



The Guidewire

CashView Becomes Bill.com

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We heard late this evening that CashView, the cash management service for small businesses, has changed its name — and address — to [Bill.com](#).



According to founder and CEO Rene Lecerte, the new name reflects the simplicity of what we are building. . . the place where businesses send, receive and pay their bills. "

The company [launched its beta to the market at DEMOfall '07](#) in what was arguably the best coordinated product rollout we've ever seen at DEMO.

In addition to the new name, Bill.com has added new features to the software mix, including a streamlined start-up process, new reporting tools, and improvements to the user interface. Managing cash in a small and growing business is critical, but time consuming. We thought the original name was on the money (no pun intended); the product gives business owners a clear view of their cash picture across time.

But these days, it's a catchy URL that sells, and Bill.com has its appeal. Still, we hope small businesses sign on to the \$15-a-month service because it's tremendously valuable, not just because it has a cute name now.



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