Solidify Solutions Launches Cash Flow Optimizer, a Business System Giving Small Businesses the Infrastructure to Scale

The platform combines CRM, cash flow forecasting, analytics, and strategy tools in a single system built for companies with 1 to 200 operators.

Tired of spending thousands of dollars on software each month?

WINCHESTER, KY, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- Solidify Solutions today launched Cash Flow Optimizer, a business operating system that combines CRM, cash flow forecasting, analytics, and strategic planning into one platform for small and mid-sized businesses. The product is designed for companies with one to 200 operators working to grow from startup to $1 million or more in annual revenue.

Most small businesses run on a patchwork of five to eight separate software subscriptions — one for customer management, another for accounting, another for reporting. Each tool generates its own data in its own silo. Cash Flow Optimizer replaces that stack with a single system where sales activity, cash position, team performance, and growth planning all live in one place.

"We kept talking to business owners who were paying for six to twelve or more different tools and still couldn't answer basic questions about their business — how much cash they'd have in 60 days, which customers were actually profitable, and whether they could afford to hire their next team member," said Daniel Zabala, President of Solidify Solutions. "We built one system that answers all of it."

What the Platform Does

Cash Flow Optimizer covers six operational areas that most small businesses currently manage

in separate products:

CRM — Contact management, deal pipelines, and customer communications tied directly to revenue data.
Task & Project Management — Dedicated projects by type with team collaboration and management oversight, covering client delivery, business development, and administration.
Cash Flow Forecasting — Forward-looking projections that update automatically as deals close, invoices go out, and expenses hit.
Analytics — Dashboards that track the specific metrics that predict whether a business will hit its revenue targets.
HR Management — Track onboarding and offboarding, team morale, and company culture.
Scenario Planning — Model the financial impact of a new hire, a lost client, or a price change before committing to it.

The system is built so these functions feed each other. A closed deal in the CRM automatically creates a service-based project. A shift in revenue trends triggers updated recommendations in the strategy tools. Nothing requires manual re-entry between systems, and the built-in automations take minutes to configure. And consistent financial reporting without the need for a six figure expert on staff or retainer.

Who It's For
Cash Flow Optimizer is built for operators, not just accountants or IT specialists. The platform is intended for small business founders, owners, and small teams who need to run a business without a dedicated finance department or IT staff. It ships with prebuilt automations for common workflows so operators spend less time configuring software and more time on revenue. Most teams are up and running within a day.

"The companies we serve usually don't have a CFO or a CTO," said Zabala. "They have a founder who does pretty much everything. Cash Flow Optimizer gives that person the same operational visibility that a company ten times their size takes for granted."

Pricing and Availability
The platform is available now at cfoptimizer.com with a 14-day free trial. Single-user accounts start at $99 per month, or $83 per month billed annually. The Growth plan includes up to five users at $299 per month, or $249 per month billed annually. Additional seats are $39 per user per month with annual discounts available.

About Solidify Solutions
Solidify Solutions builds the business operating system that helps SMBs replace disconnected software stacks with a single platform for managing customers, cash flow, analytics, and growth strategy. The company is headquartered in Winchester, Kentucky.

Free Resources

Cash Flow Optimizer has a variety of free tools and quizzes on the website ranging from business playbooks and business guides, business document templates, a Cash Flow Score quiz and Owner's Pay Benchmark calculator.

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