



Press Release

Wednesday, 17th December 2008 - For Immediate Release

Help For SMEs dealing with Slow Payers

A leading UK accountancy software provider has teamed up with an invoice payment management service to help its customers get through the current economic difficulties. The new combined service from KashFlow and Getting Paid automates the process of reminding customers that payment is due and automatically implements procedures if the payment isn't received.

During an economic downturn, a lack of cash can cause a lot of stress and difficulties for small businesses. KashFlow was designed specifically to be used by small business owners to easily manage their accounts and closely monitor their company finances. It is designed to be simple to use for non-accountants, freeing-up their time and skills to concentrate on the core business activities. This is vitally important if a small business is to survive in times of recession. They don't want to get bogged down in doing their bookkeeping, but nor should they neglect it.

Getting-Paid automatically sends reminders to customers, each message increases in severity until the invoice is paid. It is customisable so that the small business owner can be confident that the service does exactly what he requires. Like KashFlow, the system automates as much as possible, the time-consuming task of chasing customers for payment.

KashFlow Founder and Managing Director, Duane Jackson explained, 'Almost everybody is concerned about the current economic situation, including the KashFlow customers I speak to. That makes integration with a service like Getting-Paid more useful than ever. By using this service our customers can concentrate on what they're good at rather than spending time chasing payments'.

Technical Director of Getting-Paid, Peter Bowen, has experienced first hand just how soul-destroying chasing late paying customers can be. He said, 'I don't like confrontation and I tend to believe people too easily. It's part of my genetic wiring. This makes it hard for me to be firm enough to do the right thing for my business. I'm embarrassed to say that I've harmed my business in the past by not being tough enough with debtors.'

Both KashFlow and Getting-Paid are excellent examples of the new wave of web-based software. Known as 'Cloud Computing', it is fast replacing the traditional software model that is expensive and labour-intensive. Cloud Computing offers much better value with advantages such as free online storage, mobile access, pay-as-you-go bespoke service etc. It enables the smallest of organisations to access the same quality of service as everybody else.

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Contacts

For further editorial information, contact:

Dominique Gillespie
dominique@kashflow.com
020 7403 0101

Notes To Editors

In June 2008, KashFlow became the first accounting software package to be certified by PayPal for integration with its payment platform. PayPal and KashFlow now work in partnership to provide a seamless, end-to-end, payment processing and accounting system.

KashFlow has received two rounds of venture capital funding from their now chairman, Lord Young of Graffham. Lord Young is a former Secretary of State for Trade & Industry and ex Chairman of Cable and Wireless.

KashFlow has been featured in the likes of the Financial Times, Daily Mail, The Daily Telegraph, The Mail on Sunday, BBC Radio and all the leading accounting titles.

For more information visit the KashFlow pressroom at: www.kashflow.co.uk/pressroom.asp

Recent Press Releases

Choppy Waters For Top Business Coach Following Latest Video Release

Fans of Tugg Gently, top business author and speaker, have been turning against him in droves since his latest video, Social Media Success, was posted last week.

http://www.kashflow.co.uk/pressrelease_0077.asp

Entrepreneurs, Trumpet Blowers and Charlatans

One Man Navigates New Businesses Through the Shark Infested Sea of Start-ups

http://www.kashflow.co.uk/pressrelease_0076.asp

Former IRIS Director Joins KashFlow as COO

Top UK cloud accounting software company is beginning a new era with the appointment of new Chief Operating Officer, Simon Guest.

http://www.kashflow.co.uk/pressrelease_0075.asp

Making Monkey Business of SME Marketing with KashFlow and MailChimp

SMALL businesses now have the power of the big boys at their fingertips - thanks to an innovative accounting system.

http://www.kashflow.co.uk/pressrelease_0074.asp

Offline, Desktop-speed Data Entry into Cloud Accounting Software

Online accounting software company, KashFlow, has today released a desktop application that enables offline data entry into its web-based accounting package. The new product, RapidFire, is aimed at accountants and bookkeepers that want the speed and familiarity of desktop software coupled with the power and flexibility of cloud software

http://www.kashflow.co.uk/pressrelease_0073.asp