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## manage operations

For a limited time only, the leading cloud-based small business platform adds new product tier to give early stage businesses the tools they need to streamline operations from Day 1.

Feb. 28, 2013

**PaySimple**, a cloud-based small business management platform, has launched its new **Starter Program**, a lower-cost pricing tier specifically designed for newly established small businesses eager to implement a streamlined automated solution for managing their operations.

For a limited time, small, service-based businesses can get started using the PaySimple solution for only \$14.95 per month plus transaction fees.

The company says it launched the promotional Starter program in response to vocal demand from newer business owners who want to start their companies on the right foot with business automation capabilities.

Equipped with a solution that allows them to accept payments, streamline billing, create e-invoices, process recurring payments, manage customers, and secure real-time reporting on their cash flow at any time, business owners are able to remain productive and liberated from manual business operations from day 1.

PaySimple also offers its **Pro Program** version for \$39.95 per month plus transaction fees, as well as a host of enterprise opportunities for resellers, integrated software partners, and larger banking and financial services partners. Pro includes all the benefits of Starter as well as free monthly ACH service and unlimited customer support through phone, live chat, and email. The Pro program's higher monthly fees are accompanied by lower fees on credit and debit card and ACH transactions.

Both programs are available with no set up fees, no long-term commitment, no

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To help prospects determine [which program is right for them](#), PaySimple offers a user-friendly online calculator that incorporates the key pricing differences between the programs. Visitors to PaySimple.com can enter their expected monthly processed revenue along with a few other key details and secure a recommendation of which program will be most cost-effective.

In addition, PaySimple users can move between programs easily based on shifts in performance or seasonality in their businesses. All customer records and payment methods remain connected to the account regardless of a program shift.

“We are excited to offer a promotional pricing tier for PaySimple Starter users, responding to the requests and needs we have seen in the market to get our SaaS offering at a price point ideally suited for new businesses,” said [Eric Remer](#), CEO of PaySimple.

“Starter affords new companies industry-leading functionality at the most beneficial stage in a company’s lifecycle, allowing businesses to solidify great financial and operational systems from the very beginning.”

Payroll • Small Business

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