bill

Definitive guide to
spend management CAS

Contents

Int. Discover Spend Management CAS

Int. Discover Spend Management CAS

In response to the transformative changes within the accounting industry over the last few years, many accountants and firms are looking for ways to attract new clients and expand business with existing clients without the need for additional staff.

Often one way firms expand offerings is to start offering client advisory services (CAS); however, adding advisory services can sometimes mean the need for additional headcount. That's where spend and expense management come in.

"BILL Spend & Expense allows us to completely change the way we interact with clients to the point where we are adding value to the conversation about how their business can grow."

Dan Luthi,
Partner, Ignite Spot

What is spend management?

While expense management is a common offering for many firms, it's traditionally little more than a necessary step to closing client books each month. It's rarely equated with advisory opportunities.

But pairing spend and expense management transforms traditional expense management into more than chasing receipts and reconciling charges. Specifically, **spend management is the ability to view, control, and manage a business' cash flow in real time and in one centralized location.** It uses expense management data and automation to inform this view.

Spend management advisory is taking that view and using it to provide actionable insights to key financial decision makers to drive business advice for clients as well as optimize their operations. And instead of needing additional staff to provide spend management advisory, with the right tool and automation a firm can cut down on the time needed for the traditional expense management process and instead use that time for this more lucrative advisory opportunity.

Why offer spend management CAS?

In today's business landscape, companies need more real-time data than ever before. Legacy accounting processes no longer cut it. And many SMBs look to their accounting firms to help them gain the insight needed to reduce costs, gain efficiencies, and grow their businesses. In their 2023 survey, **The Next CAS Opportunity for Accounting Firms**, CPA.com found that nearly three out of four (72%) SMB survey respondents are looking for better ways to control spend and are interested in a proactive approach
to expenses.

In the same survey, 63% of accounting firm survey respondents offering spend management advisory said that spend management offers a new revenue opportunity for their firm. 74% of respondents note that offering it helps them retain clients. And yet less than half (34%) of all accounting firm respondents reported offering these spend and expense management services or spend management advisory, indicating a significant growth opportunity in spend management advisory.

Additionally, **adding spend management CAS** to your offerings can

- Reduce staff time spent on manual accounting tasks
- Gain you more business from existing clients
- Reduce client churn by offering greater value
- Attract new clients by offering a high value service.

Areas of spend management CAS

In this guide, we present areas of advisory services unique to BILL Spend & Expense and BILL's Financial Operations Platform and related to spend management that you can provide your clients, including:

- Strategic budgeting and enforced spending
- Eliminating reimbursements and expense reports
- Maximizing savings and rewards
- Improving account and financial security
- Consulting on and preparing expense policies
- Automating accounts payable and receivable

Whether your firm has an established CAS practice or is just **getting started**, expanding your CAS offerings to include spend and expense management with BILL Spend & Expense will usher in the next era of CAS and enable you to save time, deepen your relationship with your clients, and make your firm more marketable.

Card issued by Cross River Bank, Member FDIC.

1

Strategic budgeting and enforced spending

Strategic budgeting and enforced spending

Nobody likes to talk about budgeting. But budgeting is an integral part of growing a successful business–and consulting on budgeting can be an integral part of your CAS practice. As your clients' accountant, you're in an ideal position to advise them on how to approach strategic budgeting and enforce spending to benefit their business.

The first step is to work with senior leadership to understand their business goals and help determine where to allocate resources. Then help them determine the right kind of budgeting approach based on those goals, and give them the financial tools to execute the strategy.

This is where BILL Spend & Expense comes in. With BILL Spend & Expense, companies can empower employees to assume ownership of their assigned budgets and resources to fund initiatives, while ensuring budget owners can keep an eye on execution and spend.

Key benefits of budgeting with BILL Spend & Expense.

- **Living budgets:** Create budgets that are visible, adaptable, and executable to make activity and strategy related to them easier to follow.
- **Flexible budgets:** Set multiple budgets for different expenses and set limits on those budgets to prevent employees from overspending.
- **Real-time spend:** Remove guesswork with insights into remaining budget for the cycle.
- **Assigned roles:** Add individual employees to multiple budgets for flexibility across departments and initiatives.
- **Automated categorization:** Assign charges to the appropriate budget and categorize every charge at the point of sale so accounting reconciliations roll up smoothly.

Tips for how to talk about it

Wondering how to explain the benefits of budgeting with BILL Spend & Expense?

- Talk about how budgets ultimately support business goals and allow for growth. But budgets are only useful if they are visible and easy to follow.
- Explain how BILL Spend & Expense empowers employees to assume ownership over resources, but still allows for budget owners to keep an eye on spend.
- Explain how BILL Spend & Expense allows for limits to be set on budgets, preventing budget users from overspending.
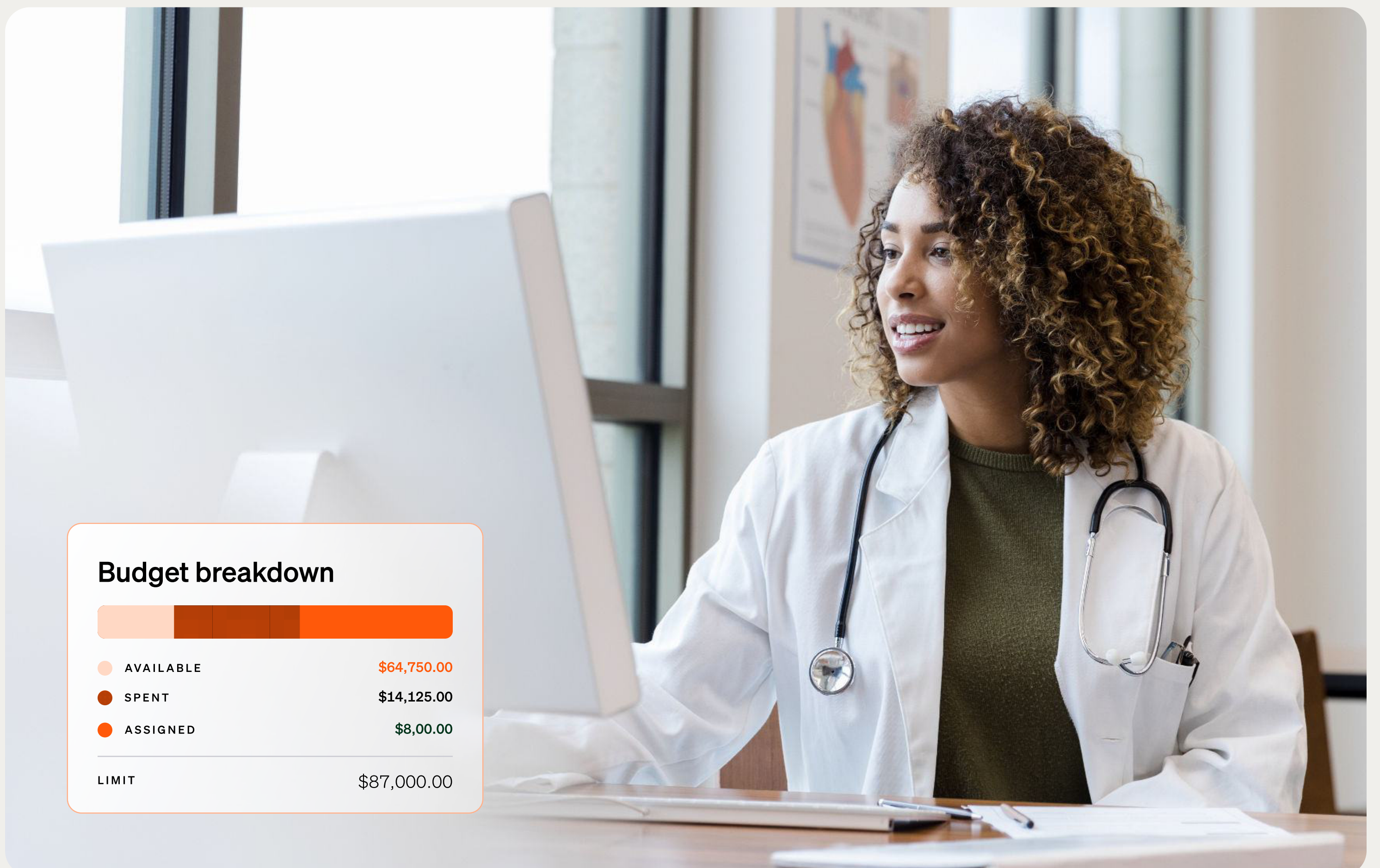
Remember: budgeting and enforced spending is an ever-evolving strategy that informs business decisions. You and your client will need to weigh many factors to create a budget that meets their needs. But regardless of the budgeting approach you choose, BILL Spend & Expense can help create and enforce those budgets to help keep your client on track to reach their goals.

2

Eliminating reimbursements and expense reports

Budget breakdown

AVAILABLE	$64,750.00
SPENT	$14,125.00
ASSIGNED	$8,00.00
LIMIT	$87,000.00

Eliminating reimbursements and expense reports

Traditionally, reimbursements and expense reports are a necessary evil for employees and accountants alike. They are retroactive and unpredictable. But with BILL Spend & Expense, reimbursements and expense reports are a thing of the past. And recommending your clients implement BILL Spend & Expense shows you have an eye on the future.

BILL Spend & Expense helps change the conversation about expenses and reimbursements from reactive to proactive—and part of a more comprehensive conversation around your clients' business finances. Advising your clients on how to implement or update an **employee expense policy** is yet another invaluable advisory service you can provide. Plus it has the added benefit of ultimately saving you and your clients time closing the books every month.

Key benefits of eliminating reimbursements with BILL Spend & Expense.

- **Cards for Employees:** Issue every employee a card so every employee can charge approved purchases.
- **Budget owner approvals:** Ensure expenses do not go over budget and know when and where purchases are made.
- **Immediate funds:** Proactively fund purchases such as gas, meals, office supplies, or client entertainment, eliminating reimbursement checks.
- **Automatic receipt uploads:** Eliminate the need to keep track of paper receipts by uploading them immediately.

Tips for how to talk about it

Wondering how to explain the benefits of a new reimbursement policy and how BILL Spend & Expense can help? Here are some tips.

- Mention how eliminating reimbursements by proactively distributing the funds to employees means less of a burden on employees and more control by the budget owner over how much is spent.
- Talk about how the end of the month can be focused on finishing projects and other important tasks rather than compiling expense reports and finding receipts.
- Explain how BILL Spend & Expense will speed up the expense management process and never leave them wondering how much is left in the impacted budgets.
- Talk about how BILL Spend & Expense cards are an amazing tool for employees who travel frequently, reducing the risk of lost receipts and providing employees with the funds they need while traveling.

Eliminating reimbursements and expense reports will not only benefit your clients, but will benefit you as well. After all, we know you didn't become an accountant to spend your time chasing receipts. BILL Spend & Expense will enable you to consult with your clients on a more proactive reimbursement and expense management policy, expanding your advisory services and strengthening the partnership between you and your client.
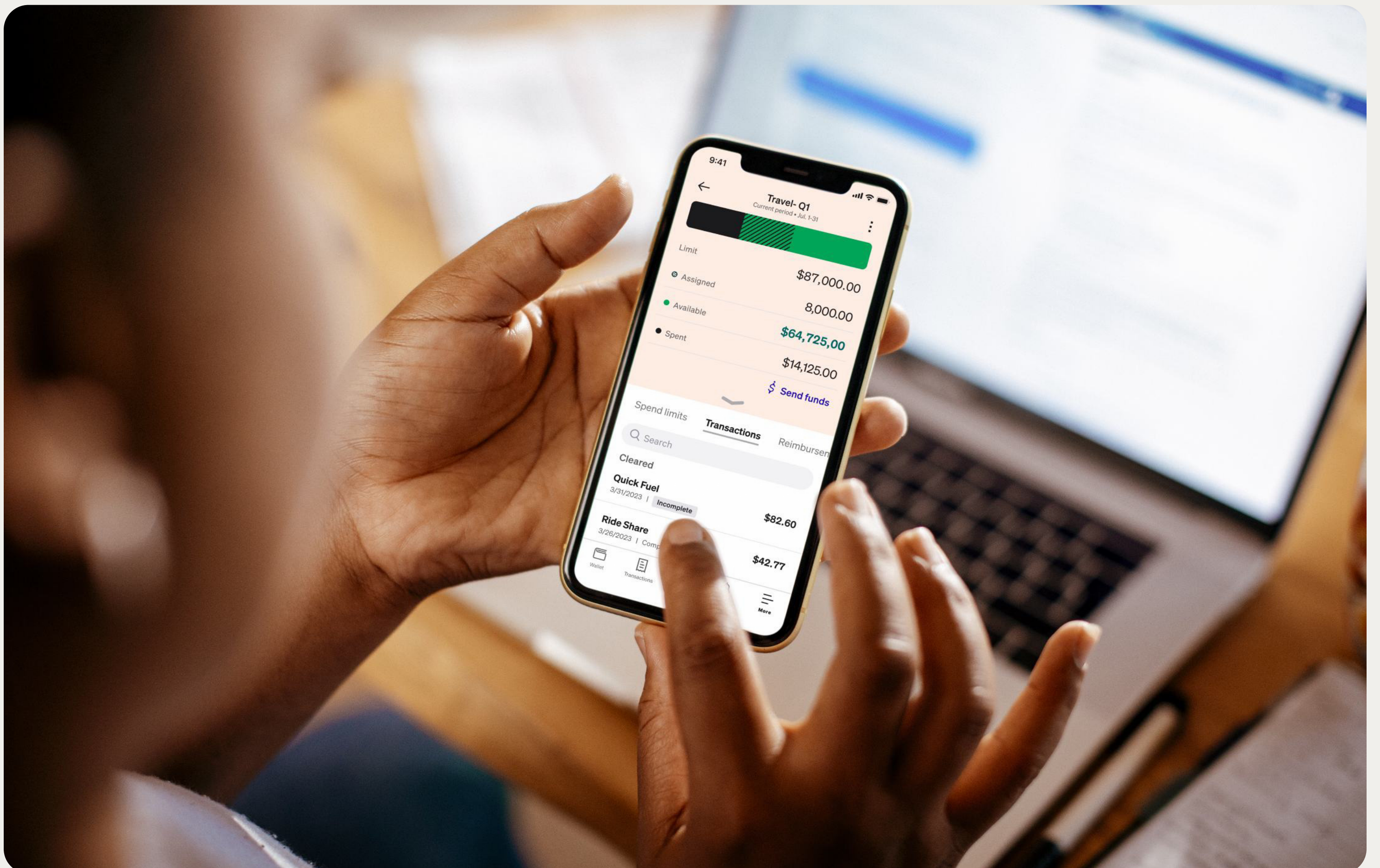
3
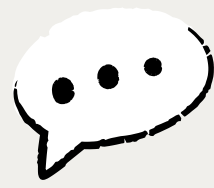
"[BILL Spend & Expense] doesn't cost anything, but it gives both the client and the firm a great deal of satisfaction. It allows us to offer our clients' new solutions, and we love having solutions to pain points."

Amy Marshall,
Director of Workflow Solutions, Breakwater

Maximizing
savings and rewards

Maximizing savings and rewards

Using company spend to maximize savings and rewards for your clients' organization is about more than cash back programs or card points. Discussions with your clients' senior leadership around how to maximize these benefits demonstrate that you are an engaged partner and you care about helping them improve processes to save them both money and time.

It's good business to compare cash back rewards and other card perks when choosing a program for company spend. But those points and rewards are only a small part of the potential benefits they can gain. When you factor in software costs, time savings, number of people using cards tied to rewards, and savings with rewards programs, many expense management solutions don't provide as much value as it initially appears. This is why talking with your clients about the bigger picture is key. (**We've even prepared a guide** to help guide you through conversations like these)

BILL Spend & Expense allows your clients to not only benefit from traditional rewards like statement credits or travel points, but also save time and software fees compared to other spend and expense management solutions. BILL Spend & Expense is free to use. There are no software costs no matter how many registered users or cards issued. Plus, with BILL Spend & Expense you can issue a card to every employee who spends, ensuring every purchase contributes to rewards like cash back.

Key Benefits of maximizing savings and rewards with BILL Spend & Expense.

- **Cards for all:** Issue as many BILL Spend & Expense cards as needed at no additional cost to make certain every cent of company spend contributes toward rewards for your client while still maintaining spending control.
- **Rewards programs:** Use BILL Spend & Expense rewards for things like travel points or statement credits and enjoy additional cash back on ad spend to further maximize savings.
- **Free software:** Don't pay for your expense management platform, no matter how many users you have.
- **Time savings:** Save time and money by eliminating reimbursements and expense reports and automating budget coding and receipt uploads.

Tips for how to talk about it

Wondering how to explain using BILL Spend & Expense to maximize savings and rewards?

- Explain how maximizing savings and rewards through their spend and expense management solution is about more than specific cash back perks or points of a given card.
- Talk about how when every employee has their own card, every cent of company spend counts toward rewards and savings instead of only earning rewards on purchases select employees make.
- Explain how BILL Spend & Expense's software is free to use unlike other expense management solutions.
- Show how much time BILL Spend & Expense will save their employees by eliminating expense reports and reimbursements.
- Talk about BILL Spend & Expense's rewards program and how they can earn rewards and even additional cash back on marketing ad spend.

4

"I like having virtual cards set up for different vendors so you're not relying on one card that's being used in hundreds of different areas that could get compromised."

Amy Marshall,
Director of Workflow Solutions, Breakwater

Improving account
and financial security

Improving account and financial security

With frequent data breaches and financial data increasingly susceptible to compromise, security controls within a financial technology stack are more important than ever. Consulting with your clients on how to keep their business finances secure is a critical aspect of your advisory services. And company spend is one aspect that's particularly vulnerable.

As a trusted partner to your clients, they will look to you to recommend the best software and security solutions to keep their money safe. BILL Spend & Expense's security features make this an easy conversation to have.

With BILL Spend & Expense, no one can spend more on a card than its approved budget amount. If a card is lost, stolen, or otherwise compromised, you can immediately cut it off from funds to stop fraudulent charges in their tracks. And since cards won't work unless they have been sent approved funds, you can prevent unauthorized purchases from happening in the first place and prevent access to funds in other budgets. Plus, our real-time budget dashboards mean you can immediately see purchases instead of waiting for card statements.

Key Benefits of security improvements with BILL Spend & Expense.

- **Virtual cards:** Create virtual cards tied to active budgets for one-time or ongoing online purchases to protect the original card data from data breaches.
- **Multi-factor authentication:** Set multi-factor authentication for access to sensitive company information and budgets to reduce the risk of fraudulent logins.
- **Fewer logins:** Only log in once to access both your card and expense management software, cutting down on points of vulnerability.
- **Fraud protection:** Cut off access to funds immediately if a card is lost, stolen, or used without your approval.
- **Spending approval:** Approve fund dispersal to cards prior to a purchase to prevent unauthorized charges.

Tips for how to talk about it

Wondering how to explain the benefits of using BILL Spend & Expense to improve security?

- Talk about creating virtual cards with BILL Spend & Expense for one-time or ongoing use for online purchases, keeping their original card data safe.
- Explain how BILL Spend & Expense allows them to see charges in real time, empowering them to spot unauthorized or fraudulent charges the moment they happen.
- Show how cards can't use budgeted funds unless the funds are approved to that card user, preventing unauthorized access to additional funds in that budget or any other budgets.

5

Consulting on and
preparing expense policies
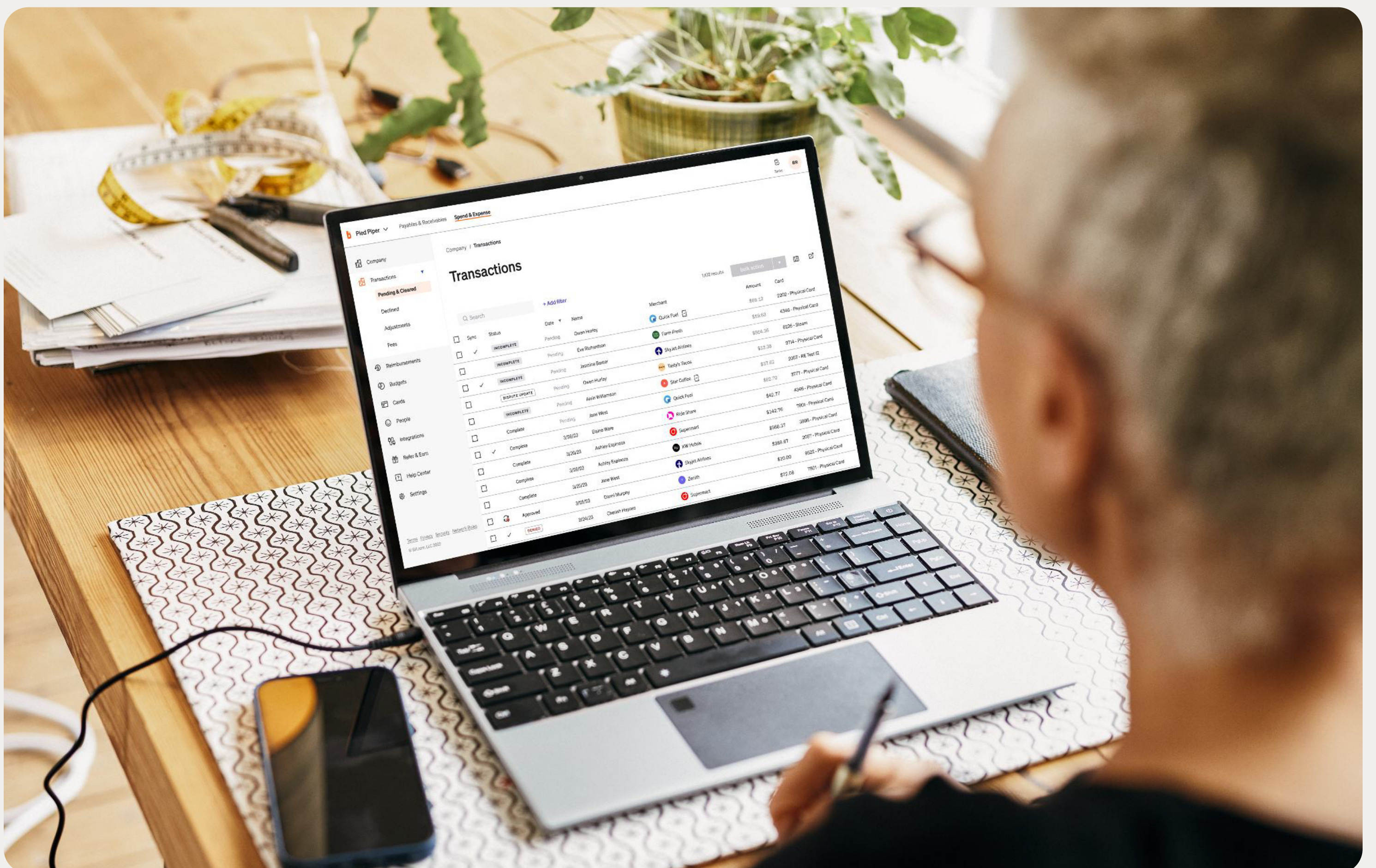
Consulting on and preparing expense policies

Expense policies are necessary for creating clear communication and developing trust between your client and their employees. Consulting with your client and helping them prepare a new expense policy to align with their spend and expense management software is an excellent advisory area, especially when first getting your client started on BILL Spend & Expense and showing them the benefit of your spend management advisory services.

Expense policies that pair with an automated spend and expense management card and software like BILL Spend & Expense are necessarily unique. Things that might be in your clients' old expense policy might no longer apply. And the need to document new processes and policies tied to card management, reimbursements, and budgets will be unique to each client and may not be something they've encountered before.

Tips for how to talk about it

Wondering how to explain the benefits of using BILL Spend & Expense when talking about a new expense policy?

- Explain how expense policies can balloon out of control when they try to cover every possible area of spend and how a new expense policy created around using BILL Spend & Expense can simplify policies and make them more universal.
- Talk about how clients can build trust with their employees by eliminating overly prescriptive expense policies and instead empower individual employees to use company funds in approved ways.
- Reinforce that BILL Spend & Expense still provides oversight and requires approval for purchases. Then explain how this approval can now come prior to the money being spent vs waiting for an employee reimbursement request that might ultimately be out of policy.

Key Benefits of creating new expense policies when using BILL Spend & Expense.

- **Increased accessibility:** Outline how budgets are created, assigned, and used instead of detailing policies for those with corporate cards and those using their personal cards for purchases on behalf of the company.
- **Better policy coverage:** Areas of spend not traditionally covered in an expense policy, like software subscriptions, should be included in an expense policy when a client uses BILL Spend & Expense. This creates a more comprehensive and easily enforced policy covering all company spend and not just traditional T&E.

- **Simplified employee spend:** The BILL Divvy Corporate Card effectively eliminates the need for traditional expense reports and reimbursements. This allows the policy to focus more on general principles than prescriptive rules employees might inadvertently violate.
- **Unauthorized spend prevention:** With software features like Merchant Controls, there is no longer a need to exhaustively list examples of approved and unapproved expenses while still maintaining control and approval over where and on what money is spent.

6

Automating accounts payable and receivable
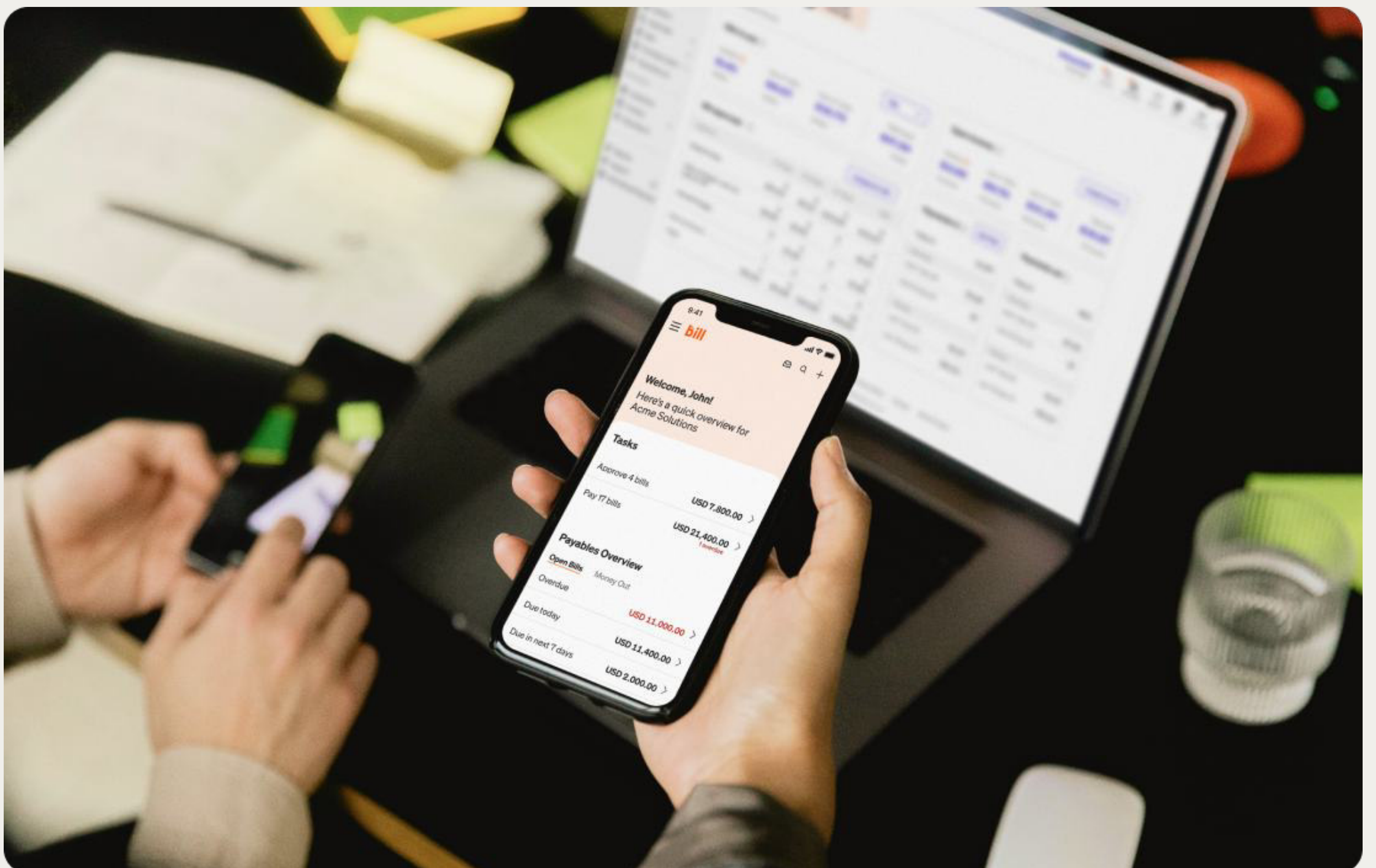
Automating accounts payable and receivable

When starting or expanding your firm's advisory services, it's important to help your clients see the ways you can partner on proactive accounting practices to build their business and increase profitability. But the first step is to recommend ways in which they can help streamline reactive tasks that traditionally take up a lot of time. Doing so will free up the bandwidth needed for you to advise them on more important matters.

That's why one of the most important pieces of advice you can give your clients is to update their financial technology stack to automate things like spend and expense management with BILL Spend & Expense. But there are other functions they should automate, too, like accounts payable. That's where BILL's Financial Automation Platform comes in.

BILL's Financial Automation Platform gives SMBs control over finances so you can confidently help manage your clients' business and help them thrive. BILL's integrated platform includes BILL Accounts Payable, BILL Accounts Receivable, and BILL Spend & Expense to help you automate AP, AR, spend, and expense management. Plus BILL integrates with your clients' accounting software and syncs both ways, making reconciliation and closing the books easier than ever before.

Key benefits of automating your clients' tech stack with BILL

- **Maximize cash flow:** Control inflows and outflows of cash, and secure access to credit and capital, so you can run your business with confidence.
- **Payment approvals:** Review any outgoing payments or set up specific parameters around what kinds of payments need approvals to ensure bills are paid correctly.
- **Payment scheduling:** Schedule when payments are made, and know exactly when money is coming in and going out.
- **Auto sync:** Automatically sync with your clients' accounting software for streamlined reconciliation and end-of-month close.

Tips for how to talk about it

Wondering how to explain the benefits of BILL's Financial Automation Platform?

- Explain how a simplified financial tech stack will save money and free up time for you to advise them on proactive accounting practices that will benefit their business and contribute to growth.
- Show how BILL Spend & Expense and BILL Accounts Payable work with single-sign on, simplifying the relationship between AP and expense management. Additionally, BILL syncs with many accounting softwares, eliminating the need for manual data entry.
- Talk about how they can earn rewards for paying bills and vendors by using their BILL Spend & Expense card.

bill

Ready to help your clients spend smarter?

For more information on the additional benefits of adding spend management CAS to your firm's offerings as well as guidance on how to do it, please visit our Accountant Resource Center for these and other resources.

- **Guide to spend management and your CAS practice**

- **How accounting firms can market spend management services**

- **How accounting firms can monetize spend management services**

Reach out to your Account Manager today or visit
https://www.bill.com/for-accountants