

CASTAWAY CLOUD HAS A SILVER LINING!

Giving businesses more control to design a better future.

Sydney, Australia, May 2024 – Castaway Forecasting, the leading provider of business forecasting and modelling solutions, unveils Castaway Cloud, a new and powerful SaaS app designed to revolutionise how businesses manage their performance, planning and decision-making processes.

With an array of features tailored to meet the evolving needs of modern business, Castaway Cloud empowers customers to prepare for, and navigate, uncertain times with confidence and agility.

Castaway Cloud is a complete rebuild of Castaway Forecasting's industry-leading calculation engine first seen in the Castaway Desktop product. With new element types and calculation methods customers get an even more powerful, flexible, and dynamic forecasting and modelling engine.

'One tool for every stage of your business' encapsulates Castaway Cloud's commitment to providing a comprehensive business app that grows with your business. With a calculation engine likened to a Ferrari, Castaway Cloud delivers unparalleled power and accuracy, ensuring you and your business perform at their best.

- From the simple to complex 'what if', scenario planning and stress testing
- Dashboards that take visual reporting to a new level with each one designed around a distinct customisable storyline
- Get started quickly, with new collaboration permissions and enhanced security, enabling your team to be aligned quicker and drive productivity working from anywhere (WFA)

It's no surprise that Castaway has become the business app of choice for top global businesses and accounting professionals. Currently, 8 out of 10 of the world's leading firms use Castaway.

Michael Ford, Founder and CEO remarks, "We were never going to release Castaway Cloud until it was even more powerful than our desktop solution. A client shared with us "With Castaway I have a living, breathing model of my business that I can easily adjust as business conditions change". This is what we strive to give every business."

Castaway's rise to the cloud, represents a significant new level of business modelling and forecasting, offering businesses unparalleled control, efficiency, and insight. The silver lining every business and their advisor needs.

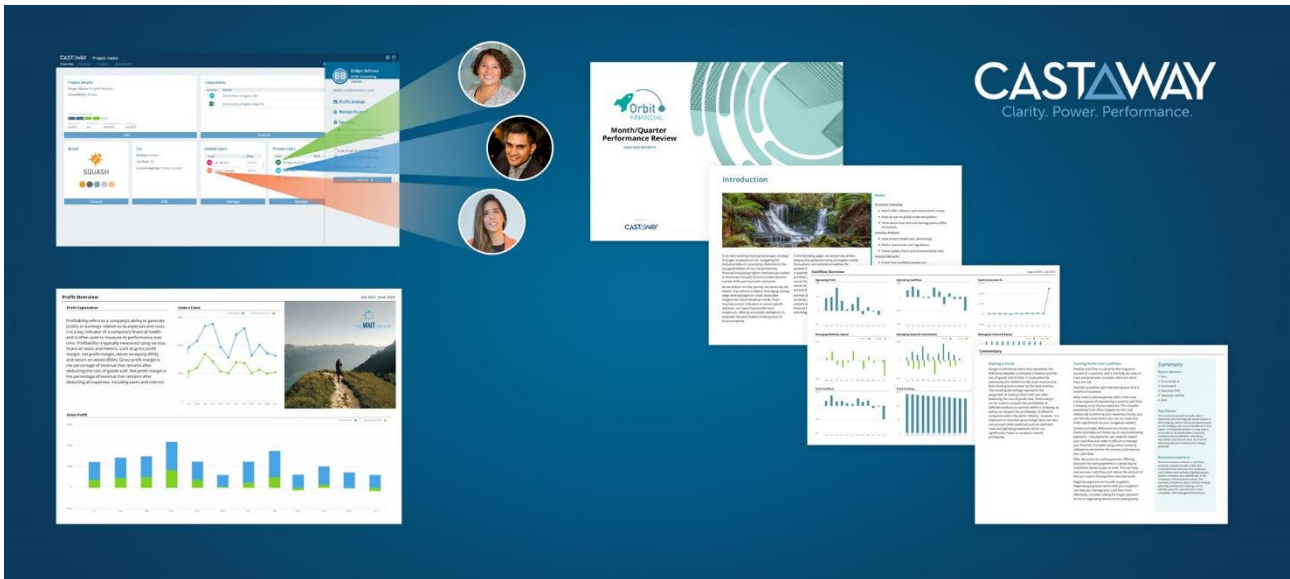
Learn more about how Castaway Cloud can provide clarity, power, and performance for your business and unlock your future possibilities, visit castaway.com.

****support material and product images following****

Media opportunities include:

Network Forum or Group Mentions, Publication Features and Mentions, Social Media Mentions (LinkedIn & Facebook), Michael Ford Interviews, Podcast Partnering, Tailored Thought Leadership Article.

Provided Images : Product Image Asset (below), Castaway Cloud Silver Lining Asset, Castaway Logo, Michael Ford Headshot



Provided Video Asset : Product features [Click Here](#)

Client Testimonies : Available on request for Business Advisor or Direct SME user

Biography included : Michael Ford, Castaway Forecasting Founder & CEO

Michael is founder and CEO of Castaway Forecasting, the world's most powerful business forecasting and modelling SAAS tool for SMEs and their advisors.

Drawing on more than 30 years' experience as an accountant, entrepreneur and business advisor, Michael envisioned Castaway as a transformative tool to change the future of business. Today, Castaway is used by half of the top 100 accounting firms in Australia and the UK, and helps solve cashflow, profit and growth problems for thousands of forward-thinking SMEs across the globe.

In Michael's journey from accountant to entrepreneur, he has tasted failure and enjoyed success. He advocates for curiosity, creativity and growth by design and engages global business audiences to unlock their possibilities and design a better future. In his spare time, he is dedicated to finding a cure for cancer with charity Tour de Cure, leading by example and inspiring positive change.

For more information or to discuss a media opportunity please contact:

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About Castaway Forecasting:

Castaway is a leading provider of business forecasting and modelling solutions, trusted by top global businesses, accounting professionals, and business advisors worldwide. With a commitment to innovation and excellence, Castaway equips businesses to navigate with clarity through uncertain times and thrive in today's dynamic business landscape.

Central to Castaway's brand is our Delta Icon, symbolising forward movement and 'strength in form.' Inspired by nature's ultimate symbol of strength—the triangle—our icon embodies courage and power. Like Michelangelo's David, it signifies the ability to navigate an imperfect world and drive positive change.