is a privately held ISO-9001:2000 company targeting the mid-size to enterprise business segments. The company's comprehensive set of Business to Business (B2B) and Business to Consumer (B2C) eCommerce solutions increase online sales while lowering overall operation costs. Ignify also provides consulting services for ERP and software development initiatives and is a Microsoft Gold and Sage Certified Partner. Ignify has offices in Los Angeles, Silicon Valley, Toronto and India. For more information, visit www.ignify.com.

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