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Practice

Initially launched in beta last year with Gusto as the first integration partner, Ignition Smart Billing is helping accounting firms unlock new advisory services and revenue streams

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Ignition, a client engagement and commerce platform for professional services firms, has unveiled Ignition Smart Billing, an integrated feature with leading payroll

platform [Gusto](#) to automate billing for services priced per employee for accounting

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“Smart Billing means that accounting firms no longer have to worry about employee headcount changes or recreating Gusto package options for customers,” said **Matt Kanas, Head of Americas at Ignition**. “Through our Ignition and Gusto partnership, we’re making it simple for accounting firms to engage clients, get paid and run their accounting or professional services business on autopilot.”

Following a period of beta testing, Smart Billing is now available to Ignition customers using Gusto across the United States, with a growing number of accounting and bookkeeping firms opting to use the integration. Experiencing early success, accounting professionals and firms who have implemented the Ignition-Gusto integration to offer payroll, people advisory services and billing in a simplified and streamlined process for their accounting firms have seen revenue increase, including Lance CPA Group which saw a more than 10x increase.

“Integrating Ignition and Gusto together unleashes new powers for firms,” said **Josh Lance, Managing Director of Lance CPA Group and Head of Accounting at Ignition**. “The ready-made People Advisory Services templates and Smart Billing features take the guesswork out of people advisory for your clients and automatically bill based on changes in employee counts. At Lance CPA Group we’ve been able to 10x our revenue on payroll, benefits, and HR advisory services as a result.”

Key benefits of the Ignition-Gusto integration include:

- **Ready-made proposal templates:** users can package, price and offer three tiered People Advisory proposal templates such as full-service payroll compliance
- **Automated billing feature:** users can automatically calculate the accurate monthly cost of their client’s Gusto subscription based on real-time employee headcount
- **Auto-populate Gusto client details:** users can save time when creating proposals

“Making a transition from traditional accounting strategies to online client advising

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