

Imprimis Grows Online Direct and Partner Sales with 2Checkout

Cybersecurity compliance solution counts on digital commerce platform for secure data storage, flexible eCommerce tools and efficient partner management

ATLANTA, GA – November 28, 2017 – 2Checkout (formerly Avangate), a leader in eCommerce, payments and subscription billing solutions, today announces that online security company [Imprimis](#) has achieved eCommerce success using 2Checkout’s Avangate digital commerce platform. Imprimis delivers the i2ACT-800 suite of cybersecurity compliance database software to a diverse range of companies, from small businesses to major US Department of Defense contractors. Over the past year, Avangate has empowered Imprimis to more effectively manage its channel partners and improve online sales.

The client uses 2Checkout’s Avangate eCommerce and Channel Manager Modules to sell its subscription-based security products across channels. The Avangate powerful subscription management capabilities, shopping cart abandonment tools, and promotion and cross-selling capabilities have been indispensable to growing Imprimis’ business. The Avangate Channel Manager has also allowed Imprimis to streamline partner relationships, giving the company an automated way to sell through resellers and implement flexible partnership programs.

In addition, the fact that the Imprimis data is stored in the U.S. helps Imprimis achieve the required levels of compliance for working with the U.S. Department of Defense and many of its 88,000 contractors.

“We’ve selected 2Checkout for a variety of reasons, including flexibility and efficiency, but most importantly for security and data protection. The fact that we found all of these capabilities and requirements in a single, integrated platform was very beneficial for our business. We’ve achieved major internal efficiencies by getting more flexibility and control over the online store, as well as better tools for managing partner sales. The subscription management capabilities were also a key decision factor, as we rely heavily on recurring revenue. More than one year since we started

working with the Avangate solution we can say that we couldn't be happier with our decision," said Michael Semmens, President of Imprimis, Inc.

"A growing number of companies in the security and privacy software vertical realize the importance of having a secure, flexible and comprehensive digital commerce platform that supports their business in a nimble way," said Erich Litch, Chief Revenue Officer at 2Checkout. "We are very pleased that we can offer Imprimis such a platform to manage and expand their online sales across channels, while staying compliant with strict regulations imposed by their industry."

Read more about the 2Checkout Avangate [digital commerce solution](#) and [customer success stories on the company's dedicated website](#).

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About Imprimis

Imprimis, Inc. is an organization dedicated to supporting government and private businesses with cybersecurity compliance tools, cybersecurity technology, and space based technology, advanced engineering, structured training, and advanced training techniques and tools.

For more information visit: www.Imprimis-Inc.com

About 2Checkout (formerly Avangate)

2Checkout, a Francisco Partners portfolio company, is the digital commerce & payments provider that helps companies sell their products and services via multiple channels, acquire customers across multiple touch points, increase customer and revenue retention, leverage smarter payment options and subscription billing models, and maximize sales conversion rates. The company's clients include ABBYY, Absolute, Bitdefender, FICO, HP Software, Kaspersky Lab, and many more companies across the globe.

Avangate acquired 2Checkout in March 2017. More information about 2Checkout's Avangate platform and related services can be found on www.avangate.com.

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