CPA

Practice **Advisor**

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Expensify

www.Expensify.com

Recently awarded World's Top 10 Most Innovative Companies Of 2015 in Money by FastCompany, Expensify is the innovation leader in the expense management space. Expensify's patented SmartScan receipt OCR transcription technology that automatches receipts to imported transactions has transformed what modern expense management looks like.

Great technology isn't enough, expense management's effectiveness hinges on the employee's willingness to use the product. That is why Expensify's innovative design and simple end user experience is valued on par with our industry-leading technology. While most products in the space were built to be sold, Expensify was built to be used. Users often thank us for increasing the efficiency of their expense reporting process; for example, SmartScan reduces the amount of time it takes to do expense reports by automating what used to be a manual, data entry process.

As a result, companies are more efficient in how they do their expense reports, from first expense to reimbursement. A testimony to Expensify's simple yet powerful nature is the range of customers served. Expensify works equally well for solopreneur CPAs as it does for accounting departments in the Fortune 500. We've thoughtfully structured the product to only expose as much complexity as the end user wants/needs without stifling functionality.

Integrations are built with user efficiency and productivity in mind; by directly linking your accounting solution with Expensify, you are eliminating repetitive work and data entry. Our streamlined workflow allows users to focus on making their

business more productive and profitable. Not only popular amongst accountants,

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interface and ease of use makes it a no-brainer decision to use it in your business. Your employees will LOVE it!"

Laura Redmond, Quickbooks Online ProAdvisor of the Year and Advanced Certified QuickBooks ProAdvisor, acknowledges Expensify is a great fit for accountants and says it's "the natural choice to recommend to use with our clients."

Expensify exemplifies innovation by setting the highest standard in expense reporting and receipt management. The simple and pleasing end-user experience ensures employees actually use the service, making the lives of accountants everywhere easier, more efficient, and more productive. Seamless two-way integrations with best-in-breed solutions and time-saving automation (including auto-attaching of receipts to imported credit card transactions and auto-categorization of transactions using the imported chart of accounts) rounds out Expensify's offering.

By refusing to follow what has always been done and leveraging emerging technology to simplify the lives of its customers, Expensify tirelessly strives to deliver Expense Reports that Don't Suck!

Click here to see all of the other nominees for the 2015 Innovation Awards.

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