

The logo features a stylized upward-pointing arrow icon on the left, composed of two overlapping shapes in shades of blue and grey. To the right of the icon, the word "ignite" is written in a bold, lowercase, blue sans-serif font. The number "360" follows, rendered in a light blue, rounded, sans-serif font with a subtle glow effect.

ignite 360

Press Kit

“The Ignite 360 suite of products are relevant to anyone with a computer or Internet access.”



**Get your head *IN*
the clouds...**

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Ignite 360 History

About Ignite 360

Ignite 360 has developed a comprehensive set of products and services, delivered Software as a Service (SaaS), commonly referred to in the media as “Cloud Computing.” These products are designed to meet the various needs of online users, from individuals and families to small and medium size businesses. By combining the fast growing industry of offering Software as a Service with direct sales and certified affiliates, Ignite 360 is changing the way people receive and distribute software.



History of Ignite 360

- In 2000, Dennis Dautel and Eric Johnson had an idea to take their knowledge of the internet and share it with others.
- By offering churches and ministries software applications delivered Software as a Service, faithHighway (the first brand of Ignite 360) was able to help those ministries have access to applications that would have otherwise been out of reach.
- In 2007, with the goal of soon being able to help more people achieve their goals, Ignite 360 began building on existing values and strengthening the existing product line for a successful launch into the consumer and business markets.
- By gathering existing resources and creating new ones, the Ignite 360 team developed a core enterprise level Ignite CRM and began to add products such as Ignite Secure, Ignite Backup, and PC Support.
- In 2010, all of these elements came together to form the current Ignite 360 corporate structures.

*The SaaS industry
is growing by nearly
30% year over year.*

A Fresh Approach

Ignite 360 has developed a comprehensive set of products and services, delivered Software as a Service (SaaS), designed to meet the various needs of online users. We have gone beyond product development to truly help people. By combining the fast growing industry of Software as a Service with direct sales and the business, tech, and non profit networks, we are changing the way people receive and distribute software.

Ignite 360's Purpose

We believe our purpose is to help those we touch pursue their passion. Yes, we have fantastic products for each of our marketing channels; however, those are just the means to help our channel partners pursue their passion.

The Ignite 360 team wants to ignite that spark of passion that will push everyone we contact beyond just achieving their momentary dreams to a place where they utilize all of the tools and resources available to find a new and inspiring way to help others also come alive to their unique passions.

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Executive Bios



Dennis Dautel: President and Founder

Dennis Dautel is a recognized entrepreneur whose 25 years of business experience have given him the opportunity to found and operate two successful businesses. The core principle by which all his diverse businesses have operated has been to provide excellent service and to help others. He knows that his greatest achievements are not what can be said about him, but are the events and people for which he can be thankful. His operational responsibility of managing strategic development and company growth is supported internally by a staff that shares his vision, mission and passion and externally through an advisory board made up of highly respected, knowledgeable, and experienced private investors and top executives.



Eric Johnson: Chief Technology Officer

Eric Johnson is an experienced software specialist, currently serving as Ignite 360's Chief Technology Officer and oversees a team of developers in Russia, Ukraine and Austin. Eric gained significant experience with management information systems, accounting systems, reporting systems, databases and project architecture through founding and building two successful technology firms while he was studying Computer Science at the University of Texas at Austin. This experience has been part of the backbone of building Ignite 360, Inc. In 2000 Eric cofounded faithHighway- a brand of Ignite 360, Inc. where he served as the primary systems analyst, system designer, and database analyst. He has also developed a wide array of website applications, computer software and management systems for our clients.



Anthony Carrano: Chief Operating Officer

Anthony Carrano is a respected leader whose clear communication style and task driven mentality has excelled his career over the past 10 years. As an Oral Roberts University student, Anthony served as a special projects coordinator and Associate Director where he quickly learned about leadership, project management, team training and organizational acuity. In 2000, he brought his experience to faithHighway- a brand of Ignite 360- where he started out as a sales rep and soon excelled to his current position as Chief Operating Officer. He's able to

see the big picture and then work backward to devise and implement a plan, assign responsibility and authority, then provide relevant feedback measures and metrics to evaluate its success and adjust accordingly. He knows that to truly be an effective leader one must: “touch the heart before asking for the hand.”-Show you care more about a person than what they can do for you.



Chris Mallonee: Controller

Chris Mallonee is “the money man.” His current position as controller for Ignite 360, Inc. has provided him the opportunity to help develop the Ignite 360 transaction system through writing the scope of work and functionality for the software. Chris is the youngest on the team, but his leadership expertise have proven consistent as he manages the accounting team, develops internal accounting procedures and processes tens of thousands of transactions a month. His love for people and passion to help others succeed has been proven true during his five years at Ignite 360, Inc.

*Now that you have met the **Ignite 360** Leadership Team through these bios, we hope you have come to better understand those who are behind the inspiration and excellence of **Ignite 360**.*

Complete Safety & Security

140,000 hard drives crash every week.

Why put your precious memories and important files at risk?

Complete safety, security and communication for your family is just one click away with Ignite 360.



43% of people lose irreplaceable files each year.

Ignite 360 Will Help You

Protect Life's Precious Memories

 **Ignite Backup**

Stops you from becoming another statistic with **secure, online, automatic, and fast** backups

Protect Your Family and Identity

 **Ignite Secure**

Award-Winning Total Personal Protection, first-to-market provider in offering cloud-based security services for home users.

Smokin' Hot Support + Money Back Guarantee + Privacy Protection Included!

Contact Your Ignite 360 Representative Today!

For more information visit ignite360.com



Smokin' Hot Support for You and Your PC

Ignite 360 Support Services

Smokin' Hot Support for You, Your PC and Your Phone



Let Ignite 360 help with all your PC and Mobile Phone needs.

Ignite 360 Will Help You

Ignite PC Support



Exceeding expectations one call at a time
Ignite 360 Can help you:

- › Secure your information
- › Keep your PC in great shape
- › Provide ongoing support

- › Computer Training
- › Social Media Configuration and Training

Ignite 360 Total Support



Combine PC and Mobile Support for complete coverage and receive Ignite PLUS Support Services at a discount!

Ignite Support PLUS Services



- › Wireless Home Networking
- › Device Setup, Sync, and Training

Ignite Mobile Support



Because life doesn't stop when your device does
Let Ignite 360 Help you with:

- › Complete Data Sync
- › Email Setup
- › Ongoing support

- › Software Installation and Setup

Contact Your Ignite 360 Representative Today!

For more information visit ignite360.com



Contact Information

To contact Ignite 360 or learn more about us,
visit us online:

 **Ignite 360 Website:** ignite360.com

 **Ignite 360 Blog:** myignite360.com

 **Email:** pr@ignite360.com

 **Facebook:** Facebook.com/ignite360

 **Twitter:** Twitter.com/ignite_360

 **YouTube:** Youtube.com/ignite360

*Software is a \$450 billion per
year industry.*

Ignite your success!



 **ignite360**

www.ignite360.com