

Cash-flow control now just an iPhone call away

FRANCES STEWART

CASH-FLOW control is at the fingertips of small business owners thanks to an iPhone application released by accounting firm Moore Stephens Adelaide's business coaching division, 10X Adelaide City.

The CashFlow Pro iPhone application provides instant analysis of a business's most important financial indicator - cash flow. It also offers more than 170 practical strategies to help small-business owners strengthen their financial position. Firm partner and 10X business development specialist Ian Anderson says it will help prevent business failures.

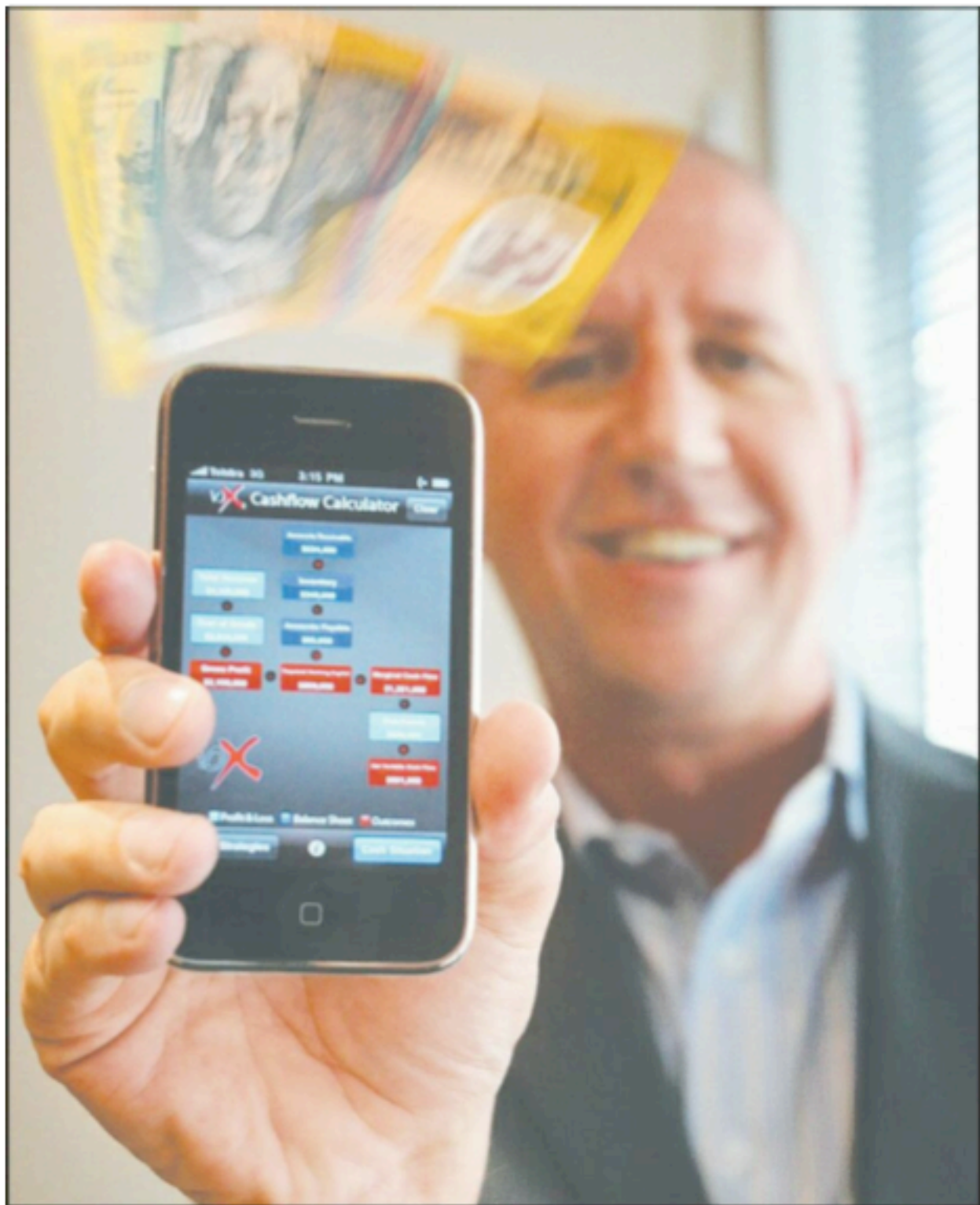
"I've seen too many profitable companies go under because they run out of cash and were never aware that they were operating with a negative cash flow," he said.

"Cash flow is the number one problem facing my clients and business owners across the country right now, with some 60 per cent of small business owners citing serious concerns about cash flow."

Mr Anderson says the easy-to-use interface and portability of the tool is good news for time-poor business owners.

"10X realised that there was no other product on the market that had been designed to help tech-savvy, time-poor business owners on-the-go," he said.

"It will give business owners the ability to maintain their cash flow position any time, anywhere with just a few clicks on their iPhone."



TOO EASY: 10X development specialist Ian Anderson says it will help prevent business failures. Picture: TOM LEE