



# Effective Cash Management for Small and Medium Enterprises



# How does Pulse help my business?

Pulse is a software solution specifically designed to manage cash for small and medium enterprises (SMEs).

Cash Management is critical for all organisations, but it is particularly important for SMEs as they do not have the deep pockets of larger enterprises. Even before the credit crunch, cash was king. Now it is more important than ever. SMEs do not run out of enthusiasm or ideas, but they can fail because they run out of cash.

Pulse ensures your cash resources are properly managed and provides peace of mind for SME owners and operators. SMEs who use Pulse enjoy all the benefits of having a qualified accountant managing their finances without the expense of such a highly skilled resource.

By using Pulse, you will be implementing the same business processes and disciplines that much larger organisations use to manage their finances.



# How does Pulse work?



The first thing Pulse does is connect to your existing general ledger system (GL). In our demonstration, we show Pulse working with a Sage® GL. This is one of the most popular GLs used by SMEs. Once the connection is established, Pulse downloads all your historical information into its own specialised business model and provides insight into the key drivers of your business.

For example, Pulse can highlight your key products and customers. Pulse can track areas which are improving and those that need closer attention. Pulse builds profiles of your customers and suppliers and suggests payment profiles based on historical data. You have the ability to modify these suggestions based on the information that only you possess.

Once you understand what the historic data reveals, Pulse allows you to make judgements about the future. You can build many scenarios – optimistic, realistic and worst case.

When all this is complete Pulse provides key insights into how the future will look like based on your input. It will identify the key areas that can make a significant difference and where the accuracy of forecast is vital.

## How does it work technically?

Pulse is quickly and easily installed on any modern computer. It uses a familiar Excel interface<sup>1</sup> and the person who currently operates your GL can be trained to use it after a half-day training course. Support is provided over the telephone when required.

## What does it cost?

Pulse costs £399 for the initial set-up and training. It then costs £199 per month. There are no long term contracts and if you do not wish to continue using it, just stop paying the monthly fee.

## What do I do next?

For an obligation-free consultation, please contact Natalie at:

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## About Information Edge

Information Edge has provided innovative financial management solutions to the Public Sector for over a decade. In Britain for example, IE has built and maintains mission critical solutions for Her Majesty's Treasury and the Department for Transport.

Using the same patented technology, IE's Pulse software solution brings unparalleled business insight to small and medium enterprises. With pre-built interfaces to the most popular general ledger systems used by SME, IE's Pulse product provides out-of-the-box insight into an SME's performance.

### Notes

*Sage is a registered trade mark of Sage (UK) Ltd.  
Note 1 – Pulse does not include a licence to use Excel and it is assumed that the organisation already possesses an Excel licence.*

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