
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

**Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported):

October 2, 2017

ELLIE MAE, INC.

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction of incorporation)

001-35140

(Commission File Number)

94-3288780

(IRS Employer Identification No.)

**4420 Rosewood Drive, Suite 500
Pleasanton, California 94588**

(Address of principal executive offices, including zip code)

(925) 227-7000

(Registrant's telephone number, including area code)

Not Applicable

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in as defined in Rule 405 of the Securities Act of 1933 (§230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2).

- Emerging growth company
 - If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.
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Item 2.01. Completion of Acquisition or Disposition of Assets.

On October 2, 2017, Ellie Mae, Inc. (the “Company”) completed its acquisition of Velocify, Inc. (“Velocify”). Pursuant to terms of the Agreement and Plan of Merger (the “Merger Agreement”), dated as of August 31, 2017, by and among the Company, Velocify, Victory Merger Sub, Inc., a wholly-owned subsidiary of the Company (“Merger Sub”), and Fortis Advisors LLC, as the Representative, Merger Sub merged with and into Velocify (the “Merger”), with Velocify surviving the Merger as a wholly-owned subsidiary of the Company.

The description of the Merger and the Merger Agreement contained in this Item 2.01 does not purport to be complete and is qualified in its entirety by reference to the Merger Agreement, which was filed as Exhibit 2.1 to the Form 8-K filed by the Company with the Securities and Exchange Commission on August 31, 2017, and is incorporated by reference herein.

Item 8.01. Other Events

On October 2, 2017, the Company issued a press release announcing the completion of its acquisition of Velocify, a copy of which is filed as Exhibit 99.1 and is incorporated herein by reference.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits.

<u>Exhibit Number</u>	<u>Description</u>
99.1	Press Release dated October 2, 2017, titled “Ellie Mae Completes Acquisition of Velocify”.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: October 2, 2017

Ellie Mae, Inc.

By: /s/ Brian Brown

Brian Brown

Executive Vice President and General Counsel



FOR IMMEDIATE RELEASE

ELLIE MAE COMPLETES ACQUISITION OF VELOCIFY

Ellie Mae will Deliver Digital Mortgage Capabilities with Addition of Velocify's Sales Acceleration Technology

PLEASANTON, Calif. - October 2, 2017 - Ellie Mae® (NYSE:ELLI), the leading cloud-based platform for the mortgage finance industry, announced today that it has completed its acquisition of Velocify, the leading sales acceleration platform. The acquisition brings together leading mortgage technologies to accelerate the vision of offering a fully digital mortgage.

Velocify's lead management solutions help sales teams keep pace with the speed of opportunity by driving rapid lead response, improving productivity and offering actionable selling insights. Going forward Ellie Mae will integrate Velocify's lead management, engagement and distribution capabilities with Ellie Mae's Encompass CRM's unique approach to automated one-to-one personalized marketing and the Encompass Consumer Connect digital consumer experience. The robust solution will meet the needs of today's lenders by delivering a complete digital lead capture and conversion solution for creating interest, turning that interest into an application and then funding that loan quickly and at a low cost. Many of Ellie Mae's Encompass customers use the Velocify solution today.

"Ellie Mae's North Star is to automate everything automatable for the residential mortgage industry and we believe that a true digital mortgage must encompass the entire loan lifecycle, from targeted marketing automation to lead generation to application to automated investor delivery. The acquisition of Velocify accelerates our delivery of a true digital mortgage solution for the industry," said Jonathan Corr, president and CEO of Ellie Mae. "In the coming months we will integrate Velocify's lead management, engagement and distribution capabilities with our own CRM and Consumer Connect solutions to help lenders turn consumer interest into applications through a personalized, high-tech and human-touch experience."

"Velocify and Ellie Mae are longtime partners in the mortgage space thanks to our integration with their Encompass solution. We're both fueled by the mission to simplify and speed up the mortgage process to help lenders originate more loans, lower costs and reduce time to close," said Nick Hedges, former president and CEO of Velocify who will assume the role of senior vice president at Ellie Mae. "Velocify has built the leading software solution for consumer sales engagement during the early stages of the sales process and with this acquisition, we will extend that capability throughout the consumer buying cycle."



Ellie Mae will provide additional financial details when the company reports its third quarter results.

About Ellie Mae

Ellie Mae (NYSE:ELLI) is the leading cloud-based platform provider for the mortgage finance industry. Ellie Mae's technology solutions enable lenders to originate more loans, reduce origination costs, and reduce the time to close, all while ensuring the highest levels of compliance, quality and efficiency. Visit EllieMae.com or call (877) 355-4362 to learn more.

About Velocify

Velocify® provides a sales acceleration software platform that helps high-velocity sales teams turn more prospects into customers. More than 1,500 companies streamline, automate, and optimize their sales processes using Velocify. Velocify's software delivers a prescriptive approach to selling and surfaces actionable performance insights to ensure salespeople stay focused on activities that lead to more sales.

Forward-Looking Statements

This press release contains forward-looking statements under the safe harbor provisions under The Private Securities Litigation Reform Act of 1995. These forward-looking statements include statements regarding Ellie Mae's ability to successfully integrate Velocify's software solutions with Ellie Mae's software solutions, the potential benefits of the combined software solutions as well as Ellie Mae's ability to deliver its digital mortgage solution and the benefits of this digital mortgage solution. These statements involve known and unknown risks, uncertainties, and other factors which may cause actual results to be materially different than those expressed or implied in such statements. The forward-looking statements included in this press release are made only as of the date hereof. Ellie Mae cannot guarantee future results, levels of activity, performance or achievements. Accordingly, you should not place undue reliance on these forward-looking statements. Finally, Ellie Mae expressly disclaims any intent or obligation to update any forward-looking statements to reflect subsequent events or circumstances, unless otherwise required by law.

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