

## FreshBooks



FreshBooks

**Website:** <http://www.freshbooks.com>  
<http://www.freshbooks.com/jointhemovement> (*Professional accountants site*)

### Category

Online billing and bookkeeping for Entry Level Accounting Solutions, Small to Medium Businesses (SMB)

### Best Fit

Small businesses with 1-50 team members  
Service-based businesses that charge for their projects or time  
Entrepreneurs and freelancers

### Strengths

Ease of use – designed for small businesses that do not need more extensive accounting and reporting  
Saves time – create and send invoice quickly  
Online payments – clients can pay online in seconds with credit cards and PayPal payments  
Professional invoices and estimates with personalized company logo and branding  
Mobile options for iPhone, BlackBerry, Android, and Windows  
Secure access to FreshBooks account from any computer with Internet access

### Brief Product Description and Pricing

FreshBooks helps small businesses stay on top of their books, get paid faster, and improve cash flow with invoicing, time tracking, expense management, and other functionality small business clients need to run their businesses in the cloud. For accountants, FreshBooks allows you to get the info you need to make the most of your time with your clients. You can focus on providing high value advice rather than cleaning up data entry.

Integrations with Peachtree and other accounting packages as well over 50 other business systems for increased efficiency and visibility into your data and your business

Prices range from free for up to three clients, \$19.95/month for 25 clients, and fully customizable options to suit your clients' needs.

Third-party Accountants and bookkeepers get an unlimited client and staff account for no charge here:  
<http://www.freshbooks.com/accountants/>

## Technical Specifications

FreshBooks is a cloud-based solution; all that is needed is a computer and high-speed reliable Internet connection. Frequent releases mean improvements and updates at no charge that happen automatically for all customers. It works on PC and Mac systems as well as iPhone/iPad, BlackBerry, Android, and Windows Mobile smartphones.

Data security encryption is provided with Cisco-powered firewalls, vulnerability scanning, intrusion detection, and encrypted database storage. All information travelling between your browser and FreshBooks is protected from eavesdroppers with 256-bit SSL encryption. The lock icon in your browser lets you verify that you aren't talking to a phishing site impersonating FreshBooks and that your data is secure in transit. FreshBooks' servers are scanned for vulnerabilities regularly by AlertLogic, a managed security provider. These scans test FreshBooks servers both from the Internet and from inside the corporate network and any newly identified problems are addressed as quickly as possible. All of the traffic entering and leaving FreshBooks' network is monitored by an Intrusion Detection System (IDS). Any unusual behavior is analyzed by AlertLogic's CISSP-certified security experts, and responses are coordinated between them, Rackspace, and the FreshBooks' system administration team.

The FreshBooks infrastructure uses redundant storage and servers to keep the application and your data available in the case of hardware failure, and another set of servers and storage in a geographically separate datacenter in case the primary datacenter is unavailable for any reason. The data in your FreshBooks account is replicated across multiple database servers in two geographic locations to prevent a single failure from causing data loss. Additionally, that data is backed up nightly to tape and stored in a secure offsite location to ensure that, even in the event of a catastrophe like a tornado or flood, your information will be safe, and your records can be quickly restored. FreshBooks contracts with Rackspace for hosting needs.

## Integration with Accounting and Ease of Setup

FreshBooks integrates with Sage Peachtree, Xero, Kashoo, and Outright as well as other accounting packages. With over 50 other business systems integrated with FreshBooks, clients experience increased efficiency and visibility into their data and their business. Developers can integrate directly with FreshBooks. To find out more about how to setup the API, visit <http://developers.freshbooks.com/?ref=header>.

Public Accountants can set up an account for clients in minutes with online dedicated support team available. Sign-up Page: <https://secure.freshbooks.com/pricing.php>

## Company History and Contact Information

Founded in 2003 in Toronto, Ontario (Canada) FreshBooks started with three founders and is now over 60 employees and growing. The company has enjoyed 6 years of double digit MOM growth and over 2 million users worldwide. You can find more about FreshBooks at <http://www.freshbooks.com/manifesto.php> or Accountants' Direct Line: 1-877-262-5122, [accountants@freshbooks.com](mailto:accountants@freshbooks.com).