



**MEDIA CONTACTS:**

Brian Bogie  
Schwartz Communications  
(781) 684-0770  
[consero@schwartz-pr.com](mailto:consero@schwartz-pr.com)

David Zahn  
Consero Global Solutions  
(800) 913-8702  
[david@conseroglobal.com](mailto:david@conseroglobal.com)

**Consero Offers Lifeline to Companies Most at Risk in the Current Economic Crisis**

*Company Provides Economic Survival Kit for Startups and Small- to Medium-Sized Businesses to Take Action and Weather the Storm*

**AUSTIN, Texas – October 28, 2008** – Consero Global Solutions, a recognized leader in finance and accounting (F&A) outsourcing services, announced the launch of its Economic Survival Kit to help those companies most at risk in the current economic crisis—startups and small- to medium-sized businesses. The Survival Kit, which includes an initial financial consultation with Consero at no cost, provides companies with the insight they need into the financial health of their business, while at the same time reducing operational costs by as much as 60 percent.

The current business climate has industry experts and venture capitalists advising businesses to take drastic and immediate measures to prepare for an extended economic downturn. They are asking businesses to reassess existing growth, budget, and revenue plans; begin deep costing measures; focus on attaining positive, sustainable cash flow; outsource non-core activities; adjust sales strategies for shifting customer demand; and more. For many, at stake is nothing less than business survival.

“Consero has a history of providing the financial tools necessary to make more informed business decisions, while driving out costs and increasing operational efficiency,” said Scott Tynes, CEO of Consero. “In this economic crisis, Consero is the right service provider to help startups and SMBs gain control over their business finances so that they can bridge the gap to better times.”

Consero’s Economic Survival Kit provides essential outsourced finance and accounting services to businesses bringing to bear its highly experienced staff and established best practices. Equipping businesses with the resources and tools they need in this time of crisis, the Economic Survival Kit includes the following elements:

- **FTE Cost Savings:** Utilize outsourced Consero accountants and financial analysts for 50-60% savings over local resources.
- **Comprehensive Financial Models & Analytics:** Establish reporting tools such as P&L by product and project as well as weekly cash flows for more informed business decisions.

- **Key Performance Indicators:** Establish metrics that monitor critical areas of the company and market.
- **Greater Operational Efficiencies:** Streamline functional areas via best practices and automation for increased productivity, accuracy, and speed as well as reduced costs.

Recently ranked #1 for its worldwide finance and accounting services in the mid-market, Consero also provides companies highly flexible contract options including 30-day cancelable terms as well as two pricing alternatives—FTE or transaction pricing, which gives companies the ability to transform their relatively fixed F&A cost structure into a variable cost structure.

More information on the Economic Survival Kit can be found at:

<http://www.conseroglobal.com/economic-survival-kit.php>

#### **About Consero Global Solutions**

Consero Global Solutions provides outsourced finance and accounting services delivering the financial sophistication and efficiency of the Fortune 1000 to companies of all sizes allowing them to reduce costs by 50-60% while making more informed business decisions. Named in 2008 as the #1 worldwide provider of outsourced finance and accounting solutions for mid-market companies by the *Black Book of Outsourcing*, Consero offers full-service accounting and financial planning and analysis to its clients across multiple industries. The combination of superior talent, industry expertise, cost savings, and return on investment make Consero the ideal choice for any company. To learn more about Consero Global Solutions, please visit [www.conseroglobal.com](http://www.conseroglobal.com).

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