

Insite Software Kicks Off 2016 with Record Sales and Increasing Momentum Across Multiple Fronts

Leading B2B ecommerce and sales enablement provider sets new quarterly sales record, accelerates customer momentum and receives industry recognition during first quarter of 2016

Minneapolis, Minn. April 13, 2016 — [Insite Software](#), a leading provider of business-to-business (B2B) commerce and data-driven solutions for manufacturers, wholesalers and distributors, today reported a powerful first quarter of 2016 including record sales, major industry momentum, and the release of the latest version of its B2B ecommerce and sales enablement platform.

“Insite’s first quarter of 2016 represents the culmination of energy and commitment from team members across the entire company,” said [Tony Abena](#), chief executive officer (CEO) of Insite Software. “All our hard work is paying off, as more organizations and the industry at large recognize the unique business benefits our connected commerce platform can deliver.” Abena added the company’s forecasts show momentum will continue to build throughout the remainder of 2016 as well.

Specifically, Insite realized major advancements in key areas of the company’s operations, including:

The biggest sales quarter in company history – In the first three months of 2016, Insite increased product revenue by 65 percent year-over-year, with the highest quarterly bookings in Insite history.

Increased customer and partner momentum – Record numbers of enterprise and mid-market customers selected Insite or went live with Insite-powered websites and portals during the first quarter of 2016. Additionally, during Q1 many customer sites were successfully implemented with the help of an exclusive team of experienced and certified delivery services partners, including Avanade, ICF International, RDA Corp. and Xcentium.

Continued industry recognition – In addition to Forrester’s ranking of Insite Software as a Leader in its “[The Forrester Wave™: B2B Commerce Suites, Q2 2015](#)”¹ last year, Insite announced in March 2016 it is one of 18 vendors included in a new Forrester Research report entitled “[Vendor Landscape: Sales Enablement Automation \(SEA\) Solutions](#).”²

Increased intellectual capital – Insite’s executive team gained considerable enterprise technology knowledge and expertise with the appointments of industry veterans [Kari Seas](#) to the role of vice president of marketing and [Chad Caswell](#) to the position of senior director of engineering; and the promotion of Vice President of Customer Success [Jon Greene](#) to senior vice president of commercial success.

Realization of Insite’s connected commerce vision – In the first quarter of 2016, Insite marked a major step toward delivering on its connected commerce vision via an initial integration with the [Storyworks1 sales enablement/digital content delivery platform it acquired in November 2015](#). With this integration, sales reps gain a holistic view of customer activity across online and offline sales channels via mobile access to up-to-date customer, order-history and order-status data stored in core, back-end business systems (such as CRM and ERP). Also released in Q1 were extensive architectural and functional enhancements to Insite’s commerce platform, including a re-designed and re-architected administration console.

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¹ The Forrester Wave™: B2B Commerce Suites, Q2 2015. *Forrester Research*. June 26, 2015.

² Vendor Landscape: Sales Enablement Automation Solutions. *Forrester Research*. March 21, 2016.

About Insite Software

Insite Software's connected commerce platform brings together commerce, physical sales channels and content/data to drive better B2B buyer and B2C user experiences, and higher sales. Leading global manufacturers, wholesalers and distributors rely on Insite to better engage digitally with buyers and sellers via B2B websites such as customer/buyer portals, sales portals, partner portals and dealer portals. The Insite technology fully integrates with leading ERP, CRM and web content management systems, and can be flexibly deployed either on premises or in public/private clouds. Learn more about Insite Software at www.insitesoft.com.

Converse with us on [Twitter](#), circle us on [Google+](#), and get to know our company on [LinkedIn](#) and [Facebook](#). For B2B commerce and sales enablement best practices and tips, read our [blog](#).

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