



Press Release From Wednesday, March 29, 2006

## **Ignify Launches Microsoft Dynamics GP Integrated Online Store-Front for Laser Pros International**

### **New Web Portal Replaces Decommissioned eStore and Incorporates On-demand Customer Access for Order Transaction and Invoice Information**

**Los Angeles, California– March 27, 2006** – Ignify, a leading provider of accounting and e-commerce solutions for the mid-market business segment, today announced Laser Pros International, one of the worlds largest suppliers of laser printer parts and accessories has chosen the Ignify eCommerce platform integrated with Microsoft Dynamics GP to power a new online store-front. The implementation is designed to give customers greater access to all order transaction and billing information.

The Ignify eCommerce deployment provides Laser Pros with several benefits over the previous webstore implementation including: a full product catalog search, greater automation in processing orders charging credit cards, and integration with current shipping. In addition, Ignify eCommerce allows Business to Business customers of Laser Pros International to have multiple user login and place orders under the same billing account. The Laser Pros Microsoft Dynamics GP deployment will replace their former eStore solution because of Microsoft's recent decommissioning of that product line.

Ignify eCommerce is an end-to-end online storefront and business commerce platform providing fully automated e-commerce capabilities with seamless integration into the Microsoft Dynamics line of products that is the focal point at Convergence. Businesses can leverage any combination of features crucial for online business including: cross-bundled promotions, targeted marketing campaigns and real-time inventory reports among others.

"The rich features of the eCommerce platform and Ignify's successful track record of integrating with Microsoft Dynamics GP deployments were key factors in choosing our new store-front," said Denny Dunn, director of operations at Laser Pros International. "Both elements offer enterprise strength reliability and scalability while providing a better online shopping experience for our customers."

"Self-service for online transactions is becoming increasingly important in the business-to-business community," said Sandeep Walia, founder and president of Ignify. "Ignify eCommerce enhances the online buying experience through self-service access and management over order histories, returns, billing and shipping preference throughout the entire purchasing cycle."

#### **About Laser Pros International**

Steve Spencer, president, formed Laser Pros International (LPI) in 1990. Specializing in HP LaserJet printers, LPI provides the industry with the highest quality products and services at competitive prices. Our warehouse has \$4M in inventory and stocks a complete range of products, components, supplies, accessories, documentation, and whole printers. While marketing the highest quality products and services at competitive prices, the company's focus is to add value to Hewlett Packard printer service and repair companies or departments. We are located in Rhinelander, Wisconsin. For more information, visit [www.laserpros.com](http://www.laserpros.com) or call 888-558-5277.

#### **About Ignify**

Ignify, established in 1999, is a privately-held 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, Toronto and India. For more information, visit [www.ignify.com](http://www.ignify.com) or call 888-446-4395.