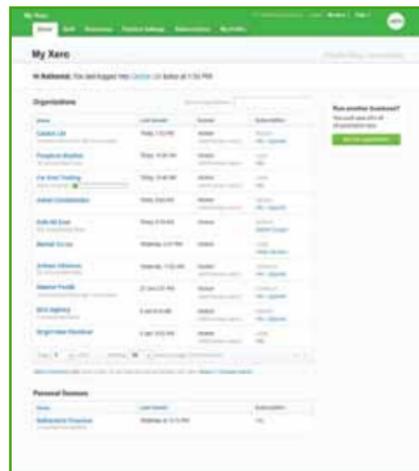


# WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION



Xero  
Partner  
Edition

## ONLINE ACCOUNTING

Xero

**Address:**

185 Clara Street,  
Suite 100  
San Francisco CA 94107,  
United States

**Phone:**

1-800-411-XERO

**e-mail:**

sales@xero.com

**Website:**

www.xero.com

### COMPANY OVERVIEW

Xero is a publically listed company with more than 170 staff spread across offices in the US, UK, Australia and New Zealand. Xero has raised \$68M in funding including investments from Pay Pal founder Peter Thiel.

### MARKETS SERVED

Xero is a global company with clients in over 100 countries.

### SOLUTION FOCUSED PRODUCTS OVERVIEW

#### OVERVIEW

Accountants are the key to improving small business productivity. Xero is the award-winning online accounting system that connects accountants with their clients on real-time information in the cloud. Xero is purpose-built for the web – as opposed to a hosted desktop solution that carries infrastructure costs and the hassles of servers. The single ledger architecture of Xero means client data is kept on one database in the cloud. In the desktop world the cost of transferring data taught clients not to use their accountant. Collaborating on a single ledger removes the data friction cost and makes it much easier to provide high value advice to help clients succeed.

#### FOR SMALL BUSINESSES

Xero really helps to power small businesses,

offering everything you'd expect from a full accrual accounting system, including invoicing, managing bills, banking, advanced reporting, sales tax returns, expense claims, credit notes and managing contacts. Xero has a unique area just for accountants that includes control over the general ledger and manual journal capability plus super fast management report preparation

#### FOR ACCOUNTANTS

Xero Partner Edition brings all clients under the one umbrella providing accountants with the platform to leverage the single ledger across the entire practice. Xero Partner Edition lets accountants control the level of client access in Xero. The accountant has the full power of Xero at their disposal, including Debtors & Creditors, Assets & Depreciation, Management Reports and Financial Reporting.

Also included with Xero Partner Edition is Xero Practice Ledger - a version of Xero for the practice. It allows accountants to manage the financial details of their practice including billing, so invoices appear automatically inside the client's Xero account.

#### CUSTOMER SUPPORT PROFILE

Xero provides Account Management for Xero Accounting Partners in the US, UK, Australia and New Zealand.

# THE MOST IMPORTANT CHANGE IN ACCOUNTING SINCE THE PC



#### Collaborate in real-time

Cloud accounting lets you access your clients' financial data anytime, anywhere, using any device. You and your clients can both see the same set of accounts online, at the same time.

#### Advise & add value

With your experience, you know how a business can improve its financial position. Xero lets you see the business in its current state – not six or 12 months back, so you can give advice that's timely and proactive. You'll transition from a rear-view compliance role, to that of a trusted business advisor.

For your free trial and to find out more about Xero and how to become a Xero Partner, email us on [partnerteam@xero.com](mailto:partnerteam@xero.com) or visit [www.xero.com/partners](http://www.xero.com/partners)

#### Simplify & streamline

With Xero there is only one version of the software that can be accessed anywhere, anytime. Xero also takes care of all the upgrades and backups automatically.

#### Partner with Xero

As a Xero Partner you'll have direct and exclusive access to our Partner Edition resources. These specialist tools and guides will help you transition to the cloud and create new revenue streams for your practice.



Beautiful accounting software

[xero.com/partners](http://xero.com/partners)