

# Press Release

**For Immediate Release**

## **IGNITE TECHNOLOGIES ANNOUNCES FREE ENTERPRISE SOFTWARE**

*Company's Prime Program Disrupts the Enterprise Software Industry by Delivering Free Software for Customers*

**AUSTIN, Texas — February 15, 2017** – Ignite Technologies, a member of the ESW Capital group of companies, today announced a revolutionary program for its customers which grants free licenses and support to its full portfolio of enterprise software solutions.

The Ignite Prime program enables all Ignite customers with a current, licensed and supported product to deploy the Standard Edition of any of the Prime Eligible software solutions in Ignite's growing portfolio, completely free-of-charge and without time limitations. Ignite Prime also includes Standard technical support for all Prime solutions for customers at no cost.

"Ignite's determined focus on achieving 100% Customer Success is the guiding principle which drives all of our efforts," said Davin Cushman, Ignite's Chief Executive Officer. "The Ignite Prime program delivers an unparalleled benefit to our licensed customers, featuring truly free enterprise software with included technical support for our entire portfolio of Prime-eligible products. Customers can replace existing legacy software or leverage new technology, reducing software expenses and improving operations. Ignite benefits by deepening our customer relationships. It's an innovative "win-win" that disrupts the software market in a way Enterprise Software customers have not experienced."

With Ignite Prime, customers with an in-force support agreement for one of Ignite's solutions are already enrolled and active in the Program and can immediately deploy additional software from the portfolio including Acorn Performance Analyzer, ThinkVine Marketing Analytics, SenSage AP, Gensym G2 and other industry-leading solutions. Ignite Prime helps customers reduce their OpEx, and redirect legacy software expenses to other channels to strengthen the business. The strategy is fueled by Ignite's continued cycle of locating and acquiring strategic software companies and assets, followed by rapid stabilization into a profitable operation, strengthening of the solution and positioning the acquired solutions for growth. With each new acquisition, the Ignite Prime portfolio expands, transforming Ignite's M&A efforts into a direct benefit to existing customers.

Ignite's Professional Services organization offers optional "Startup Packs", which deliver pre-packaged installation services to assist customers in initial installation. Bespoke services engagements are also available for conversion, training, and other efforts to meet a full range of needs for customers.

The new Ignite Prime program was launched in Q1 of 2017 and is immediately available. Full information, including a self-service solution inventory form is available at <http://ignitetech.com/prime>.

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### **About Ignite Technologies, Inc.**

Founded in 2000, Ignite is a privately-held company and a member of the ESW Capital group of companies. Since it was reinvented on the heels of a senior management change in 2013, the Company's mission is to help customers Ignite the power of their workforce to drive better business performance. Ignite leads all its efforts with a sharp focus on a simple but challenging objective – 100% Customer Success – measured through the achievements of its customers. The Company launched its innovative, new Ignite Prime program in 2017 delivering free enterprise software to its licensed and supported customers. For more information on Ignite's solutions and innovative Prime program, visit [ignitetech.com](http://ignitetech.com).

### **About ESW Capital, LLC**

Based in Austin, Texas, Enterprise SoftWare (ESW) Capital has honed a finely-tuned methodology focused on buying, strengthening, and growing mature business software companies. By taking advantage of its unique operating and development platforms, ESW revitalizes its acquisitions for sustainable success while making customer satisfaction a top priority. ESW and its affiliated companies have been in the enterprise software space since 1988, and the group includes notable brands such as Ignite Technologies, Trilogy, Aurea, and Versata. For more information, visit [eswcapital.com](http://eswcapital.com).

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