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May. 06, 2013

COLUMBUS, Ohio – A new, cloud-based billing system is catching on with accounting firms and other professional service providers, and giving their clients real-time access and insights into the firm's billing, activities and time entries.

Launched in March, Viewabill.com is geared toward improving outdated billing practices by providing a transparent, seamless product that lets clients know where their money is being spent in real-time. It gives control over “billable hours” back to the client, increases accuracy and incentivizes service providers to keep current billing and performance updates. Available via web and mobile applications, clients now can access their bills anytime, anywhere.

Viewabill was co-founded by entrepreneurs David Schottenstein and Robbie Friedman, along with Alan Dershowitz, one of America's most distinguished legal scholars.

According to Friedman, the accounting and legal industries have been plagued by billing issues, specifically the “sticker shock” associated with clients opening their bills each month. Previously, there was no way for clients to monitor whether hours were being entered regularly and accurately, or crammed in at the end of each month.

“For more than a century, CPA, law and other firms have provided complicated, murky and inaccurate bills to their clients, leaving them paying more and understanding less,” Friedman said. “Viewabill eliminates surprises and provides a safe, efficient process.”

Viewabill's unique software utilizes advanced cloud computing technology that

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billing industry won't happen overnight.

"We feel like David taking on Goliath," he said. "But as clients continue to push for it, everyone will eventually embrace transparency. If a firm refuses to adopt Viewabill, the client should ask why."

The app is available on the iTunes store.

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