



## ASC Announces Partnership Initiative with Phoenix Fire

*ASC further extends global partnership focus by launching a business partner channel initiative with Phoenix Fire.*

**Ottawa, Ontario (October 22, 2013)** — [ASC](#) (Advanced Software Concepts), a leading provider of SaaS and on-premise based [contract](#), [document](#), [form](#), and [configure, price and quote \(CPQ\)](#) management solutions to SMBs and large enterprises, today announced its partnership with [Phoenix Fire Inc.](#), a top business development agency specializing in partner channel development within the technology sector. This strategic partnership demonstrates ASC's commitment to the expansion of its worldwide partner network as a key component of its market growth strategy.

"We're excited to tap in to Phoenix Fire's proven expertise in building partner ecosystems to accelerate the reach and availability of our SaaS solution portfolio through strategic partner relationships worldwide," said Shawn King, President and CEO, ASC. "Phoenix Fire will help ASC more quickly expand our sales and implementation channels with business partners best positioned to meet the rapidly increasing demand for SaaS-based content lifecycle management and business process management solutions."

"The ASC Solution Platform comprises a highly customizable solution with core contract management, document management, form management, and CPQ management modules," explained Mr. King. "Partners can deploy the ASC solution modules as fully managed, hosted SaaS solutions accessed in a multi-tenant or private cloud or deployed on-premise. The solution platform can also be white labelled. These flexible options ensure ASC solutions are tailorable, yet cost effective, easy to use and quick to deploy."

The ASC Platform gives reseller and referrer channel partners including ISVs, application providers, consultants, teaming partners and white label solution providers, the ability to deliver enterprise grade content management and business process management solutions overlaid with their own implementation and professional consulting services, new application development, or to simply resell or white label the solution to optimally address their customers' business needs.

"ASC is a leader in content lifecycle management and business process management solutions," said Daniel Ervin, CEO of Phoenix Fire. "ASC's proven contract, document, form and CPQ solutions are full featured, scalable, configurable, brandable, integration-friendly and easy to use."

"We look forward to the opportunity to bring the ASC Solution Portfolio to potential partners worldwide," stated Ervin. "The flexible and extensible ASC Platform enables potential partners to expand their solution portfolios, grow their business and increase profits without wasting time or money developing their solution."

Founded within a framework of cross-industry best practices dating back to 1992, ASC's solution offering is delivered via a proven web-based platform that is easily tailored to specific environments and processes. The extended portfolio is well suited for any industry and organizations of all sizes and complexities.



All ASC solutions provide a central database to track key milestones within a company's business workflows and administration processes, the ability to capture images (e.g., signed contracts), approvals routing workflow management, robust search and reporting, template and clause libraries, as well as support for a wide range of meta data, document and content types and processes such as compliance and credentialing.

These key partnerships will fuel ASC's continued growth and extend its ability to offer comprehensive contract, procurement, sales, document, form, and pricing and quoting lifecycle software solutions and other business process management solutions as well as industry-leading customer support services.

### **About ASC**

Established in 1992, ASC (Advanced Software Concepts Inc.) is a contract management software company that partners with businesses to automate and streamline their [contract lifecycle management](#) processes. With its flagship product ASC Contracts™, ASC deploys tailored, customer-specific solutions for the secure creation, approval, storage, and monitoring of contracts and other documents. Available as either a hosted Software as a Service (SaaS) solution or as an on-premise solution, ASC Contracts helps organizations reduce costs, maximize revenue and minimize regulatory non-compliance risks. With more than 21 years' experience providing best practice contract management solutions, ASC is an industry expert that works as a true partner to define and create unique contract management solutions for our customers. ASC also provides solutions for [document management](#), [form management](#) and [pricing and quoting management](#), including product configuration and [sales configuration](#). For more information, please visit [www.ascnet.com](http://www.ascnet.com).

### **About Phoenix Fire**

Phoenix Fire Inc. is a business development agency that specializes in business partner channel development within the technology sector. Since 1995, the company has engaged with over 12,000 companies worldwide. Phoenix Fire has also been retained by three of the top 10 global software companies. The company has deep technology expertise in areas such as, but not limited to Application Development, Communications, Data Management, Cloud Computing, CRM, eDiscovery, ERP, Systems Management and Security. For more information, please visit [www.phoenixfireinc.com](http://www.phoenixfireinc.com).

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