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Atlanta firm to be featured on regional business show

Managing an IT infrastructure is a large, complex adventure

SAP experts, Ascend Source, offers the expertise to ensure the adoption of transformational technology

Atlanta, GA – Today's ever-changing and evolving technology can be intimidating to many organizations, regardless of size or industry. With years of experience in the SAP partner channel, Atlanta-based Ascend Source's founders identified a gap in the ecosystem that strengthens partnerships and customer success.

Many customer innovation initiatives focus on the tool and application selection process without putting time and emphasis on the system integrator or partner that will be leveraged to make that tool successful for the business. Ascend Source recognized the problem many enterprise organizations faced within the ecosystem and solved it through their unique business methodology. After years of studying the partner channel, Ascend Source is a successful acceleration organization focused on helping customers adopt proven technology that transforms their business. By vetting integrators, Ascend Source can ensure the best partner organization is engaged to help enterprises recognize the return on their investment while staying on time and on budget.

“As a unique and thriving partner in the SAP ecosystem, Ascend Source leverages the successes, case studies, experiences, and value propositions of our strategic partners to continuously bring value to SAP while driving revenue and ensuring the adoption of proven SAP technology.” Lauren Reinhertz, Chief Operating Officer at Ascend Source, said recently.

As a result, Ascend Source will be featured on the business TV show *INSIDE THE BLUEPRINT*, a long-running business-to-business series program. The segment will be on the local Atlanta edition this weekend, airing on The CW affiliate WUPA Saturday at 12:30 PM EDT. And an encore edition on Sunday at 12:30 PM EDT again on WUPA.

ITB focuses on exciting innovations in all industries and the innovators behind the products featured in the show. Each episode examines four crucial steps related to these cutting-edge products and services: The inspiration, the idea, the process, and the impact.

"Our organization is excited to be selected and showcased for *ITB* since our overall objective is to strengthen our partners' position, drive successful transformation for our end customers, and recognize the value of proven technology. Ascend Source is truly an extension of every organization and customer. We are passionate about companies transforming their business by leveraging the best-of-breed technology married to the best and brightest partners." Courtney Byrd, CEO.

One feature of the segment that will be highlighted and discussed is the cost of selecting the wrong partner for a strategic initiative. Ascend Source accelerates outcomes of strategic initiatives for organizations driving innovation. Our unique business model is focused on providing customers that have chosen to evaluate robust solutions with the best-in-class systems integrators.

They have dedicated Ascend Source to understanding customers' pains, processes, and strategies to guide clients to success by leveraging the relationships they have formed with partners across the globe. These partners specialize in various technologies and industries and have proven experience, deep expertise, and customer references to support client's current endeavors.

Ascend Source is essentially a service bureau and an advocate to navigate the SAP ecosystem and help drive the outcomes that companies desire.

About Ascend Source

Atlanta-based and woman-owned Ascend Source is a team of strategy-driven ecosystem experts that bridge the gap between SAP, SAP end customers, and SAP Partners. They accelerate transformation by developing robust strategies around SAP solutions that compel organizations to innovate, procure technology, and implement solutions with vetted partners that ensure success and drive adoption.

Ascend Source is uniquely capable of helping customers find the right partner to deliver the desired outcome. In the sales cycles, finding the right partner helps to complete the point-of-view (POV), including the solutions (What) and the results (Why) desired, including an implementation plan (How).

About Inside the Blueprint

INSIDE THE BLUEPRINT IS A FAST-PACED SERIES THAT TAKES A SWEEPING LOOK AT INNOVATIONS IN THE COMMERCIAL CONSTRUCTION, HEALTHCARE, DESIGN SPACES, AND INFORMATION TECHNOLOGY, CHRONICLING IDEAS AND PRODUCTS THAT IMPACT HOW WE LIVE, WORK, AND PLAY.

Winner of Multiple Telly Awards <https://insidetheblueprint.com/>