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## US-BASED ERP SOFTWARE SOLUTIONS PROVIDER SETS UP MANILA OPERATIONS

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**North America-based Ignify specializing in Microsoft Dynamics ERP and Microsoft CRM solutions announced its expansion plans in entering the Philippine market. The company recently hired a team of local Microsoft Dynamics ERP implementation specialists to tap midmarket and enterprise business segments in the country.**

A Microsoft Gold certified partner, Ignify is a value-added reseller (VAR) of the Microsoft Dynamics platform. It is a provider of eCommerce and Data Archival add-on solutions to the Microsoft Dynamics platform. The company is headquartered in Los Angeles with offices in Silicon Valley, Chicago, Nashville, Seattle, Toronto, and India. Ignify has over 200 employees in India and is growing quickly. It was ranked among the Fastest 500 growing companies in North America for two years in a row, in 2007 and 2008 by Deloitte and Entrepreneur Magazine.

"We attribute our steady expansion to our ability to bring high-value services with talented resources that is cost-efficient for our customers. Even during these times of global recession, we are among the few players who have the capacity and financial strength to expand, in sharp contrast to competitors who have either drastically downsized or have completely shut down operations," said Sandeep Walia, Ignify president and CEO who is in Manila recently.

Aside from its new Philippine operations, the company recently expanded its office in Nashville, Los Angeles and opened operations in Chicago.

"We are very excited about our operations in the Philippines and plan to make this a strategic hub to the serve international as well as domestic clients. We see the economic slow down as an opportunity to get a substantial share of the market and hire the best resources out there," declared Walia.

Ignify brings a blend of global best practices with its experience in North America working with enterprise customers while tapping local talents equipped with the expertise and knowledge of the domestic market requirements. "We hire the best people who have the right training and many years of ERP implementation experience to provide value to our customers," stated Maru Agustin, Ignify director for Philippine operations. "Ignify's expertise in eCommerce gives customers the opportunity to increase revenues with new sales channels such as the web, while our Data Archival and Performance management solution allows cost-efficient management of data for optimal performance," adds Agustin.

Ignify customers include leading women's footwear retailer – Aerosoles; McDonalds Corporation; United Methodist Church; global maps provider – Rand McNally and over 200 mid-market and enterprise customers.