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Commerce Platform

Practice Ignition, a client engagement and commerce platform for the professional services industry, has become Ignition to reflect growth from its core proposal and payment automation solution to a broader client engagement platform ...

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Practice Ignition, a client engagement and commerce platform for the professional services industry, has become Ignition to reflect growth from its core proposal and payment automation solution to a broader client engagement platform, helping accounting, bookkeeping and professional services businesses spark long-lasting client relationships with ease.

The brand refresh follows 18 months of significant product investment, to build an even more scalable and intuitive platform that meets the needs of a diverse and

growing customer base in APAC, North America and EMEA. In November

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delivering new advisory offerings.

Ignition has also invested in new integrations while enhancing existing ones, including the ability to scale people advisory and simplify billing with a new [Gusto](#) integration, and adding more flexibility to automate jobs with an enhanced [Xero Practice Manager](#) workflow experience. The enhanced *Review and Pay* online experience provides more ways for companies to be paid, including automated payments and invoicing.

Guy Pearson, Founder & CEO of Ignition, said, “Over 5,000 accounting, bookkeeping and professional services firms use the Ignition platform to do business with their clients today, streamlining their operations, and boosting working capital. Our new name and platform reflects our mission to deliver even more value across the entire client journey for customers.”

“Our expansion from proposals and payments to client engagement and commerce is a reflection of 18 months worth of product investment. We’ve created an all-in-one client experience that is designed to meet specific business needs and regulatory requirements, while giving accountants and bookkeepers the clarity, confidence, convenience and control their businesses need to reach their full potential.”

Ignition has been driving digital transformation in the professional services industry for almost a decade, working with a broad range of customers to redesign their client relationships, operations and business development. To date, the company has helped businesses to facilitate over 6.5 million payment transactions and engage more than 1.1 million clients, with over 2.2 million proposals accepted. On average, 52 per cent of proposals are accepted within 24 hours, with a significant number of clients accepting their proposals within a minute.“.

As part of the rebrand, Ignition also launched a new visual brand identity, bringing

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“Our new brand is a representation of where Ignition is today and how we’ve evolved our core offering to meet the needs of customers now and into the future. We’re excited to introduce Ignition to the world as we continue to expand into new markets and industries, and bring our vision of helping our customers build lasting client relationships with ease to life.”

Ignition has experienced significant growth since launching in 2013, with thousands of customers across six markets and over US\$2 billion in revenue processed via the platform. The company enables easier tax seasons with multi-signature features in North America and has partnered with leading accounting associations to provide highly compliant engagement letters including ACCA, CAANZ, IPA and NATP.

Carrie Christino, Company Owner at Elm Street Accounting in Orlando, Florida and a customer of Ignition, said, “I consider Ignition the single best app that I implemented to grow my business. Not only does it allow me to put together amazing proposals, but it also gives me a lot of confidence in presentation to the client. It has streamlined that whole process and I am so happy that I have Ignition.”

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