



**June 2013**

**Versata has acquired Ignite Technologies from Austin Ventures**

We are pleased to announce that Versata has acquired Ignite Technologies from Austin Ventures. Ignite's Enterprise Content Delivery Management solution enables enterprises to reach online audiences with high quality, secure, rich media and software updates. The company's product has been deployed to millions of users around the globe enabling distributed workers to view content – live, on-demand or Push – for corporate communications, training, field sales and marketing. Ignite enables distribution of rich content on desktops, smartphones and tablets with a proprietary approach for managing performance bottlenecks across all reaches of broad, corporate networks - with no hardware or network upgrades required.

The transaction represents Versata's 31st enterprise software acquisition since 2006. We seek to put \$100mm or more to work each year in software companies ranging in size from \$3mm to \$100mm in revenue. We focus primarily on North America and Western Europe, and our acquisitions are characterized by speed, simplicity and certainty. We are able to close in as little as 30 days, all cash, no escrow, and we have a seven year track record of 100% certainty to close post-LOI. Our acquisition profile can be found **here**.

Blue Beacon Capital served as exclusive financial advisor to Ignite Technologies.

**For more information, please contact:**

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### **About Versata**

Versata is the acquisition arm of Trilogy, Inc., one of the largest privately held software companies in the world with a 24-year operating history and well over \$100 million in annual cash flow. In 2012, a new entity called Aurea Software was formed. Aurea is a platform company in the enterprise IT space consisting of four assets acquired from Progress Software. Trilogy, Versata and Aurea are all headquartered in Austin, Texas with a presence in over 45 countries. We can be found online at [www.trilogy.com](http://www.trilogy.com), [www.versata.com](http://www.versata.com) and [www.aurea.com](http://www.aurea.com).

### **About Ignite Technologies**

Ignite provides the industry's most secure and scalable Enterprise Content Delivery Solution, enabling customers to efficiently publish, deliver, and manage digital assets-from rich media content for training and communications to software patches and virus updates-to anyone, anywhere, at any time. We can be found online at [www.ignitetech.com](http://www.ignitetech.com).

### **About Blue Beacon Capital**

Blue Beacon Capital is a leading investment bank serving companies in the technology and communications industries. The firm provides a full range of advisory services including mergers and acquisitions, private equity and debt financings, restructurings, recapitalizations, valuation and fairness opinions. For details, please visit [www.bluebeaconcapital.com](http://www.bluebeaconcapital.com).