



Press Release
FOR IMMEDIATE RELEASE

Tallie, by SpringAhead Becomes Premier Sponsor for BMRG Advisory Program

DANBURY, CONN., OCT. 2, 2013 — BMRG Advisory Program, a consultancy providing collaborative education and advisory services for growing CPA/accounting firms, technology companies and other small and mid-sized businesses, has announced that SpringAhead, along with its new flagship solution, Tallie, has become a Premier Sponsor.

“The accounting field is in the midst of a major transformation through workflow automation,” said Chris Farrell, CEO of SpringAhead. “BMRG came early to the party and is a leader in putting best-of-breed SaaS technologies into practice. We are proud that BMRG chose Tallie for expense report automation and are thrilled to be a part of BMRG’s ongoing thought leadership.”

“SpringAhead is a company to be admired -- and a trusted ally -- when you are choosing a solution provider to work with,” said Jennifer Katrulya, founder and CEO of BMRG. “Tallie has provided an elegant, easy-to-use solution for my own staff. We just snap pictures of our receipts using our smartphones or iPads, enter cash purchases and record mileage. I’m eager to share it with BMRG members.”

Tallie automates the expense reporting process from point of purchase all the way through accounting and reimbursement. It intelligently scans, categorizes and matches receipt and credit card data, completely automates the expense report workflow and shares data with financial accounting and payroll systems. It was designed to ensure data integrity and integrate directly with best-of-breed applications like QuickBooks, Bill.com and SmartVault.

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ABOUT TALLIE AND SPRINGAHEAD

SpringAhead has pioneered time, billing, and expense SaaS business solutions for nearly a decade. Tallie, SpringAhead’s flagship product, is business software that automates the entire expense report process. From point of purchase all the way through accounting and reimbursement, Tallie was designed for users, built by experts and engineered by scientists. Tallie automates the management and tracking of expenses through a suite of enterprise-grade policy compliance, internal control, and analytics tools. SpringAhead is ranked in the Top 50 of Inc. 500’s fastest growing software companies for both 2012 and 2013. Visit usetallie.com to learn more or talk to an expense report automation expert.

ABOUT BMRG ADVISORY PROGRAM

Founded by Jennifer Katrulya, CPA, the BMRG Advisory Program uses counsel, communications and group interaction to give members access to expertise and resources. BMRG provides business coaching and group networking opportunities to CPA/accounting firms, technology companies and other small and mid-sized businesses with an emphasis on integrated cloud technology.

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