

# Kiwis and Pommies unite to give SMEs comprehensive business management software

Submitted by: KashFlow Software

Tuesday, 10 February 2009

---

KashFlow (<http://www.kashflow.co.uk>), the web-based accounting software company have become the first UK software provider to provide seamless integration with job, project and time management application – Workflowmax (<http://www.workflowmax.com>).

This is the latest in a long line of firsts for the award winning software company that is chaired by former DTI boss, The Rt. Hon. Lord Young of Graffham (<http://www.kashflow.co.uk/bioglordyoung.asp>).

Rather than add advanced project management features to their software, KashFlow decided to instead integrate with an existing provider from New Zealand.

Commenting on the decision, KashFlow founder and MD Duane Jackson (<http://www.kashflow.co.uk/biogdj.asp>) said, “We make easy to use accounting software for small businesses – it’s what we’re good at. We’re not good at making job and project management software – it’s just not what we do. WorkflowMax is an excellent bit of kit, so why try to re-invent the wheel?”

Both applications are accessed via a web-browser rather than by installing software on to your computer. This is commonly called Software-as-a-Service, or SaaS. The two applications are able to use the internet to ‘talk’ to each other to securely exchange information – such as invoicing and customer data.

“This approach gives the customer more choice in what they use and there are no compromises as they can choose software from specialists in the different fields.” said Jackson, “But more importantly in these tough times, it keeps the price down. Customers aren’t subsidising the development of features they may never want, need or use”

Users of web-based applications now have access to greater functionality than ever before thanks to the ongoing integration between KashFlow and the vendors of different products. The customer gets to pick and choose from a menu of different applications to create an overall suite that perfectly suits their needs – all of which feed data back to the central accounting hub in KashFlow.

Commenting on the partnership, Gavin George, Co-Founder of New Zealand based firm WorkflowMax said, “We’re really pleased to be working with the leading provider of web-based accounting software in the UK. This will be welcome news to our existing UK customers and we are already dealing with an influx of enquiries from KashFlows established userbase”

For more info about KashFlow, visit <http://www.kashflow.co.uk/pressroom.asp>

For more info about WorkflowMax, see: <http://www.workflowmax.com>

-ends-