



**FOR IMMEDIATE RELEASE**

**Media Contact:** Rod Hughes  
(610) 559-7585 Ext. 101  
[rhughes@kimballpr.com](mailto:rhughes@kimballpr.com)

## **Market Leading SaaS Providers Launch Collabra Technology** *TourFactory, Proxio combine to promote collaboration platform worldwide*

**SPOKANE, Wash., March 19, 2018** – TourFactory, LLC and Proxio, Inc. today announced they have merged to form Collabra Technology, Inc., an enterprise software company offering a collaborative marketing and sales platform that generates project-specific analytics in real-time, globally. Collabra will offer its multilingual platform to companies in a range of industries that have distributed sales teams and a need for visually compelling digital marketing.

“Both TourFactory and Proxio are innovators of technology platforms supporting the multi-billion dollar real estate industry,” said Janet Case, co-founder of Proxio and the new CEO of Collabra. “By combining our resources and expertise, we will develop and launch collaboration-driven digital services that will accomplish for other industries what our companies have done for real estate.”

Industry leaders including Lennar International and Coldwell Banker Global Luxury use Collabra’s ground-breaking, collaborative platform, first developed by Proxio, to empower their sales teams and elevate their digital marketing capabilities. This new model provides customized marketing materials and tracks results using a digital platform that connects businesses with their sales teams and clients on a global scale.

In addition to Case, who brings an international technology marketing background to Collabra as CEO, company leadership includes Proxio co-founder Peter Spicer and TourFactory co-founder Anne Sperling. Spicer, a versatile technology executive with extensive experience in global SaaS platforms, system architecture and development, will serve as chief technology officer. Sperling, a patent-holder and virtual tour co-creator, will serve as Collabra’s chief visionary officer.

“We’re well positioned to serve the most tech-savvy and progressive sales-driven businesses in any industry,” Case said. “To stay competitive, modern sales teams need cutting-edge digital collateral, clear and actionable analytics, and an efficient way to extend their reach around the globe. Our collaborative platform does that. We predict rapid growth as we scale to expand, seek strategic partnerships, and pursue opportunities for future acquisitions.”

Collabra will continue to offer technology and visual media services under the Proxio and TourFactory brands to the real estate industry. As a benefit of the merger, brokerages and agents can seamlessly incorporate high-resolution photography, videography and

other media from TourFactory's channel marketing network and 450 visual media professionals into their global marketing platform from Proxio. Collabra is headquartered in Spokane, Washington.

**About Collabra Technology, Inc.**

Collabra Technology, Inc. licenses a proprietary enterprise collaboration platform that enables businesses to harness the power of their sales teams to amplify marketing to clients on a global scale. With Collabra, companies manage product information and media in one place using a multilingual platform that assures maximum accuracy and brand control through the entire sales channel. The Collabra platform integrates with customers' existing information systems and CRMs, providing real-time analytics and global visibility of the sales and marketing process. For more information, please visit [CollabraTechnology.com](http://CollabraTechnology.com).