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***17hats* Business Management Solution for Entrepreneurs Announces *17hats Ally* Offering a Human Touch**

*New Premium service helps small businesses scale for growth with a virtual team of three: Client Assistant, Account Manager and a Bookkeeper*

***Pasadena, CA (September 14, 2016)*** *–* Cloud-based business management app [17hats](https://www.17hats.com/), today announced [17hats Ally](https://www.17hats.com/ally/), a premium service available now to subscribers whose growing businesses require more personalized attention. The new 17hats Ally service provides each customer with a personalized, well-trained and cost-effective three-person Virtual Business Management Team to assist and help manage client communications and day-to-day business operations.

Each 17hats Ally virtual management team consists of a dedicated Client Assistant, an Account Manager and a Bookkeeper. The professional services and rapid response times of the 17hats Ally management team enables it to field customer calls, emails and text messages, automatically create, assemble, distribute and follow-up with price quotes, contracts, invoices and related correspondence all while keeping an eye on essential record keeping like sales tax reporting, Invoice payments, and the P&L. 17hats Ally effectively allows an entrepreneurial business to remain a strong competitor even as their business grows or expands in the markets they serve.

“The award-winning 17hats app, which was introduced in the fall of 2014, is still available and it remains an integrated template-driven application currently servicing seventeen thousand small businesses,” said Donovan Janus, founder and CEO of 17hats. “Now with the addition of 17hats Ally, we’re combining the passion and knowledge of our entrepreneurial subscribers along with our powerful web-based flexibility and best business practices. This allows 17hats subscribers to respond quickly and efficiently to both clients and prospects. And the personal touch enabled by the new 17hats Ally product means that a 17hats subscriber now can focus on his or her vision for their business knowing that their back-office operations will remain in good hands when they do.”

**About 17hats**

17hats is a cloud-based all-in-one business management solution built for solo entrepreneurs, freelancers and microbusinesses. 17hats provides a single hub for email communications, quotes, contracts, project management, bookkeeping and more so that entrepreneurs can follow their passion instead of fumbling with multiple tools. Designed to eliminate busywork, the platform also simplifies repetitive tasks with templates and automated workflows. Today, more than 17,000 entrepreneurs use 17hats to get organized, save time and end the chaos of juggling multiple business apps. 17hats is based in Pasadena, California. Learn more at <http://www.17hats.com>.

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