

DEBITOOR LAUNCHED AS 'CLOUD ON CLOUD' FREEMIUM MODEL FOR SMALL BUSINESSES

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E-conomic, the cloud based online accounting provider has launched a new intuitive web application, Debitoor, which allows small businesses to perform basic accounting tasks, primarily related to invoicing but also with functionality for expenses and basic reporting to meet banks and tax authority requirements.

"What we mean by 'cloud on cloud' is that we have built the application so that it runs on top of cloud products such as Amazon Web Services (AWS). Loggly, Github and Google Analytics," says E-conomic Chief Executive Torben Frigaard Rasmussen.

Torben says that E-conomic, building on its experience of its own cloud based system has built a system that ensures maximum availability as it has a triple centre capability – all data is duplicated in three separate physical locations so if one location fails, it can automatically switch to another location without affecting users. There is also auto scaling capability so that servers and resources are continually added as the need arises and a sophisticated self-reliance system which monitors the health of the servers and starts up new ones in case of failure.

"We have made sure that we can deploy committed code without affecting users," says Torben. "Our code is built from the ground up and is based on the latest cloud technologies including HTML5 and Node.js."

Crucially, the product will be available on a global basis. "We know that even the smallest company can now operate on a global basis", added Torben. "The product is already available to English German and Spanish speakers in 19 countries with localised VAT functionality and we plan to add another 20 + countries during 2013."

Debitoor already has over 12000 customers with a take up of over 200 per day and as well as invoicing features, functionality is also now being developed for expenses and basic reporting to meet banks and tax authority requirements.

E-conomic says that providing a free service eventually attracts a group of people who are slightly different from everyone else – they may run bigger businesses for example – or simply value their time more – that's why there is also a premium subscription.

"The free version will cover most basic needs - the premium version comes with more advanced time saving features – much in the same way as Google, Skype and Dropbox operate," adds Torben.

www.debitoor.com

Tracey Barrett
BlueSky PR
0771 2281631 01582 790702
tracey@bluesky-pr.net