



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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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

KashFlow strengthens its mobile strategy with introduction of iPhone app

KashFlow announced today that it has released a versatile, new iPhone app for the award winning online accounting software that will allow its 5,000 small business users fast access to data on the move.

http://www.kashflow.co.uk/pressrelease_0069.asp

KashFlow and Tim Goods Absolute Accounting join forces to challenge major players with their own technologically advanced and integrated cloud option

KashFlow has announced a new and strategic partnership with Absolute Accounting Software Ltd, founded by Tim Good formerly of PTP, that is set to have a major impact on the accountancy practice software sector. The announcement is perfectly timed to take advantage of incoming legislation that will require accounts to be submitted electronically using the iXBRL format.

http://www.kashflow.co.uk/pressrelease_0068.asp

KashFlow signs exclusive partnership agreement with Entrepreneur Country

KashFlow has announced an exclusive partnership agreement with Entrepreneur Country, a community of 25,000 high growth businesses recognised as UK and Europe's leading entrepreneurs. The award winning KashFlow online accounting software is to be recommended as the community's system of choice.

http://www.kashflow.co.uk/pressrelease_0067.asp

KashFlow announces expansion into the Republic of Ireland

KashFlow has announced that it has signed an agency agreement with leading Dublin Accountant, Gerard Kiernan and his partner, Tommy Boyle, to promote KashFlow cloud accounting software to Irish accountants and their small business clients.

http://www.kashflow.co.uk/pressrelease_0066.asp

KashFlow introduces new ReceiptAngel integration

KashFlows mission to make accounting simpler for small businesses, has moved another step forward with the announcement that its software now seamlessly integrates with the ReceiptAngel service. This will relieve the 5,000+ UK businesses using the cloud accounting software, KashFlow, of the worry of losing receipts and bills allowing each item to be scanned quickly and easily and stored securely.

http://www.kashflow.co.uk/pressrelease_0065.asp