



## Press Release

Tuesday, 5th January 2010 - For Immediate Release

### **More and more small businesses opt for secure payment processing**

*Secure payment processing is fast becoming the favoured option for moving money in the SME sector, according to accounting software developers, KashFlow whose users have just notched up their millionth integrated transaction with leading global payment processor, PayPal.*

No longer associated solely with eBay, PayPal allows even the smallest of businesses to exchange money quickly and efficiently and it provides the added security that any transaction with a mismatch of credit card or debit card details will be declined automatically.

KashFlow was the first accounting software system to integrate with PayPal in a move that effectively provides small businesses with a complete and affordable automated service for processing payments and managing the accounts.

Small businesses using KashFlow's PayPal Importer service can retrieve details of sales, customers, purchases and suppliers automatically from their PayPal accounts saving them from the time consuming and laborious task of manual data entry.

In addition, the system allows users to create invoices that include a PayPal payment option so customers can simply press the button and they are automatically taken to a page that shows details of the outstanding amount, making payment easier.

WildAx Motorhomes uses KashFlow online accounting software and the PayPal data import service extensively. The company sells from its own website and through eBay and finds that the automatic transfer of customers' details 'makes things much quicker.'

Duncan Wildman, Managing Director said: 'Because we are able to automatically import transactions from PayPal into KashFlow, we are able to capture all of our customers' information without the need for any manual data entry. This removes the risk of mistakes creeping in as there is no need to re-type any of the details.'

Duncan continued: 'KashFlow is a very good product for us. It's easy to use and you don't need an accounts background to pick it up.'

Duane Jackson, CEO of KashFlow said: 'More and more small businesses are relying on the integration between KashFlow and PayPal to increase productivity and create efficiencies.'

KashFlow now integrates with 22 separate applications making it the most 'connected' accounting software for micro and small enterprises, on the market.

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## Contacts

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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](http://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](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](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](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](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 <a href="http://www.kashflow.co.uk/receiptAngel.asp">integrates with the ReceiptAngel service</a>. 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](http://www.kashflow.co.uk/pressrelease_0065.asp)