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Mac Users get SaaS with Xero

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Leading Software-as-a-Service company Xero today announced that 20% of their customer base are Apple Mac users.

This is significant as Apple has just under a 10% overall PC market share internationally according to various analysts ([Net Applications](#), [Gartner](#), [IDC](#)).

This research indicates Mac users are an ideal target for online applications, as demonstrated by Xero's strong Mac user base; and the trend looks set to continue.

Information technology and advisory firm [Gartner](#) has predicted that by 2011, Apple will have doubled their market share in the U.S and Western Europe. They also predict the SaaS business model will account for a third of all business applications by 2012.

Xero is an award winning online accounting system named last year as one of the top ten user interfaces in the world by the Nielsen Norman Group.

Philip Fierlinger Head of Design says, "Mac users have high expectations for software, and accounting software especially seems to be the poor cousin designed as an afterthought once the Windows version is done."

"Up until now Mac users have largely been ignored and neglected in the accounting software space."

Xero customers report that the ability to use Xero on both Mac and Windows is crucial for collaboration with staff, accountants and advisors who all work on different systems.

In a review for Mac community website [NZMac.com](#), Julie Russell wrote:

"Mac users are reluctant to buy the over-priced [accounting software] for Macs, knowing there is a good chance their bookkeeper or accountant won't be able to read the file on their PC. With Xero, it's all there, in the same format, however you access it."

For more details and case studies read our Mac factsheet: <http://www.xero.com/mac>

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