



MEDIA RELEASE

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Saasu Launches “Forecaster”, cash flow forecasting for SMEs in its ongoing disruption of traditional accounting software.

Sydney, Australia — 12 November 2014 — Australian Cloud Accounting Company Saasu has unveiled Forecaster - a remarkable new tool which allows business owners to view the future of their cash flow.

Forecaster, which is available with all Saasu plans at no additional cost, uses the business’ real data to show an accurate prediction of how much income is coming in and what expenses are coming up. Users can move transactions around with one tap to reflect what’s real for their business (e.g. when a customer is paying late or an unexpected bill comes in) and how this affects cash flow levels.

With a fusion of technology and innovation, Forecaster uses app intelligence to display most impactful transactions on cash-flow at the top of each column/day, making it easy for business owners to see what changes they can make to improve their cash flow position. For businesses trading in foreign currency, all values get converted to base currency, so that no extra-thinking is required.

“It’s the first time an accounting app provides built-in forward looking cash flow forecasts. This challenges traditional ineffective tools business owners have been stuck with for years. We wanted to create something instantly useful that doesn’t require data entry, plugins or spreadsheets. Businesses can now see the future instead of looking in a rear-view mirror,” said Marc Lehmann, CEO of Saasu.

Forecaster adds to the Saasu platform, taking it beyond accounting software. It’s another important step in Saasu’s mission of creating intelligent systems that automate workflow and create financial clarity for SMEs.

About Saasu

Saasu is a global online software company with several thousand customers in over 50 countries around the world, and offices in Australia and the United Kingdom. Operating since 2000, Saasu was the first commercially successful online accounting software in Australasia. Its continued focus and lead on innovation and automation has granted Saasu several awards and makes it one of the most comprehensive online business financial systems for SMEs. For more information, visit www.saasu.com or follow us on Twitter @Saasu

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