CPA Practice **Advisor**

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easy toggling between clients for all relevant banking information and bulk statement downloads.

Jul. 15, 2022

bluevíne

Bluevine, a provider of holistic banking solutions designed for small businesses, has

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Long committed to serving the needs of small businesses, Bluevine aims to ensure success across all parts of the small business ecosystem. Accountants are trusted partners for small business owners with a critical role in ensuring the financial health and growth of small businesses. Yet, many spend significant time and effort tracking down the financial information they need to help their clients, often relying on each client's online banking account information to access data.

This creates an experience rife with friction and security concerns. Designed to improve efficiency and client services for accountants and bookkeepers, a secure login to the Accountant Dashboard generates single-pane view access to all client dashboards and offers easy toggling between clients for all relevant banking information and bulk statement downloads.

"We believe partnership with small businesses also means building for accountants and bookkeepers – many of whom are business owners themselves – and the work they do to help small businesses thrive," said Pete Potsos, CPA, Senior Director of Accountant Partnerships at Bluevine. "Bluevine's services offer a more efficient, reliable, and secure option for accountants, and we are committed to building tools to remedy accountants' pain points."

Controlled access and purpose-built tools for accountants that serve Bluevine customers is the latest example of how Bluevine aligns its innovation with the evolving needs of small businesses. Earlier this year, the company unveiled new account features, including Account Access, Bills Management, and QuickBooks integration. Plus, Bluevine Business Checking lets customers earn 1.5% interest if they meet a monthly goal, offering rewards that reflect how small businesses use banking solutions and maximize the impact Bluevine has on business growth. "Accounting teams face challenges in getting the information they need quickly and

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and-bookkeepers.

Accounting • Small Business

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