

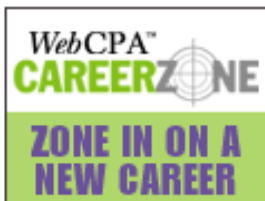
CashView Becomes Bill.com

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By WebCPA staff

Online cash management software developer CashView has changed its name to Bill.com and introduced a new service to help small businesses manage their billings, invoices and payments online.

The company acquired the URL after receiving \$8.6 million in venture-backed funding from DCM and Emergence Capital. The service integrates with QuickBooks and allows small companies to view their cash flow online.



Bill.com improves on CashView by offering new modular guides, an easier bank verification process and a simpler user interface. A multi-company management tool allows accountants and bookkeepers with multiple clients to aggregate and see all their workload tasks on one dashboard screen. New services include document faxing in real time.

The service costs \$15 per month per user for up to 10 transactions and \$1.25 for each additional transaction. Accountants get the products at a discount.

Bill.com CEO Rene Lacerte explained the name change as a way to emphasize the company's specialty. "It came down to what do we do really well," he said. "We wanted something clean and simple."