

*Lessons Learned from the Bill.com Accounting Community*

# Acuity Increases Revenue by \$250,000 with Bill.com

Matthew May, managing partner of Acuity, explains how his firm grows revenue and eliminates risk with Bill.com.

## Tell us about your firm.

Acuity provides everything from CFO-level services to bookkeeping for U.S.-based technology companies. We build our client base by bundling our services around innovative third party technologies to create virtual, paperless, and mobile financial services.

## Why did you decide to use Bill.com?

Bill.com has helped us become a firm of the future.

When we were early in our life cycle, we handled bill payment through bank websites. We didn't like the risk of giving someone carte blanche access to a company's bank accounts to pay bills. We faced the dilemma of providing a segregation of duties for clients who don't need full-time personnel that typically create a controlled environment. Bill.com helps remove risk from the bill payment process for the firm and its clients. Today, we will not accept bill payment clients unless they agree to use Bill.com.

## What do your clients think of Bill.com?

Our clients love Bill.com because it facilitates paperless bill payment, reduces administrative work and lets clients manage their businesses and lives through multiple devices such as cell, tablet or desktop.

## How has Bill.com helped your firm profit?

We had no bill payment clients before adopting Bill.com three years ago. With Bill.com, we now have a service that brings in \$250,000 a year in revenue.

The core of our business is to use best-of-breed software to build the firm and our services. Bill.com is a fundamental part of our business plan. Bill.com has certainly helped by providing an elegant technology and major assistance with our bill pay process via their workflow.

## What tips would you give firms that are looking to improve and scale their business?

Explore how technology can protect your firm from risk while adding value for your clients.



### TYPE OF FIRM:

Mid-sized accounting firm

### EMPLOYEES

70

### HQ

Atlanta, GA

### INDUSTRY FOCUS

Technology

### BILL.COM SERVICES

AP

### INTEGRATIONS

QuickBooks Online, Xero

Visit [Bill.com](https://www.bill.com) for more information.