

Pearl launches FREE SaaS business software for SMEs

Submitted by: Pearl

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Pearl will release 4 new pricing plans (<http://www.thisispearl.com/features/pricing-c-393.html>) of it's web-based business software on 1st May 2009:

- Express (FREE)
- Starter
- Standard
- Premium

"It's an exciting launch for us. To date we've been working tightly with a few larger companies, and now our goal of making Pearl available to all businesses is a reality. There's nothing out there in the market that does what we do at this price", says founder Chris Tanner.

Small companies can start using Pearl Express for free to manage money, customers, jobs, orders, products and website. (<http://www.thisispearl.com>)

Pearl offers an impressive range of functionality with a pricing structure that will appeal to businesses of all sizes: from early day start-ups to well established companies that trade globally.

In addition to the new pricing plans, Pearl have packed in more features, including:

- A new user interface
- New CRM features like Email Marketing (http://www.thisispearl.com/index.php?cPath=301_376)
- A credit card processing console with Secure Trading
- A web portal (http://www.thisispearl.com/index.php?cPath=302_381) for their customers to re-print invoices/statements, make payments, track jobs/orders and more.

What makes Pearl different from the myriad of other "Web2.0" Software-as-a-Service (SaaS) applications available is the pure breadth of functionality.

"Many new applications launching at the moment actually have limited use to a business owner/manager, you can find web based accounting, web based CRM, hosted website systems and so on, but suddenly you have the same customer and product information duplicated in several systems.

"With Pearl, there is no need to run separate systems, every part of a company's day to day operations run seamlessly together. It's easy to setup - there's no installation required, and the whole application runs in an internet browser."

Editor's notes:

To interview Chris Tanner or for further information or images to support this story, please contact Andrew Mulvenna on 0845 003 8935 or email Andrew@thisispearl.com.

About Pearl: Pearl is a Software as a Service (SaaS) ERP solution for small to medium sized businesses. Pearl enables a company to manage their entire operation using just one software system, from stock control, time billing and ecommerce all the way through to monthly management accounts and VAT returns.

Having focussed mainly on the development of the product with a few core business clients, the current customer base is circa 200 businesses. The launch of the Express version is set to bring Pearl to the wider market. Pearl is based in Bristol, UK, is privately funded with a core team of 7 staff, primarily developers.

Further links / information:

- Read an independent review of Pearl. "Wow – Pearl really has it all." Ben Kepes, CloudAve (<https://www.cloudave.com/link/review-pearl-2-0>).
- Learn more about how FREE Pearl Express online business software can help you (<http://www.thisispearl.com>).
- Test drive Pearl (<http://www.thisispearl.com/features/pricing-c-393.html>) web-based business software for FREE.