



23rd November 2007

## Close Win Innovation Award For IDEal

Close Invoice Finance's revolutionary online invoice discounting solution, IDEal, has triumphed at the Sussex Business Awards 2007/8 in the Innovation in Business category.

IDEal has been tailored to make life easier for businesses that are using invoice discounting by:

- a) Reducing the amount of paperwork involved to ZERO.
- b) Eliminating the need for companies to produce lengthy invoice listings and monthly reconciliations.
- c) Increasing funding over traditional facilities by up to 15%.
- d) Enabling instant access to invoiced funds at the click of a mouse, therefore significantly improving cash flow.

Unique Risk Management tools ensure IDEal is available to a far wider spectrum of businesses than would traditionally benefit from invoice discounting and is able to engage not only larger firms but also much smaller entities with UK sales of as little as £200k pa.

David Thomson, Chief Executive of Close Invoice finance commented: "We are delighted to have won this prestigious award to compliment the three we have already won. The term unique is often used inappropriately in business, but on this occasion I think it's justified. I really can't recall another solution that takes the hassle out of cash flow management like IDEal. To remove all of the paperwork and the manual monthly reconciliation process is a real breakthrough as well as the administrative burden of a manual monthly reconciliation process". ▶



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**David Thomson**  
CEO, Close Invoice Finance

Close Invoice finance was awarded “Best Factor and Invoice Discounter” in 2002, 2006 and 2007 by Business Moneyfacts and is a finalist in the Financial Innovation Awards and the Growing Business Awards for IDEal.

Businesses eager to find out more about IDEal can call 0800 220257 to discuss their requirements. ●