firms who use the Bill.com solution to help their clients. The new certification program gives them the opportunity to brand their practices as a Bill.com "Expert" or "Guru," acknowledging their ability to pass along benefits to clients via cloud-based accounting practices.

Isaac M. O'Bannon • Jun. 13, 2012

Bill.com Introduces Certification Program for Accounting Firms

solutions for businesses.

"Bill.com is pleased to introduce our official Expert and Guru Certification program to accounting firms nationwide," said René Lacerte, CEO and Founder of Bill.com. "Our company has always been dedicated to forming quality, long-term relationships with our customers, and we developed this program to properly educate accountants on how to maximize Bill.com's potential. The program is designed to help accountants build credibility in the cloud, improve pricing strategies and increase their bottom line."

The unique certification program consists of self-directed online courses that offer accountants two types of certification based on the level of training completed: Bill.com Expert and Bill.com Guru. The Bill.com Expert Certification helps accountants tailor custom solutions and automate processes for greater client efficiency. Instilled through the latest distance learning techniques, the Expert curriculum covers advanced features, expert business process workflow solutions and deeper product functionality.

The Bill.com Guru Certification elevates training to the next level, helping firms re-engineer their own processes and deliver higher levels of service more profitably. The Guru curriculum helps firms operate more strategically while developing new revenue streams – all with the same number of staff. As Bill.com Gurus receive an advanced understanding of workflow scenarios via a set of multimedia tools, they emerge as true masters of profitable client management in cloud-based environments.

Certification Program Levels

Bill.com Expert course topics include:

- In-depth knowledge of Bill.com, getting clients started and how the console works

- Thorough understanding of accounts payable, accounts receivable and document

- Pricing strategies based on clients' unique workflow

Prior to today's mainstream program rollout, Bill.com invited a number of customers to participate in the certification program directly. As a result, 112 firms and 186 individuals are already Bill.com certified to-date. Through the display of Bill.com certified badges on their signatures, websites and blogs, these firms and accountants are now able to exhibit a level of credibility above and beyond their competitors, boosting their visibility in the public eye and their perception as a trusted advisor.

Bill.com is the only client service solution that works with all major accounting software and every U.S. bank, and clients benefit from the elimination of paperwork and the streamlined AP, AR and cash flow management features the system provides. Becoming Bill.com certified allows accounting practices to manage all of their clients from one, single screen, also enabling them to increase their revenues and margins by providing higher-level advisory services, and increased service in general, without adding staff or costs.

"Bill.com is an important component of our growth strategy and we felt it was critical to complete the Guru Certification process" said Calvin Wilder, SmartBooks's co-founder and Bill.com Guru. "The certification training provided us with the tools to improve our efficiency allowing us to make more productive use of the time we spend supporting clients. With Bill.com we can deliver more value to clients while increasing our profit margin."

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