

Amber Road, Inc.
Form SC 13D/A
September 26, 2016

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 13D

(Rule 13d-101)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT

TO § 240.13d-1(a) AND AMENDMENTS THERETO FILED

PURSUANT TO § 240.13d-2(a)

UNDER THE SECURITIES EXCHANGE ACT OF 1934

(Amendment No. 5)*

Amber Road, Inc.

(Name of Issuer)

Common Stock, par value \$0.001 per share

(Title of Class of Securities)

02318Y108

(CUSIP Number)

Michael R. Murphy

Discovery Group I, LLC

300 South Wacker Drive

Suite 600

Chicago, Illinois 60606

Telephone Number: (312) 265-9600

(Name, Address and Telephone Number of Person

Authorized to Receive Notices and Communications)

September 23, 2016

(Date of Event which Requires Filing of this Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of §§240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box. "

Note: Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See §240.13d-7 for other parties to whom copies are to be sent.

*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP No. 02318Y108

Names of
Reporting
Persons.

1. Discovery
Equity
Partners, L.P.

- Check the
Appropriate
Box if a
2. Member of a
Group (See
Instructions)
(a) ..
(b) ..

3. SEC Use
Only

- Source of
Funds (See
4. Instructions)

WC

- Check if
Disclosure of
Legal
Proceedings
5. Is Required
Pursuant to
Items 2(d) or
2(e) ..

- Citizenship
or Place of
6. Organization
Illinois

Number of Sole Voting Power
Shares 7.
Beneficially None.

Edgar Filing: Amber Road, Inc. - Form SC 13D/A

Owned by

Each Reporting Person With 8. Shared Voting Power
1,193,641

9. Sole Dispositive Power
None.

10. Shared Dispositive Power
1,193,641

11. Aggregate Amount Beneficially Owned by Each Reporting Person
1,193,641

12. Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)

13. Percent of Class Represented by Amount in Row (11)
4.5%

14. Type of Reporting Person (See Instructions)
PN

CUSIP No. 02318Y108

Names of
Reporting
Persons.
1.
Discovery
Group I, LLC

Check the
Appropriate
Box if a
2. Member of a
Group (See
Instructions)
(a) ..
(b) ..

3. SEC Use
Only

Source of
Funds (See
4. Instructions)

AF

Check if
Disclosure of
Legal
Proceedings
5. Is Required
Pursuant to
Items 2(d) or
2(e) ..

Citizenship
or Place of
6. Organization

Delaware

Number of Sole Voting Power
Shares 7.
Beneficially None.

Edgar Filing: Amber Road, Inc. - Form SC 13D/A

Owned by

Each Shared Voting Power

Reporting 8.

Person With 1,193,641

Sole Dispositive Power

9.

None.

10. Shared Dispositive Power

1,193,641

11. Aggregate Amount Beneficially Owned by Each Reporting Person

1,193,641

12. Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)

13. Percent of Class Represented by Amount in Row (11)

4.5%

14. Type of Reporting Person (See Instructions)

IA

CUSIP No. 02318Y108

Names of
Reporting
Persons.
1.

Daniel J.
Donoghue

Check the
Appropriate
Box if a
2. Member of a
Group (See
Instructions)
(a) ..
(b) ..

3. SEC Use
Only

Source of
Funds (See
4. Instructions)

AF

Check if
Disclosure of
Legal
Proceedings
5. Is Required
Pursuant to
Items 2(d) or
2(e) ..

Citizenship
or Place of
6. Organization

United States
of America

Number of 7. Sole Voting Power
Shares

Beneficially Owned by Each Reporting Person With 8. None.
Shared Voting Power
1,193,641

9. Sole Dispositive Power
None.

10. Shared Dispositive Power

1,193,641

11. Aggregate Amount Beneficially Owned by Each Reporting Person
1,193,641

12. Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)

13. Percent of Class Represented by Amount in Row (11)
4.5%

14. Type of Reporting Person (See Instructions)
IN

CUSIP No. 02318Y108

Names of
Reporting
Persons.
1.

Michael R.
Murphy

Check the
Appropriate
Box if a
2. Member of a
Group (See
Instructions)
(a) ..
(b) ..

3. SEC Use
Only

Source of
Funds (See
4. Instructions)

AF

Check if
Disclosure of
Legal
Proceedings
5. Is Required
Pursuant to
Items 2(d) or
2(e) ..

Citizenship
or Place of
6. Organization

United States
of America

Number of 7. Sole Voting Power
Shares

Beneficially Owned by Each Reporting Person With 8. None.
Shared Voting Power
1,193,641

9. Sole Dispositive Power
None.

10. Shared Dispositive Power
1,193,641

11. Aggregate Amount Beneficially Owned by Each Reporting Person
1,193,641

12. Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)

13. Percent of Class Represented by Amount in Row (11)
4.5%

14. Type of Reporting Person (See Instructions)
IN

Item 1. Security and Issuer

This Amendment No. 5 to Schedule 13D (“**Amendment No. 5**”) relates to the Common Stock, par value \$0.001 per share (the “**Common Stock**”), of Amber Road, Inc., a Delaware corporation (the “**Company**”), which has its principal executive offices at One Meadowlands Plaza, East Rutherford, NJ 07073. This Amendment No. 5 amends and supplements, as set forth below, the information contained in items 1, 3, 5 and 6 of the Schedule 13D filed by the Reporting Persons with respect to the Company on July 2, 2015, as amended by Amendment No. 1 thereto filed by the Reporting Persons with respect to the Company on July 30, 2015, as amended by Amendment No. 2 thereto filed by the Reporting Persons with respect to the Company on August 19, 2016, as amended by Amendment No. 3 thereto filed by the Reporting Persons with respect to the Company on August 26, 2016, and as amended by Amendment No. 4 thereto filed by the Reporting Persons with respect to the Company on September 6, 2016 (as so amended, the “**Schedule 13D**”). All capitalized terms used herein but not defined herein have the meanings set forth in the Schedule 13D. Except as amended by this Amendment No. 5, all information contained in the Schedule 13D is, after reasonable inquiry and to the best of the Reporting Persons’ knowledge and belief, complete and correct as of the date of this Amendment No. 5.

Item 3. Source and Amount of Funds or Other Consideration

Item 3 of the Schedule 13D is hereby amended to read in its entirety as follows:

The total purchase price for the 1,193,641 shares of Common Stock beneficially owned by the Reporting Persons as of September 23, 2016 was approximately \$7,650,658. The source of such funds was the assets of Discovery Equity Partners, including proceeds of margin loans under margin loan facilities maintained in the ordinary course of business by the Discovery Equity Partners with a broker on customary terms and conditions. Discovery Equity Partners is the legal owner of all of the Common Stock beneficially owned by Discovery Group and Messrs. Donoghue and Murphy.

Item 5. Interest in Securities of the Issuer

Item 5 of the Schedule 13D is hereby amended to read in its entirety as follows:

The information concerning percentages of ownership set forth below is based on 26,460,677 shares of Common Stock outstanding as of July 31, 2016 in the Company’s Quarterly Report on Form 10-Q for the quarter ended June 30, 2016.

Discovery Equity Partners beneficially owns 1,193,641 shares of Common Stock as of September 23, 2016, which represents 4.5% of the outstanding Common Stock.

Discovery Group beneficially owns 1,193,641 shares of Common Stock as of September 23, 2016, which represents 4.5% of the outstanding Common Stock.

Mr. Donoghue beneficially owns 1,193,641 shares of Common Stock as of September 23, 2016, which represents 4.5% of the outstanding Common Stock.

Mr. Murphy beneficially owns 1,193,641 shares of Common Stock as of September 23, 2016, which represents 4.5% of the outstanding Common Stock..

Discovery Group is the sole general partner of Discovery Equity Partners. Messrs. Donoghue and Murphy are the sole managing members of Discovery Group. As a consequence, Discovery Group and Messrs. Donoghue and Murphy may be deemed to share beneficial ownership of all of the shares of Common Stock owned by Discovery Equity Partners.

The transactions in Common Stock effected by the Reporting Persons since those reported in the Schedule 13D filed by the Reporting Persons on September 6, 2016 are set out in Exhibit 1 hereto.

The Reporting Persons ceased to be beneficial owners of more than five percent of the Common Stock on September 23, 2016.

No person other than Discovery Equity Partners is known to any Reporting Person to have the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, any of the shares of Common Stock reported herein.

Item 6. Contracts, Arrangements, Understandings or Relationships with Respect to Securities of the Issuer

Item 6 of the Schedule 13D is hereby amended to read in its entirety as follows:

There are no contracts, arrangements, understandings or relationships (legal or otherwise) between or among any of the Reporting Persons and any other person with respect to any securities of the Company other than the governing documents of Discovery Group and Discovery Equity Partners, the margin loan facilities referred to under Item 3 above, the Joint Filing Agreements of the Reporting Persons with respect to the Schedule 13D that were included as exhibits thereto, the Joint Filing Agreement of the Reporting Persons with respect to this Amendment No. 5 included as Exhibit 2 to this Amendment No. 5, and the Powers of Attorney granted by Messrs. Donoghue and Murphy with respect to reports under Section 13 of the Securities Exchange Act of 1934, as amended, which Powers of Attorney are included as Exhibit 3 and Exhibit 4, respectively, to this Amendment No. 5.

Item 7. Material to Be Filed as Exhibits

Exhibit 1: List of transactions effected by the Reporting Persons in the Company's Common Stock since those reported in the Schedule 13D filed by the Reporting Persons on September 6, 2016.

Edgar Filing: Amber Road, Inc. - Form SC 13D/A

Exhibit 2: Joint Filing Agreement dated as of September 26, 2016, by and among Discovery Equity Partners; Discovery Group; Daniel J. Donoghue; and Michael R. Murphy.

Exhibit 3: Power of Attorney of Daniel J. Donoghue, dated as of April 28, 2008.

Exhibit 4: Power of Attorney of Michael R. Murphy, dated as of April 28, 2008.

Signature

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

September 26, 2016
Date

DISCOVERY GROUP I, LLC,

for itself and as general partner of

DISCOVERY EQUITY PARTNERS, L.P.

By: Michael R. Murphy*
Signature

Michael R. Murphy, Managing Member
Name/Title

Daniel J. Donoghue*
Signature

Daniel J. Donoghue
Name/Title

Michael R. Murphy*
Signature

Michael R. Murphy
Name/Title

*By: /s/ Mark Buckley
Mark Buckley

Attorney-in-Fact for Daniel J. Donoghue

Attorney-in-Fact for Michael R. Murphy

Exhibit Index

Exhibit 1 List of transactions effected by the Reporting Persons in the Company's Common Stock since those reported in the Schedule 13D filed by the Reporting Persons on September 6, 2016.

Exhibit 2 Joint Filing Agreement dated as of September 26, 2016, by and among Discovery Equity Partners; Discovery Group; Daniel J. Donoghue; and Michael R. Murphy.

Exhibit 3 Power of Attorney of Daniel J. Donoghue, dated as of April 28, 2008.

Exhibit 4 Power of Attorney of Michael R. Murphy, dated as of April 28, 2008.