

## **Four Four Time chooses Rentsoft™ to manage software sales**

**Basingstoke, Hampshire, July 2009** - The Business Software Centre (TBSC), Software as a Service (SaaS) partner for software publishers, has been chosen to manage software sales on behalf of time-tracking software publisher Four Four Time Limited.

The software, the Four Four Time Project Timer, available in Single and Multi User editions, will be offered on a subscription-only basis and will be available exclusively in TBSC's Rentsoft™ service.

The Four Four Time Project Timer is marketed to individuals or groups who need to time their work accurately. The application has been converted into a service using TBSC's protection technology - TBSC Rental Bridge™ - and will be downloaded to subscribers via the Rentsoft™ service. Subscriptions include free usage for the first 14 days and prices start at just £4.74 per month thereafter.

Four Four Time chose to have a branded Rentsoft™ website which will be promoted to customers via their website and other marketing activities. In addition, Four Four Time will benefit from their product range being made available in a number of other Rentsoft™ services including Pipex and Pitney Bowes.

Tony Spiers, Managing Director of Four Four Time explains: "Releasing a new version of Four Four Time provided an opportunity to review our pricing and distribution model. We wanted to get it right for our customers, particularly in the current financial climate, when every penny counts. We believe that making Four Four Time available via a subscription which includes technical support and future upgrades is a fairer way to do business with our customers."

Phil Hames Managing Director of TBSC added: "Four Four Time and Rentsoft is an ideal match. Rental has obvious cost benefits for small businesses and the self-employed; and Four Four Time's software application is relevant and provides business benefits to these groups. We are delighted to be managing subscription sales on their behalf."

ENDS

### **About The Business Software Centre**

TBSC has developed a unique technology and an e-commerce service to enable the distribution of application software on a subscription basis. The service makes it possible for end users to use Web, Windows and Virtualised software applications on a rental basis. The technology ensures that they

will only be able to use them for as long as they continue to pay. Rentsoft™ represents an exciting new software distribution platform and with a choice of managed services enables ISVs to deploy their software as a service and develop a SaaS business model.

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#### **About Four Four Time**

Four Four Time logging software is widely popular due to its simplicity for accurate time recording and reporting. Users can -

- Record time on individual clients/projects
- Amalgamate time by several users to a project
- Plan future projects (using previous timings)
- Monitor staff deployment
- Personal time management

The company is friendly and welcomes calls to discuss customer needs.

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