

4 Questions *with: Calvin Wilder, SmartBooks*



1. How did you get into your line of work?

From experience at prior jobs in which I worked with hundreds of small businesses; I saw that most struggled to get good bookkeeping and financial management. Their existing options were inadequate. I thought there must be a better solution, so why not be the one to develop it. So we launched SmartBooks.

2. What have you learned through the school of hard knocks?

Consistent operating policies and procedures are critical. Flexibility is great but know your limits. Agreeing to customized service requests might seem like good client service at the time, but the reality is, service levels will break down unless a certain standard of consistency is maintained. Great people are very important, but I also learned I need to reduce the degree of difficulty as much as I can, through using great systems.

3. What keeps you up at night?

Aside from newborn twin boys, I worry that SmartBooks has such a tremendous opportunity to help small and midsize businesses, but we are not fully capitalizing on that opportunity to grow our business. Specific client needs and figuring out how to efficiently meet those needs will always keep me up. And lately, I have lost sleep thinking about a more efficient way to support manufacturing businesses using Bill.com in conjunction with inventory management systems.

4. How has Bill.com helped your business chase its dreams?

Without a system like Bill.com, SmartBooks would not be in business. Central document management and internal controls are critical in an outsourcing model. When I was thinking about launching SmartBooks, I designed what I thought was an ideal application to manage the accounts payable process. Then I found Bill.com had already built that system! Tweet: @smartbookscorp to stay in tune with SmartBooks!



Brought to you by



A subsidiary of the AICPA