

Ignition says the future of AI isn't another siloed platform. It's an open ecosystem.

New capabilities let firms work the way they want, through native AI, partner integrations, or AI assistants like Claude and ChatGPT

SAN FRANCISCO, CA, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- Today at AICPA ENGAGE 2026, [Ignition](#) announced new AI-powered capabilities and ecosystem investments designed around a simple belief: accounting firms should be able to work the way they want, using the tools they choose.



As AI reshapes the accounting technology landscape, Ignition is taking an open ecosystem approach that connects firms, partners, and AI tools rather than asking firms to operate inside a single platform.

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The future isn't one platform doing everything. It's connected systems that work together intelligently. Firms should be able to choose the tools they love and still get a seamless experience.”

Greg Strickland, CEO of Ignition.

“Firms don't run on one piece of software,” said Greg Strickland, CEO of Ignition. “They run on a connected stack of tools. Our job is to make that stack work better together and give firms the flexibility to work however they want. We don't believe walled gardens serve firms well in the AI era because they limit choice, create more silos, and make it harder for firms to benefit from innovation happening across the broader ecosystem.”

That flexibility is becoming increasingly important as firms adopt AI. Some firms want AI embedded directly into their

workflow. Others want to use specialized applications. Increasingly, firms want to work through AI assistants like Claude or ChatGPT.

Ignition supports all three.

Work the way you want to work: Ignition's open ecosystem gives firms multiple ways to accomplish the same outcome.

Firms can:

1. Use AI-powered capabilities directly within Ignition
2. Connect specialized applications and workflows through partner integrations and APIs
3. Access Ignition through AI assistants such as Claude or ChatGPT using Ignition's Model Context Protocol (MCP)
4. Rather than forcing firms into a single workflow, Ignition allows firms to choose the experience that best fits how they operate.

"The future isn't one platform doing everything," said Strickland. "It's connected systems that work together intelligently. Firms should be able to choose the tools they love and still get a seamless experience."

This approach extends across Ignition's growing ecosystem of technology partners spanning bookkeeping, general ledger, workflow, voice capture, payroll, financial operations, and AI-powered applications.

Turning client conversations into revenue: One example demonstrates the power of an open ecosystem.

Today, one of the biggest sources of lost revenue in an accounting firm is the time between a client discovery call and sending a proposal. Notes get buried. Follow-up gets delayed. Opportunities cool off.

Now, firms can take a client meeting recording, transcript, email exchange, or notes and turn them into a proposal in multiple ways:

1. Through AI-powered proposal creation directly inside Ignition
2. Through connected partner applications
3. Through an AI assistant using Ignition's MCP

The outcome is the same: less administrative work, faster response times, and a better chance of winning profitable engagements.

"There's a reason people say time kills deals," said Tammy Hahn, SVP Product at Ignition. "Now, firms can take a meeting transcript and turn it into a proposal immediately. AI provides the starting point. The accountant stays in control."

Ignition pairs proposal creation with its AI-powered Price Insights, introduced at AICPA ENGAGE

last year, helping firms not only move faster but make more informed pricing decisions to ensure the work is profitable.

Real workflows, already in production: Customers are already using Ignition's open ecosystem approach to automate work across proposal management, pricing analysis, client communications, and reporting.

"The MCP is one of the biggest and coolest features Ignition has dropped. I asked Claude to roll a client's proposal forward, apply an increase, and draft a client email, all in minutes without opening Ignition." — Ben Walker, Founder, Inspire CA

"Ignition's MCP with Claude made it easy to pull billing averages and product data that would have otherwise taken manual work. We're now turning this into a repeatable monthly model to run pricing audits automatically." — Devin Day, VP Sales & CX, Club Capital

Building the plumbing for connected firms: Ignition's MCP acts as a bridge between Ignition and AI assistants, making it easier for firms to access data and perform actions without switching between systems.

Strickland compares it to the infrastructure underneath a home.

"Think of it like the plumbing under a house. You don't see it, but it's what makes everything work. The tools and AI assistants are the fixtures. The accountant is still the one in control. What we've built is the infrastructure that helps connect everything together."

As firms continue adopting AI, Ignition believes the winners won't be the platforms that try to own every workflow. They'll be the platforms that make the entire ecosystem work better.

A more practical vision of AI: "We're not trying to be the loudest voice in AI," said Strickland. "We're trying to be the most useful. If it doesn't help a firm run better, it doesn't matter."

About Ignition: Founded in 2013, Ignition is the leading revenue and billing automation platform for firms and agencies to transform their sales, billing and payment processes.

Ignition automates proposals, engagement letters, invoicing, payments and workflows in a single AI-powered platform, empowering 8,500+ businesses to sell, bill and get paid for their services with ease.

To date, Ignition customers have managed relationships with over 2.4 million clients and earned \$13b in revenue via the platform. Ignition's global workforce spans Australia, Canada, New Zealand, the Philippines, US and the UK.

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