

SignUp establishes subsidiary in Singapore

SignUp Software AB (publ) ("SignUp") is launching a subsidiary in Singapore to meet the increased demand for its Accounts Payable ("AP") Automation software, ExFlow, from both customers and partners.

"The need for ExFlow has increased substantially in Asia Pacific over the last few years, driven by the shift towards working remotely and standardisation of technology. AP Automation plays an important role in organisations' digital transformation, and our new office in Singapore will allow us to extend the same level of service for ExFlow customers and partners in South East Asia as in our main markets today" says [Magnus Perri](#), CEO of SignUp Software APAC.

[ExFlow](#) is a built-in AP Automation solution to Microsoft Dynamics 365 F&O and BC ERP platforms. Digitizing financial business processes has become a strategy for businesses in the aftermath of the COVID-19 pandemic.

The Singapore office will be led by [Andy Ho](#), who brings with him extensive channel knowledge and experience, having worked with many Microsoft Partners in Singapore in both sales and delivery roles.

"I am honored to be tasked with establishing a presence for SignUp in Singapore to support our Asian customers. With 18 years of experience working with ERP systems in capacities of presales, business development and delivery in South East Asia, I am looking forward to this next step of my career and working closely with Microsoft and Dynamics Partners in Singapore" says Andy Ho.

"During 2021 SignUp opened new offices in North America and in the Netherlands and I'm really pleased that we now can extend our presence to Singapore and thereby improve our reach in APAC which is the fastest growing cloud region globally. ExFlow is used in more than 60 countries and SignUp will continue to invest in our geographical expansion. With the expansion in Singapore we can drive continued strong revenue growth, support customers and partners, and create shareholder value" says Olof Hedin, Group CEO of SignUp.*

* IDC Worldwide Public Cloud Services Spending Guide

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About Us

SignUp is a fast-growing software company that offers a comprehensive solution, ExFlow, for accounts payable automation built into Microsoft's Dynamics ERP. The Company has established itself as a global player with a number of large companies as customers and several partnerships. SignUp was founded in 1999 and is headquartered in Solna, Sweden with additional offices in Denmark, Australia, Singapore, Canada, the Netherlands and the USA.

Attachments

[SignUp establishes subsidiary in Singapore](#)