



Press Release

Tuesday, 18th November 2008 - For Immediate Release

National Cloud Computing Day: KashFlow Challenges Small Business to Dump Installed Software for 24 Hours!

Award-winning accounting software company KashFlow is challenging UK small businesses to dump their desktop applications for 24 hours during the UK's first national Cloud Computing Day on Friday 12th December.

The event is being organised by KashFlow to encourage UK small businesses to evaluate online applications and speed up the migration from traditional word processing, spreadsheet, accounting, email and contact management systems installed on computers to their web-based counterparts.

Small businesses will be able to share their experiences throughout the day online. A post-event survey will reveal important small business opinions about how cloud computing will help the UK to work more efficiently.

KashFlow managing director Duane Jackson revealed,

"Throughout the world businesses are discovering web-based software and it's important that UK small businesses don't get left behind. They are already enjoying the benefits of a wide range of online services which are virtually indistinguishable - and often superior - from their installed counterparts.

"The Cloud Computing Day challenge is simple - for small businesses to exclusively use online software in their day to day business on December 12th. This is a fun challenge with a serious message. And we hope National Cloud Computing Day will help to raise awareness of a more efficient, economic and flexible way of working."

KashFlow is already in advanced negotiations to provide integration with a number of other web-based applications.

Duane welcomes all UK businesses to get in touch to discuss their own involvement too.

Duane adds,

"Cloud computing generally represents much better value than installed software - and in some cases it's actually free. Many applications also include free online storage helping businesses to synchronise, backup and access data anywhere in the world. But I suspect there are a number of areas that aren't being catered for. The business tasks and processes where participants can't find an online solution are likely to be more revealing than the areas where they can.

"The benefits of cloud computing are huge - there's no need to implement software upgrades, pay for maintenance or add more hardware. This makes SaaS - or cloud computing - attractive to UK small businesses, particularly during a recession. And that's why the way we all work is changing."

More information about Cloud Computing Day is available online at www.kashflow.co.uk/cloudcomputingday.

-ends-

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

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

KashFlow's 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](http://www.kashflow.co.uk/receiptAngel.asp). 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