

# Press Release

FOR IMMEDIATE RELEASE

## ESW CAPITAL LLC COMPLETES ACQUISITION OF INFER, INC.

*Innovator of Predictive Analytics for Sales and Marketing Teams Becomes Part of ESW Affiliate Ignite Technologies, Inc.*

**AUSTIN, Texas — October 23, 2017** – [ESW Capital LLC](#) today announced that it has completed the acquisition of [Infer, Inc.](#), a Silicon Valley-based pioneer of predictive sales and marketing solutions. Infer will operate as part of ESW affiliate [Ignite Technologies, Inc.](#) Terms of the transaction were not disclosed.

Infer's innovative solutions, including [Predictive Lead and Account Scoring](#), bring actionable intelligence to organizations working to streamline their marketing investments deeper into the sales funnel. Applying machine learning algorithms to existing CRM and marketing automation data synthesized with thousands of data signals across the Web, Infer's technology discovers patterns which can predict which prospects are most likely to become customers. Infer has the largest customer base in its category, and more 5-star ratings than any other predictive vendor on [G2 Crowd](#).

"Starting one year ago with our acquisition of [ThinkVine](#), our audience-based, marketing optimization solution, Ignite has rapidly built an impressive array of solutions for our customers' sales and marketing teams," said Davin Cushman, Ignite's Chief Executive Officer. "Following quickly with the acquisitions of [Placeable's](#) location-based solutions, [FirstRain's](#) sales intelligence offering, and now the addition of the exciting Infer solutions, Ignite is poised to deliver a broad solution set across sales and marketing organizations."

The Infer solution will become part of the renowned [Ignite Prime Program](#), a one-of-a-kind benefit offering for Ignite customers which provides access to free Enterprise Software and technical support to products across Ignite's portfolio. Customers who are on current Ignite license agreements receive purchasing power equal to their current spend with the Company, doubling their effective ROI, and reducing their corporate spend on technology.

Vik Singh, Infer's CEO and Co-Founder said, "We've been continually impressed by Ignite throughout this acquisition process. They have a strong leadership team and the right strategy that's in line with where the future of sales and marketing solutions are going, where there's a need to converge multiple products into a cohesive platform to drive true, full-circle customer intelligence. We're confident this is the platform that our amazing customers will want to build on and grow, and are excited for the Infer solutions to be a part of Ignite's Prime Program which will help customers drive 2x ROI."

The Infer solutions will become an integral part of Ignite's solutions and will be upgraded to include improved levels of support and service including through [Ignite's Platinum Support](#) program. Full information on Infer, including access to the customer portal, is now available on Ignite's website at <http://ignitetechnologies.com/infer>.

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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).

**About Infer, Inc.**

Founded in 2010, and acquired by ESW Capital in 2017, Infer delivers a predictive-first platform that helps companies win more customers, which leverages proven data science to rapidly model the untapped data sitting in enterprises, along with thousands of signals from the Web. Customers include several large enterprises and numerous high growth companies like AdRoll, Cloudera, New Relic, Tableau, Xactly and Zendesk. Headquartered in Mountain View, California, Infer received funding from leading investors including Redpoint Ventures, Andreessen Horowitz, Social+Capital Partnership, Sutter Hill Ventures and Nexus Venture Partners.

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