



Press Release
FOR IMMEDIATE RELEASE

Tallie Launches First Complete Cloud-based Expense Management Solution

Provides the Quickest Path from Receipt to Balance Sheet, Targeting Small and Midsize Businesses

NEWS HIGHLIGHTS:

- Delivers first complete mobile expense app and cloud-based management solution to automate entire expense accounting workflow and integrate seamlessly with larger financial ecosystem.
- Only complete solution designed for every user with accounting integrity and best-in-class innovation that was built to address the end-to-end expense reimbursement process.
- Self-funded company and has more than 2,000 small-to-medium sized business (SMB) customers and 100,000 active paying users.

SAN FRANCISCO, JUNE 3, 2014 — Tallie, the leading SaaS expense management innovator, today announced the industry's only complete cloud-based expense management solution, providing the quickest path from receipt to balance sheet. Tallie's mobile-enabled solution simplifies and accelerates the painfully manual expense report process by automatically capturing, categorizing and processing expense transactions and integrating seamlessly with leading accounting systems. The company's native integrations with industry leaders such as Intuit's QuickBooks, Bill.com and SmartVault meet the growing need by companies, accounting firms and Business Process Outsourcing (BPO) services for a system-wide cloud-based ecosystem.

Tallie delivers immediate and ongoing financial benefits to customers. The automation of the expense report process reduces costs by more than 50 percent, according to Aberdeen Group. This calculation excludes in-the-field time savings and efficiencies, increased usage and compliance, reduced errors and fewer fraudulent transactions. Time-to-value is near immediate with Tallie's activity-based pricing model. Additional benefits include real-time transaction visibility, increased process control and system-to-system transparency.

"Tallie is not your prototypical technology-led company that sells innovation first and figures out its application later – instead, we started with the problem and didn't stop innovating until we found a complete solution that works," said Chris Farrell, CEO of Tallie. "We have been laser-focused on expense velocity and have the 360-degree knowledge of what's really required from the experts and practitioners who use the tools and understand the need and what's possible. We are very excited to see the industry leaders adopting Tallie as their solution of choice for their firms and clients."

THE COMPLETE EXPENSE MANAGEMENT SOLUTION

Tallie has earned widespread endorsement by industry leaders including Boomer Consulting, BMRG, National Advisor Network, RootWorks, The Sleeter Group and others. It is the first and only comprehensive solution providing the following combination of benefits:

- The highest levels of user experience and functionality for every user at every step of the workflow, beginning with the accounting industry and active users. Advanced data scanning, automation and user design techniques eliminate the need for unnecessary manual tasks and result an intuitive experience designed to reduce error and fraud while driving compliance, sage and expense submission velocity.

(MORE)

The Quickest Path from Receipt to Balance Sheet
TALLIE.COM | 1.800.592.5144

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- Accounting integrity based on a thorough understanding of expense workflows. Tallie was created with over seven years of development side-by-side with accounting practitioners and engineers, applying and assembling best-of-breed technologies to solve the most nuanced problems preventing expense management efficiency.
- Bi-directional, real-time data synchronization with major platforms such as QuickBooks and Bill.com. The speed, efficiency and security of these direct integrations meet the growing need by companies, accounting firms and BPOs for a system-wide cloud-based ecosystem.

SUPPORTING QUOTES

Bill Gerber, Co-founder, AccountingDepartment.com

"Tallie is one of the best new accounting apps available today—from automating expense reports to easy on-the-go expense management, we feel confident we're providing our clients with the best available tools when we recommend adding Tallie to their accounting processes. And we don't just stop at our clients—it is AccountingDepartment.com's "go-to" expense management app as well."

Rene Lacerte, Founder and CEO, Bill.com

"We chose Tallie as a key Bill.com App Center partner for its innovative approach to the expense report nightmare, deep partner integration, and dedication to the best customer experience."

Jim Boomer, Boomer Consulting *"Tallie offers a truly seamless expense report solution for the Client Accounting Services market. We use it in our own business to streamline processes and provide our team with the mobile and cloud capabilities they need for a painless, anytime, anywhere expense reporting process. They are worth a close look for any firm looking to leverage technology and the cloud to drive growth and improve its clients' business performance."*

Joe Woodard, QuickBooks Expert and Founder of National Advisor Network *"Tallie delivers a comprehensive expense reporting solution. I and many other QuickBooks ProAdvisors use the solution and recommend it to our clients because it marries end-user simplicity with the tightest and most-configurable QuickBooks integration available. In our opinion, any small business with expense reports should take a hard look at what Tallie has to offer."*

Darren Root, CEO and Founder of Rootworks *"Tallie is a game-changer. We chose them as a strategic technology partner because they are setting the standard for automating expense workflow, a core requirement for Next Generation Accounting Firms®"*

Doug Sleeter, Founder of The Sleeter Group *"Tallie's seamless integration with accounting and other cloud applications make it a great choice for businesses looking to streamline their expense management processes."*

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ABOUT TALLIE

Tallie is the leading SaaS expense management innovator and enabler of the complete cloud-based accounting ecosystem. In close collaboration with users, CPA practitioners, and industry-leading accounting, technology, and financial partners, it has developed mobile-enabled solutions for comprehensive data capture, intelligent transaction categorization, robust approval controls and seamless accounting integration. Tallie was recognized for technology leadership by CPA Practice Advisor, Inc. Magazine and The Sleeter Group. Tallie currently serves more than 2,000 small-medium business (SMB) customers and 100,000 active paying users who have deployed its business-class expense-management solutions. tallie.com

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