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Ignify Chosen to Enhance Fulfillment Services for Minnesota Diversified Industries

Company's Ignify eCommerce System to Serve as B-to-B Self-Serve Ordering Portal for 3M and Others.

Los Angeles, CA (PRWEB) August 3, 2006 -- Ignify, a leading provider of accounting and e-commerce solutions for the mid-market business segment, and a Microsoft Gold Certified Partner, today announced that it has been chosen by Minnesota Diversified Industries (MDI) to implement its Ignify eCommerce platform as a sales enablement tool for its customers, including global diversified technology leader 3M.

MDI, which provides fulfillment and distribution services for several businesses including 3M, will use the Ignify eCommerce platform as a self-serve ordering portal for its customers. The Ignify eCommerce system will provide MDI customers with real-time access to information that enhances sales team performance and boosts efficiencies. Ignify and MDI plan to launch the new system in early August.

"MDI is always looking to provide a better customer experience, and with this new system, we will be doing just that. Ignify and its eCommerce system provided us with the perfect blend of ease of use, integration with our existing accounting and ERP system, and first class technical support," said Jennifer Wilcox of MDI. "We considered developing the system ourselves, but upon further review, it became obvious that partnering with Ignify offered the long-term benefits that focused on our customers' success, thus leading to aggressive business growth for MDI."

The Ignify eCommerce system will be integrated with MDI's current Microsoft Dynamics GP ERP system and SQL Server database.

"We continue to see interest from a broad array of companies, which shows that e-commerce platforms are valuable, cost-saving tools not just for online b-to-c businesses, but also for internal business use as well, especially when it comes to providing a traveling sales team with real-time data and ordering capabilities," said Sandeep Walia, CEO of Ignify.

Ignify eCommerce is an end-to-end online storefront and business commerce platform targeting small to medium businesses. The customizable platform provides fully automated ecommerce capabilities with seamless integration into existing back office operations such as accounting, shipping, inventory and ERP systems. The Ignify eCommerce platform supports a wide range of accounting systems offered by both Microsoft Business Solutions, including Microsoft Dynamics AX, Microsoft Dynamics GP, Microsoft Dynamics SL, and the Sage Software, including the Sage ACCPAC, Sage MAS 90, Sage MAS 200 and Sage MAS 500 ERP applications.

About Minnesota Diversified Industries (MDI)
Founded in 1964, MDI provides market-leading plastic manufacturing, fulfillment and packaging and assembly services. The company targets mid-large customers operating in private and government sectors. ISO 9001:2000 accredited, MDI is dedicated to organizational excellence that translates into lower costs, increased value and greater profitability for customers. MDI has operations in St. Paul, Grand Rapids and Hibbing, MN. For more information about MDI, visit www.mdi.org.

About Ignify
Ignify, established in 1999, is a privately-held ISO 9001:2002 certified 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, eCommerce and software development initiatives and is a Microsoft Gold Certified partner and Sage Certified Development Partner. Ignify has offices in Los Angeles, Silicon Valley, Nashville, Toronto, Pune and Bangalore.

For more information, visit www.ignify.com or call 888-446-4395.

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