## **CPA** Practice **Advisor**

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## HOJEG ENVILOPMENT

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## Jan. 14, 2021



Finagraph and Ace Cloud Hosting have formed a strategic partnership to offer the leading cash flow service, CashFlowTool, as a premier offering in ACE cloud hosting service to help modernize small businesses and accountants everywhere.

Many small businesses and accounting firms today use QuickBooks Desktop which runs on a dedicated PC or server in their office posing significant security and business risks if the server crashes or worse, is stolen. Additionally, only 33% of all small businesses use a service to manage their cash flow according to a 2019 Ipos Public Affairs study.

The new strategic partnership immediately gives small businesses and accounting firms a state-of-the-art and hassle-free cloud hosted cash flow solution without changing out their existing accounting system. They immediately benefit from increased security and access anytime, anywhere virtually with no down-time.

"QuickBooks Desktop customers everywhere need peace of mind in their business," said Dave Fester, CMO of Finagraph. "We are excited to partner with the leader in the

industry, Ace Cloud Hosting, to immediately give small businesses and accounting

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downtime. Customers will also get a 50% off ACE discount when signing up. https://www.acecloudhosting.com/cashflowtool/

 Free upcoming webinar, Jan 27 10:00 AM – 11:00 AM PST: Manage your Cash Flow in Cloud with CashFlowTool & Ace Cloud Hosting: https://www.cashflowtool.com/ace-hosting-webinar

CashFlowTool is a powerful software as a service to enable simple, powerful, and predictive cash flow for businesses and accountants. The key features include:

**Powerful forecasts in seconds:** Patent-pending artificial intelligence technology predicts the future with confidence, so business owners can see their future cash flow by month, week and down to the day.

**Cash flow calendar:** A simple yet powerful heatmap enabled business owners to see their cash flow visually every day for 6 months in the future. They can quickly perform what-if scenarios to decide the best time to get a loan or when to purchase new equipment, all so they can see the impact on their cash flow.

**CashGuardian anomaly detector:** Always runs in the background checking for cash flow anomalies such as unexpected bills, overdue customer invoices or vendor bills, and future projected bills or invoices.

**Custom KPI Dashboards:** With over 30 business metrics at your fingertips, business owners will quickly know the current status of their business including monthly net profit, days cash on hand, average days to collect from customers and many more.

**Easy collaboration between advisors and their clients:** CashFlowTool enables powerful collaboration tools so everyone is always on the same page.

**Flexible reporting:** Quickly export the future cash flow forecast to excel in fully formatted worksheets or generate professional PDF reports in seconds.

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