

## **Ignify Partners with Asurion to Power Japan's First Paid Mobile Phone Protection Service**

*Ignify, a Microsoft Gold Certified Partner and leading provider of accounting and e-commerce solutions for the mid-market and enterprise business segments, today announced that it has completed an implementation of Microsoft Dynamics AX with Asurion, a leading provider of mobile protection services for the wireless telecommunications industry. The implementation has paved the way for Asurion to deliver Japan's first paid mobile phone protection and delivery service.*

Los Angeles, CA (PRWeb) November 20, 2006 -- Ignify, a leading provider of accounting and e-commerce solutions for the mid-market business and large enterprise segments, and a Microsoft Gold Certified Partner, today announced that it has completed an implementation of Microsoft Dynamics™ AX with Asurion, a leading provider of mobile protection services for the wireless telecommunications industry. The implementation has paved the way for Asurion to deliver Japan's first paid mobile phone protection and delivery service.

Ignify's Dynamics AX implementation allows Asurion to manage its mobile phone protection and delivery service. Asurion's handset insurance and warranty services cover subscribers in the event of common mobile phone problems such as loss, theft and water damage by offering a replacement phone. The integrated solution will enable Asurion to receive damaged phones, categorize the type of defect and replace phones under the warranty program or under the Handset equipment protection program. Ignify implemented Microsoft Dynamics AX in Japanese and English, and provided customizations of Microsoft's ERP solution to meet Japanese regulations.

"Customizing our current ERP system to comply with Japanese financial reporting requirements proved to be the trickiest part of the implementation," said Kevin Santonastaso, senior director project portfolio management at Asurion. "The Ignify and Asurion teams in Tokyo, Nashville and India worked around the clock across multiple time zones to make sure we were ready by the official launch date. Ignify's expertise was invaluable to this implementation."

In addition to enhancing the Dynamics AX application to meet Japanese regulations, existing customizations were ported to Japanese so that the entire application was available in Japanese.

"Being involved in such a unique implementation that has led to enabling a new service for Japanese wireless consumers is extremely satisfying," said Sandeep Walia, CEO of Ignify. "These experiences will open doors for us in a number of different markets around the globe."

### About Asurion

Asurion, the leading provider of enhanced services to the wireless industry, provides proven products combined with the continuous innovation essential in a dynamic industry. Our success is built on a foundation of shared values with our clients -- quality service, relationships, integrity, and financial strength. Offerings include Roadside Assistance Services, Handset Insurance Services, Warranty Management and Equipment Maintenance Services, Debt Protection, and Mobile Applications.

Asurion serves millions of subscribers through its relationships with leading wireless carriers in North America and Asia. For additional information about Asurion, visit [www.asurion.com](http://www.asurion.com).

### About Ignify

Ignify, established in 1999, is a privately-held ISO 9001:2002 certified company focused on the mid-market and enterprise eCommerce and accounting segments. 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, WMS, eCommerce and Business Intelligence 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](http://www.ignify.com) or call 888-446-4395.

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