



Appfire Expands its Workflow Automation App Portfolio with Acquisition of Top Selling Jira Software Provider

Innovalog Joins Appfire's Growing Digital Transformation Product Portfolio

BOSTON, Massachusetts, October 15, 2020 - Appfire, a leading provider of apps for software development teams, today announced the acquisition of Innovalog, an Atlassian Platinum Marketplace Partner, and the maker of Jira Misc Workflow Extensions (JMWE), one of the best-selling workflow products for Jira. The acquisition strengthens Appfire's digital transformation product portfolio that includes the industry's top workflow management tools.

With more than 23,000 active installations across more than 120 countries, Innovalog's top selling apps for Jira automate workflows and enhance processes for millions of users, including more than half of the Fortune 100 companies. Since 2013, Innovalog has provided software developers and project leads effective and simple solutions to quickly implement sophisticated workflows with little or no code. Innovalog's portfolio of products gives Jira Administrators the power to create advanced workflows, screens, filters, dashboards, and custom fields, going beyond Jira's native features.

"With the acquisition of Innovalog, we are furthering our investment in workflow automation tools, as increasingly more Atlassian teams are looking to accelerate and modernize how work is performed throughout their organizations," said Randall Ward, co-founder and CEO, Appfire. "JMWE gives our customers additional configuration power through simplified scripting. We welcome David and the Innovalog team to the Appfire portfolio of brands and look forward to continuing to grow its widely used products."

David Fischer, founder of Innovalog, along with the company's marketing and technology teams, will become part of the Appfire brand and will work out of Appfire's new Paris, France, innovation center.

"Our customers, whether they are coding experts or have no coding experience, rely on our feature-rich workflow apps to automate their business processes," said David Fischer, founder of Innovalog. "Our partnership with Appfire will benefit our customers through increased investment in product development and customer support. Furthermore, Appfire offers us valuable resources, including additional marketing, finance, and operations. We're eager to work with Randall and the Appfire team as we move to the next phase of product growth and innovation."

Baird served as the exclusive financial advisor to Innovalog. Kirkland & Ellis served as legal counsel to Appfire. The deal was financed by First Eagle Bank.

About Appfire

Appfire is an award-winning Atlassian Platinum Marketplace Partner and has been a global authority in the Atlassian ecosystem for nearly 15 years. Appfire's popular Beecom, Bob Swift, Botron, Feed Three, Innovalog, and Wittified product brands comprise the largest portfolio of apps on the Atlassian Marketplace with 65+ purpose-built products and 95,000 active installations worldwide. Learn more at www.appfire.com

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