



IMPORTANT STRATEGIC ANNOUNCEMENT BY ACCFIN SOFTWARE
OF MARKETING ALLIANCE WITH DATA PRIME SOLUTIONS -
DRAFTWORX

Dear Clients

Over the years we have always tried to be the best at what we do and management of Accfin decided to put all our research and development and all our efforts into making sure that our back office software suite is the best on offer in the marketplace and there is no question that we certainly are in regard to company secretarial and tax systems and running an integrated suite. We have yet to come across a product that is even close.

However owing to the dedication of our focus this has somewhat put us at a disadvantage against one or two of our competitors who offer a working paper and financial statement drafting system. In many of our clients our competitors sit with their foot in the door and in many instances talk to our own clients more often than we do. Sometimes these clients are persuaded to change because they think that the quality that they are getting from one particular product will reflect in all the other products of course only to find that this is not the case.

Today we have great pleasure in announcing a marketing alliance with a company called Data Prime Solutions who market a product called Draftworx. This alliance will be known as the ACCFIN DATA PRIME ALLIANCE. We believe that this product is far superior to any other product in the South African market place and most important of

all is developed locally, meaning no royalties to be sent overseas, it's easier, faster better and extremely price competitive. You will be surprised!

Data Prime Solutions and Accfin Software will both be marketing each other's product and be in a position to supply the accounting firm with a total front office and back office solution to their needs.

It is also important to understand that each company has certain technology that will help the other company. For example we are going to be able to import trial balances directly from competitor's files straight into our Tax Advisor product, thus making the processing of an IT14 very very simple, and of course our tax products will interface directly with Draftworx.

Accfin has been in the business of switching clients who use competitive products to our products for many years and we do understand that this is a huge undertaking by any firm as the time and the cost of the products make the switch decision a very tough one. I would like to say that in regard to Draftworx the product is pitched at such a good price, requires very little training, in fact it is almost off the shelf software with a whole stream of video's supplied to make it very easy. The switch in this regard then becomes a simple matter. For more information on this product please refer to the links on our website.

Kind Regards

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