Reviewer’s Guide to Xero

All you need to know about the Xero platform and how it makes life better for people in small business, their advisors and communities around the world.
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**Pricing**

To view the most up-to-date pricing for Xero’s plans, visit [xero.com/pricing](https://xero.com/pricing).

**Contacts**

The local Xero PR team is always happy prior to provide additional information for a review, set up a walk-through with one of our product experts, and provide help getting set up.

Email [press@xero.com](mailto:press@xero.com) and you’ll be connected to the regional PR lead.
“Xero means I spend less time trying to find information so I can quickly make educated decisions about the next step for our business. Opportunities arise all the time, and knowing which ones to pick is essential to our success.”
— Chloe Van Dyke, founder of Chia, New Zealand

### Xero statistics as at June 2019

- **1.8m**
  Over 1.8 million subscribers

- **700+**
  More than 700 apps that connect with Xero

- **50,000**
  Over 50,000 users of Xero’s API developer tools

- **2.8t**
  2.8 trillion transactions through Xero (2019 financial year)

- **658.5b**
  658.5 billion invoices raised in Xero
Overview and benefits

What is Xero?

Xero is a beautiful, intelligent software platform designed to make life better for small businesses and their advisors, and to help them grow and thrive.

Xero’s online accounting platform provides the foundation on which businesses can build a complete business solution. It connects businesses with their bank, accounting tools, their accountant, payment services and third-party apps, so everything is securely available at any time, on any device.

Additionally, with Xero, accounting and bookkeeping practices gain access to efficient compliance tools, smart practice management software, and a cloud-based single accounting ledger for every client, in one place.
How small businesses benefit from Xero

A complete business toolkit, all in one place
Businesses can build their toolkit their way using Xero software and connecting to the tools that suit them. From working with customers to managing staff time and expenses and ensuring the business is financially healthy, can all be found in Xero. Businesses are able to connect to hundreds of financial institutions and apps to bring all of their data into one place.

Greater success
Through smarter invoicing, powerful cash flow tools and unparalleled connections to financial data, Xero helps small businesses are more successful. With Xero they can get paid faster, get an up-to-date view of their financial position, and have the required information ready to share when they need to ask for a loan to fuel growth.

More efficient
Xero helps business owners spend less time finding and entering information, and gives them more time and energy to grow their business. Xero is powered by automation, machine learning and unparalleled connections to hundreds of financial institutions and vendors. Businesses no longer have to spend time invoicing, reconciling transactions or paying suppliers. It’s practically all done for them, so they can use that data to their benefit.

More confidence
Xero transforms the way small businesses work and levels the playing field. Small businesses are the backbone of the global economy. By enabling seamless collaboration with their trusted advisors on one connected platform, Xero helps smaller businesses compete with larger businesses and make smarter decisions that give them confidence to grow and thrive.

Peace of mind
Xero helps owners keep their work in business hours. Across the business — from accounting and taxes to payroll and project management — Xero helps to make the work more efficient and more focused. With smarter machine learning, beautiful tools and powerful connections, business owners can have peace of mind about their operations.

Stay on top of compliance
Xero turns business compliance from a complex chore to a simple task. With leading tax tools in Australia, New Zealand and the UK and more, and all of the business’s data in one place, business owners no longer need to become tax experts. Working with Xero and a trusted accountant or bookkeeper, they can spend less time on the business and more time in the business.
Getting started

If you’ve never used Xero before, and would like to do a review, you can start by creating and activating your account on the Xero website. During the free 30-day trial period, you can add an organisation (a business) and use it to check out how all the different features work. As part of the trial, you can also try the Xero add-on products: Xero Payroll, Xero Projects and Xero Expenses.

The Welcome to Xero panel on the dashboard includes a section on getting set up on Xero. To do one of the set-up tasks, just click the link.

What to do first

Here are the key things to do first:

1. Enter key organisation and financial information. Enter all the basic legal names, dates and core information in the settings.

2. Give access to your accountant or bookkeeper. If you plan to actually use this account, we recommend engaging an advisor to help with set up, and then collaborate on your financial information in real time to help manage your business.

3. Check that the chart of accounts is suitable for your organisation. Xero includes a default set of transaction categories to organise your account, but these can be changed.

4. Connect your bank account. Add your bank account to your organisation, and connect to your bank so that the transactions are automatically fed from your bank into Xero each day. You can also manually import bank statements if you want earlier ones.

5. Enter your opening account balances. These are your account balances previous to using Xero.

Find out more
Learn more about getting started at Xero Central or email the PR team at press@xero.com who will be happy to help you get set up.
“With all our separate companies, the roll-up of Xero coupled with Fathom provides us with functionality we need to have. We use Xero invoicing extensively now, where before we used a third-party company to handle it.”

— Steven Carse, Founder, King of Pops, United States
Small business core features

The key features to check out which help manage all key areas of a small business.

**Keep accurate secure records**
- **Bank connections**
  Bank feeds connect the Xero account to the bank so transactions flow automatically into Xero each business day. (More information on page 8.)
- **Bank reconciliation**
  Keep track of the money in and out with daily updates and simple bank reconciliation. (More information on page 8.)
- **Contacts**
  Get complete visibility of the history with customers and suppliers to grow relationships, make decisions and develop opportunities.
- **Inventory**
  Track inventory, control stock and report on the performance of products and services, and use the information to make the right decisions on ordering and pricing.
- **Hubdoc**
  Eliminate data entry – import and convert bills, receipts, and statements into data which can be categorised and recorded in Xero. (More information on page 23.)
- **Security**
  Protect precious business information with two-step authentication which adds an extra layer of security to help protect the account. It requires the user to enter a unique code generated by an app on their smartphone at log in.

**Get paid faster**
- **Quotes**
  Send beautiful, professional quotes quickly, get instant acceptance of quotes online and easily turn quotes into invoices.
- **Invoicing**
  Keep cash flow healthy by sending online invoices with online payment options.
- **Receive payments**
  Manage the sales and invoicing process easily with Xero. Even getting paid is fast and seamless. Get paid sooner with online payments. Accept debit and credit card payments on every invoice to speed up payment time. Xero is integrated with leading payment services including Stripe, PayPal and GoCardless.
- **Multi-currency**
  Get paid in over 160 different currencies. All foreign currency transactions are converted into local currency in real-time with instant updates on currency gains and losses affecting cash flow.

**Pay what you owe with ease**
- **Purchase orders**
  Create and email purchase orders, convert purchase orders to bills or invoices, and stay on top of supplier costs.
- **Bill payments**
  Schedule payments, batch pay suppliers and manage cash flow with visual graphs that show what bills are due for payment.

**Monitor business health**
- **Main dashboard**
  Get a complete picture of key accounts, income and expense reports, upcoming bills and pending invoices. This provides a valuable overview of all the company’s financial activities at a glance.
- **Business performance dashboard**
  View charts and graphs which track business performance across a wide range of standard business metrics such as gross profit, net profit on net sales, and debt to equity.
- **Reporting**
  Tailor smart financial reports and budgets to understand and track what matters most.

**Android & iOS Apps for when you’re on the go**
- **Xero mobile app**
  Get real-time insights into how your business is performing. Create and send invoices, reconcile, record bills and receipts. (More information on page 10.)
- **Xero Expenses app**
  The Xero Expenses app lets employees submit claims on the spot, and helps everyone work together with ease.
- **Xero Projects app**
  Create projects, capture time on the job, and monitor costs when you’re out and about.
Run payroll easily

- **Payroll**
  Pay staff, send payslips and run reports.
  (More information on page 18.)

- **Making Tax Digital**
  Xero’s VAT solution is fast, real-time and MTD-compliant.

Track jobs and projects

- **Projects**
  Track the time and money you’re spending on jobs, and where you can be more profitable. (More information on page 15.)

- **WorkflowMax**
  Manage more complex projects end-to-end with WorkflowMax from Xero. (More information on page 16.)
Bank reconciliation, payments and lending

“I was so excited to finally get rid of all the manual data entry and get my time back. Hallelujah! Seeing our transactions from DBS flow automatically into Xero was like watching beer pour out of a tap.”

— Zelia Leong, co-founder of Anywhr, Singapore
Bank reconciliation, payments and lending

Bank feeds and reconciliation

Xero transforms bank reconciliation from a painful monthly, quarterly or annual catch-up process to an addictive daily activity. The transformation comes from connecting bank accounts to Xero and a revolutionary way of reconciling transactions.

Financial transactions flow automatically into Xero and are matched to the corresponding accounting transactions. All the user has to do is confirm that the match is correct. Then the transaction is reconciled. Users can import feeds from multiple bank accounts, credit cards and PayPal accounts in minutes.

Small business owners can create custom rules to code and match bank transactions automatically to invoices, bills and purchases recorded in Xero – which makes reconciliation seamless.

Find out more about bank connections and bank reconciliation

Payments

No one wants to have to chase clients for payments. But with poor cash flow being the number one reason for small business failure, getting paid promptly is essential.

Xero is built to help small businesses invoice and get paid faster. Powered by machine learning, Xero automatically suggests the right account for invoices and ensures they are coded correctly. Xero seamlessly integrates with the world’s most popular payment gateways including Stripe, PayPal and GoCardless. Automated, direct bank feeds mean payments are visible in Xero as soon as they are fed through by the daily bank feed.

Shifting from paper and PDF invoices to online invoices is a more secure and transparent way to invoice. Customers are emailed a link to a live invoice, which shows the most up-to-date details including payment status, history and a PayNow button for taking online payments there and then. Xero shows when an invoice was received and opened, and can send automatic reminders on outstanding invoices.

Xero online invoices coupled with one or more payment services make a powerful combination. Xero data shows that customers who use online invoicing with a payment service attached get paid faster than those who don’t – they can spend less time chasing unpaid invoices and enjoy a healthier cash flow.

Find out more about payments

Small business loans or finance

Xero partners with financial institutions globally to streamline the process of getting finance for small businesses.

Applying for a loan is an arduous task for a small business owner, often entailing many hours completing loan paperwork and lengthy delays in decisions. Now, with up-to-date information to hand in their Xero account, the process can be streamlined.

We recommend small businesses work with a trusted accountant or business advisor to determine whether applying for business finance is the logical next step and to make sure the data in Xero is up-to-date (for the best chance of approval). Xero partners with a range of leading lenders globally to streamline and take the paperwork out of the application process. In some cases, it may take as little as 20 minutes.

Business owners simply authorise the business’s financial reports in Xero to be shared directly with a lender during the online application process. Because the lender receives all the information they need electronically, they can often make a decision and provide funding more quickly. Xero shares the data securely with the lender only with customer consent, and uses multiple layers of protection to keep the data safe.

Find out which lenders connect to Xero
“I’ve always wanted to run my own business – to nurture something from the beginning and watch it grow. Xero makes my life easier because I get to check on my finances any time using the app on my phone.”

— Laura Jackson, Co-founder of Popcorn Shed, United Kingdom
Xero mobile app

Xero’s mobile accounting app allows small business owners to manage their business while on the go on both iPhone and Android devices. It helps them stay on top of daily tasks while they’re out and about, and make the most of any spare moments.

Business owners can reconcile bank transactions over their morning coffee so they start each day knowing exactly where they stand and how the business is performing. They can send invoices while still on the job, record bills received, and add receipts for purchases.

Key features and benefits

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<th>Feature</th>
<th>Description</th>
<th>Small business benefits</th>
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<tr>
<td>Bank reconciliation</td>
<td>Match transactions from bank feeds to your documents in Xero or create a new transaction to match.</td>
<td>Reconcile bank transactions anytime from anywhere. Start the day knowing exactly how things stand. Categorise transactions in readiness for reporting and tax filing.</td>
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<tr>
<td>Manage bills and invoices</td>
<td>Keep track of money owing and how much the business owes as well as the key invoices that need to be chased.</td>
<td>Stay up to date with the money coming in and going out.</td>
</tr>
<tr>
<td>Quotes and invoices</td>
<td>Create, edit and send invoices in minutes. Convert quotes into invoices at a tap.</td>
<td>Simplify the process, reduce the amount of time you spend on admin and get paid on time.</td>
</tr>
<tr>
<td>Bills</td>
<td>Add, edit and attach bills.</td>
<td>Quickly and easily create a record of money that’s owed.</td>
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<tr>
<td>Profit at a glance</td>
<td>See a profit and loss report built specifically for mobile.</td>
<td>Understand how the business is performing at a glance.</td>
</tr>
<tr>
<td>Cash in and out</td>
<td>View the total cash coming in and going out of bank accounts.</td>
<td>Understand how the business is performing at a glance.</td>
</tr>
<tr>
<td>Receipts</td>
<td>Add a receipt for money spent from the business account (spend money).</td>
<td>Quickly and easily capture spending.</td>
</tr>
<tr>
<td>Manage contacts</td>
<td>View, add and edit contact information for customers and suppliers.</td>
<td>Look up contact details wherever you are and save time by not having to re-enter email addresses and contact information.</td>
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Find out more about the mobile app
“When I saw how user friendly Xero Expenses was, I started encouraging clients who’re on the road, or whose staff spend on their behalf, to use it. And they’ve all been very happy to.”

— Tracey Bell, Founder and Practice CEO, Savvy Books, Australia
Xero Expenses

Xero Expenses works seamlessly with Xero accounting, and has all the tools and insights small business owners and their employees need to efficiently claim, track and manage expenses from anywhere with ease.

Automatic receipt capture and transcription reduces data entry for businesses and their staff. It provides a real-time view of the expenses process so managers and advisors know when to review and approve unpaid expenses and pay employees promptly.

Administrators and advisors can flexibly manage user permissions, making it easier to control who can submit expenses and when. And they can access valuable, real-time reporting to monitor patterns, plan ahead and make fast, informed decisions.

Key features and benefits

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<tr>
<td><strong>Expense creation</strong></td>
<td>Employees can create expense claims, add photos of receipts, and submit on web, Android and iOS.</td>
<td>Employees are more likely to submit expense claims on the spot and there’s no need to store paper receipts, which speeds up the reimbursement process and gives businesses complete, real-time visibility.</td>
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<tr>
<td><strong>Automatic receipt scanning (transcription)</strong></td>
<td>Automatically converts the amount, purchase date, supplier and account fields captured in photos of receipts into text.</td>
<td>Reduces data entry and saves time, making it easier for employees to submit expenses when they occur, which helps businesses manage cash flow and gives greater clarity over where money is spent.</td>
</tr>
<tr>
<td><strong>User permissions</strong></td>
<td>Set the level of access and actions staff can perform. Choose who can view, submit, approve or pay expense claims, with the ability to submit on behalf of someone else.</td>
<td>Businesses have more flexibility, and control over the expense claims process, which keeps sensitive information private and simplifies workflows to boost efficiency.</td>
</tr>
<tr>
<td><strong>Insights and analytics</strong></td>
<td>Get a real-time view of what is being spent by category, account and employee.</td>
<td>Businesses and their advisors can easily monitor expense patterns to see if staff are complying with policy rules, to make more informed decisions, stay on track and plan ahead.</td>
</tr>
<tr>
<td><strong>Integrated accounting</strong></td>
<td>Creates automatic journal entries and link relevant expenses to a Xero contact or project. View and pay billable expense claims next to supplier bills.</td>
<td>One Xero login and a single real-time source of truth reduce double-handling and help businesses and their advisors stay up to date on claims, which boosts efficiency and confidence that records are accurate.</td>
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<tr>
<td>Feature</td>
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<tr>
<td><strong>Multi-currency</strong></td>
<td>Create expenses in multiple currencies in all Xero business edition plans. When a currency differs from an organisation’s base, both the total in that base and the conversion rate from XE.com display.</td>
<td>Flexible currencies make it easier to keep track of actual costs, maintain accurate records and reimburse the right amount to employees.</td>
</tr>
<tr>
<td><strong>iOS and Android</strong></td>
<td>Mobile apps with push notifications let users capture, submit, review and approve expense claims from their Android and iOS devices.</td>
<td>Businesses, employees and advisors can stay up to date and action expense claims from anywhere, which improves accuracy, timeliness and communication so they can work together efficiently and easily.</td>
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Find out more about Xero Expenses
Project and job management

“Xero Projects alleviates the stresses of job costing and profitability tracking for clients, allows them to make more effective financial decisions, and bill more accurately. We can tap into the info too, to deliver targeted business advice.”

— Jay Border, Senior Accountant, OC Partners, Australia
Project and job management

Track the time and money spent on jobs, and monitor profitability with Xero Projects, or manage more complex projects end-to-end with WorkflowMax from Xero.

Xero Projects

Xero Projects is Xero’s beautifully simple project accounting tool which helps small businesses drive profitability by easily tracking time and costs on every job. With support for unlimited projects, businesses that charge clients for their time can get see all work in progress, monitor budgets and costs, invoice for time and for related bills or expenses.

Xero Projects provides actionable financial insights that you don’t need to be an accountant to understand, so business owners can make informed decisions and complete more profitable projects. It integrates seamlessly with other Xero functionality providing a single real-time view of their business and project accounting.

Key features and benefits

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<tr>
<td>Time and job cost tracking</td>
<td>Add time entries, assign bills and expenses, and record deposits against each project on web, Android and iOS.</td>
<td>Track time to the minute and invoice accurately for time spent on the job. Be able to see how jobs are tracking to budgets with ease.</td>
</tr>
<tr>
<td>Flexible invoicing</td>
<td>Create fixed price, time and materials, or progress payment invoices based on actual project information</td>
<td>Small businesses can invoice the way that suits them while saving time and avoiding errors, by automatically uploading project details to an invoice.</td>
</tr>
<tr>
<td>iOS and Android apps</td>
<td>Create projects, capture time, view profitability and more, anywhere, anytime.</td>
<td>Small business owners and staff can manage projects from anywhere, on any device. The Xero Projects mobile app easily tracks time on-the-go with a start-stop timer and location based time suggestions.</td>
</tr>
<tr>
<td>User access and permissions</td>
<td>Set the level of access to information and the actions each staff member can perform.</td>
<td>Businesses can stay in control over their projects with three levels of user permissions. Admin, Standard and Limited.</td>
</tr>
<tr>
<td>Calculate and set staff cost rates</td>
<td>Set an hourly cost rate for each staff member.</td>
<td>It’s easy to calculate the actual cost of time so a business can calculate overall profitability of a project.</td>
</tr>
<tr>
<td>Reporting and insights</td>
<td>Get a quick and easy understanding of key performance indicators including an overview of activity, a summary of profitability, and a summary of basic financials.</td>
<td>Know in real-time which jobs deliver the best return on investment and which need to be reined in. Helps small businesses charge what they’re worth based on the time, cost and profitability of previous projects.</td>
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Find out more about Xero Projects
WorkflowMax

WorkflowMax is the all-in-one project management solution by Xero for any size business with more complex invoice and reporting requirements. It’s highly customisable and allows for powerful financial analysis and end-to-end control of your projects and your team. For users of Xero online accounting, WorkflowMax is integrated with Xero invoices and bills, but it can be used stand-alone – you don’t need to be using Xero. And it includes its own in-built lead and client information manager.

### Key features and benefits

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<tr>
<td>Instant quotes</td>
<td>Templates enable you to send professionally designed, branded, custom quotes within minutes.</td>
<td>Spend less time quoting and more time billing. Quote templates enable you to send professionally designed, branded, custom quotes within minutes. Instantly transform quotes into jobs and save time on account management. When the job is finished, generate an invoice from your quote and get paid quickly.</td>
</tr>
<tr>
<td>Time tracking</td>
<td>Track time spent working on various jobs and tasks with minimal effort from your staff.</td>
<td>With six different ways to track time you’ll never underbill a client again. Automatically create accurate time-based invoices from your timesheet data. Understand your productivity, see who has been working on each job and how long it has taken them.</td>
</tr>
<tr>
<td>Streamlined invoicing</td>
<td>Choose your invoice method and improve your cash flow with paperless and bulk invoicing.</td>
<td>Control every aspect of your invoice, from how it looks to how it’s calculated and what information gets displayed, all fully customisable.</td>
</tr>
<tr>
<td>Job management</td>
<td>Easily assign jobs, track timelines and receive notifications when projects are running late.</td>
<td>Get an overview of all your jobs at a glance, see who’s working on what, stay on top of due dates, get an accurate picture of upcoming milestones and deadlines, and what capacity is left.</td>
</tr>
<tr>
<td>Insights and reporting</td>
<td>With all the data in one place, you can see many standard performance reports at a glance, or build your own.</td>
<td>Get a report on anything you need to know so you stay in control of cash flow and profitability. Run reports on performance, hours, billable jobs, or invoicing or anything else.</td>
</tr>
<tr>
<td>Integration with 30+ apps</td>
<td>WorkflowMax integrates with more than 30 world-class software solutions.</td>
<td>Reduce time, errors and the duplication that comes with manual data entry and get access to up-to-date information from multiple sources.</td>
</tr>
</tbody>
</table>

Find out more about WorkflowMax
Xero Payroll
Xero Payroll

Xero’s payroll tools give businesses and their advisors beautiful, easy-to-use software to manage their needs, integrated seamlessly with the single accounting ledger. It automatically updates accounts, tracks working hours and leave and has controlled access management for employees, to make payroll a breeze for any company. Reports can also be generated for payroll history, leave liability, payments and more.

In the United Kingdom, Xero Payroll can be added to business edition plans. Xero Payroll processes all mandated statutory leave and types of pay which are available to employees including sick, maternity, paternity, adoption and shared parental leave.

Xero’s secure connection to HMRC allows automatic filing of employee and payroll information each time employees are paid. Employee tax codes are automatically updated from HMRC in Xero. Additionally, Xero supports payrolling of benefits in kind such as health and dental, gym memberships, and employee uniforms. Xero also offers manual support for customers who don’t use NEST or The People’s Pension (TPP) for workplace pensions. Users can download their information in the standard government-mandated file which will allow them to file manually, without any issues.

For any further payroll needs and to help with tasks such as third-party HR and rostering, a range of other connected apps are available in the Xero app marketplace.

Key features and benefits

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<tr>
<td>Integrated with accounting platform</td>
<td>With easy-to-use payroll software and online accounting, you can organise all your business information in one handy place accessed via one login.</td>
<td>Payroll in Xero is seamlessly integrated into the software, automating the process and eliminating errors from manual calculations.</td>
</tr>
<tr>
<td>Real-time information (RTI)</td>
<td>Connect to HMRC directly from Xero for automatic filing of employee and payroll information each time employees are paid.</td>
<td>Allows efficient management of all the businesses payroll reporting needs with HMRC with a secure connection.</td>
</tr>
<tr>
<td>File workplace pension (UK)</td>
<td>Submit pension information directly to NEST or The People’s Pension (TPP) in a couple of clicks.</td>
<td>Saves time and extra steps with an efficient and secure connection to submit pension information.</td>
</tr>
<tr>
<td>Benefits in kind (UK)</td>
<td>A benefit in kind is any non-cash benefit of assessed monetary value that an employer provides to an employee. These benefits can also be referred to as notional pay, fringe benefits, or perks. Since the benefits have monetary value, the UK government (HMRC) requires that they be treated as taxable income.</td>
<td>Pay and collect tax on employee benefits such as private medical and dental insurance, subscriptions and employee uniforms.</td>
</tr>
<tr>
<td>Collaborate on payroll</td>
<td>Accountants and bookkeepers or other staff can be invited to view or manage payroll information (with access controls).</td>
<td>Enables cross-collaboration without double-up between the team and advisors on payroll.</td>
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### Feature Description Small business benefits

<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>Automatic annual tax updates</strong></td>
<td>Tax updates are made automatically.</td>
<td>It’s simple to stay compliant. PAYE, superannuation and student loan calculations are automatically looked after. No need to install annual updates.</td>
</tr>
</tbody>
</table>

Find out more about Payroll
“Everything just worked. Xero has made my life so much easier, and the trial was really helpful. It was an honour to be part of the MTD journey and I’m really excited about what the future holds.”

— Cheryl Price, Director of CH Accountancy & Bookkeeping, United Kingdom
Making Tax Digital

Making Tax Digital (MTD) is a key part of the British government’s plans to make it easier for individuals and businesses to get their tax right and keep on top of their affairs.

VAT-registered businesses with a taxable turnover above the VAT threshold are now required to use the Making Tax Digital service to keep records digitally and use software to submit their VAT returns for VAT periods that began on or after 1 April 2019.

Xero has been working with HMRC for over three years to ensure small businesses and their advisors are supported through this transition to digital tax. Businesses who must comply with new HMRC rules for VAT from April 2019 can now submit their returns directly from the Xero platform to HMRC.

Small businesses, and their advisors, have greater control and visibility of their VAT, with the assurance of being MTD-compliant and connected in real-time to HMRC. Xero’s solution provides an easy-to-use and beautiful VAT experience for customers.

The new MTD for VAT solution is available in all Xero plans that support VAT at no extra cost.

Find out more about Making Tax Digital.
Data automation and machine learning
Data automation and machine learning

Xero’s data automation and machine learning capabilities focus on automating repetitive mundane manual tasks which are often prone to inaccuracy. Data entry is reduced and known attributes are used to ensure financial data is accurate, reliable, and up-to-date. As a result, businesses are able to use the data to unlock quality insights.

Xero’s use of data automation and machine learning enables a shift from manual data entry to review-driven bookkeeping workflows. It helps small businesses and their advisors maintain consistent, up-to-date records, and boost efficiency without compromising accuracy or control.

Hubdoc

Small businesses can connect Hubdoc with Xero to manage their financial documents. Hubdoc imports and converts bills, receipts, and statements from hundreds of financial institutions, utilities, and suppliers into data which can be categorised and recorded in Xero for easy reconciliation.

It’s makes for a simplified automated process and reduces the time businesses need to spend on data entry, paper handling, and filing.

Key features and benefits

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
<th>Small business benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Capture</strong></td>
<td>Hubdoc receives all financial document types via:</td>
<td>Submit and manage all your financial documents in one secure location, and have Hubdoc extract the key data for a more automated, seamless bookkeeping experience.</td>
</tr>
<tr>
<td>Capture from all document types</td>
<td>Mobile: Send a photo via the app on an iOS or Android device.</td>
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<tr>
<td></td>
<td>Email: Forward a bill or receipt to a unique Hubdoc email address.</td>
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<tr>
<td></td>
<td>Upload: Upload single or multiple documents using the Hubdoc web application.</td>
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<tr>
<td></td>
<td>Scanning: ScanSnap documents via Fujitsu ScanSnap Cloud (ix100 and ix500 scanners).</td>
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</table>
## Extract

### Pre-populated fields

Extract the following fields from financial documents, ready to post through to Xero:

- Supplier name
- Date
- Due date
- Total
- Invoice number
- Sales tax (AU, NZ, UK)

**Small business benefits**

Enables automated workflows, reduces manual data entry and gives businesses back time in their day.

## Workflow

### View document status

Hubdoc’s Document Stream allows you to view all your documents in one place, as well as their stage in the document process (All, Processing, Review, Failed, Archived).

**Small business benefits**

Easily keep an eye on incoming documents and the processing stage.

### Auto-file documents

Once documents are uploaded to Hubdoc and the key data has been extracted, Hubdoc automatically creates a new folder using the supplier name, and auto-files documents from then on.

**Small business benefits**

Supports a time-saving, hassle-free and more organised way of working.

### Folders

Drag and drop folders, and create different folder hierarchies.

**Small business benefits**

Build a bespoke workflow and move documents and folders to suit business needs.

### Tag documents

Group documents together based on specific criteria. Find these groupings under tags in Hubdoc.

**Small business benefits**

Keep track of purchases that need to be easily found (e.g., projects).

### Audit trail

The document audit trail shows who, when, and how documents were uploaded to and/or posted from Hubdoc.

**Small business benefits**

Easily track information coming in and going out in case there are any questions.

## Xero integration

### Code and post documents to Xero

Code documents within Hubdoc (using Xero data such as chart of accounts, suppliers, and tax rate) and post them as transactions to Xero with the source document attached.

**Small business benefits**

Hubdoc transactions are auto-matched to the Xero bank feed for one-click reconciliation. With source documents automatically attached to every transaction, your books are easily audit-proofed.

### Supplier level rules

Set coding rules at the supplier level; toggle and configure rules for Xero.

**Small business benefits**

Save time by using supplier rules to automatically code transactions before posting to Xero.
<table>
<thead>
<tr>
<th>Feature</th>
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</thead>
<tbody>
<tr>
<td><strong>Xero integration</strong></td>
<td></td>
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</tr>
<tr>
<td><strong>Supplier level rules</strong></td>
<td>Set coding rules at the supplier level; toggle and configure rules for Xero.</td>
<td>Save time by using supplier rules to automatically code transactions before posting to Xero.</td>
</tr>
<tr>
<td><strong>Auto sync files to Xero</strong></td>
<td>Auto sync to the Xero file library.</td>
<td>Auto sync to Xero and securely store your documents in the Xero file library.</td>
</tr>
<tr>
<td><strong>Cloud storage integration</strong></td>
<td>Publish financial documents to the following cloud storage providers:</td>
<td>Documents are securely stored and organised in Hubdoc, but backing up your financial documents with your preferred cloud storage provider provides extra protection.</td>
</tr>
<tr>
<td><strong>Cloud storage</strong></td>
<td>Publish financial documents to the following cloud storage providers:</td>
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<tr>
<td></td>
<td>- Dropbox</td>
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<td>- ShareFile</td>
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<td>- Box</td>
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<td></td>
<td>- SmartVault</td>
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<td>- Google Drive</td>
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Find out more about Hubdoc
App marketplace
App marketplace

With over 700 apps on Xero’s app marketplace, Xero is making it easier for small businesses to run their businesses smarter. These apps range from advanced solutions for everyday business needs like payments, cash flow management and payroll, to industry-specific apps like point-of-sale, inventory and time tracking. Every app is certified by the Xero team before being listed on the marketplace.

Every day businesses are saving time, cutting costs and becoming more efficient with tailored recommendations for apps from the Xero marketplace. The simple integration processes and quality-assured apps – with reviews by Xero users – help Xero subscribers easily find solutions for running their business better by going to the intuitive shop window that is Xero’s app marketplace.

Case study: Alluvia Financial

Jo Doye is the creator of Alluvia Financial, an advisory firm in Australia specialising in the hospitality and tourism sector. Her exploration of the apps in Xero’s app ecosystem means she’s now better equipped than ever to tackle the day-to-day demands of her clients.

Problem
Alluvia Financial has grown rapidly since the introduction of Xero. Due to the rapid growth of the business, Jo needed to find ways of getting everyday bookkeeping tasks done more efficiently so she could focus on offering advisory services and provide even more value and deeper insights to her clients.

Solution
Jo’s current focus is to use efficiency apps in the practice to leverage their expertise in compliance bookkeeping. The apps they use have drastically reduced Jo’s stress levels and given her more time to focus on building relationships with clients.

She’s currently implementing Deputy with her hospitality clients to streamline payroll processes and help clients effectively manage their teams. BOMA is next on the radar as Jo looks to develop Alluvia’s brand message to her target market.

Find out about more apps on the app marketplace
“Our small business clients deserve the best and expect a great support experience. Customer service that’s efficient, intuitive and personalised lets them focus on what’s important – and, like everything Xero does, Xero Central is beautiful.”

— Andrew Van De Beek, Director, Illumin8, Australia
Customer experience

Xero Central is Xero’s personalised one-stop-shop for customers to manage their relationship with Xero. It’s the central place where they can get trustworthy answers, connect with each other, and contact the support team, fast.

My Cases on Xero Central is where customers can easily get support from Xero’s world-class customer experience team. Xero Central provides information using insights from previous support issues. Powered by machine learning, the answers and the help from the support team become more relevant and meaningful over time.

With My Cases, customers can check the status of their case, know which Xero team member is looking after it and when they can expect an answer – all within a highly secure environment. Customers can prioritise one query over another and access their previous Xero Central cases to refer back to previous answers if they need to.

Xero Central provides a personalised, intuitive, connected and beautiful customer experience.

Find out more about Xero Central
Awards and reviews
Awards and reviews

Xero is globally recognised as one of the most innovative software companies and one that small businesses love. Here are some of the achievements from around the globe that we’re most proud of.

<table>
<thead>
<tr>
<th>Awards and reviews</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>GetApp reviews</td>
<td>4.29 out of 5 stars from 1,467 independent reviews (at the time of publishing)</td>
</tr>
<tr>
<td>G2 Crowd reviews</td>
<td>G2 Leader status (spring 2019) 4.3 of 5 stars from 240 unbiased real-time reviews as at 30 May 2019</td>
</tr>
<tr>
<td>Canstar Blue Awards</td>
<td>Canstar Blue Award for the most satisfied customers in four consecutive years from 2015 to 2018 (Australia)  Canstar Blue Award for the most satisfied customers in 2019 (New Zealand)</td>
</tr>
<tr>
<td>AFR Most Innovative Companies Awards</td>
<td>Number 3 of 100 on the AFR’s Most Innovative Companies’ list, 2018  Best Service Innovation award for Xero Learn, 2018</td>
</tr>
<tr>
<td>FT1000 High-Growth Companies Asia-Pacific list</td>
<td>Xero was named number 141 on the list overall, and number 1 in the technology segment over $200M in 2018</td>
</tr>
<tr>
<td>Australian Business Awards</td>
<td>Employer of Choice, 2018</td>
</tr>
<tr>
<td>Accounting Excellence Awards, UK</td>
<td>Small Business Accounting, Practitioners’ Choice, 2018</td>
</tr>
<tr>
<td>ICB Luca Awards, UK</td>
<td>Bookkeeping Software of the Year, 2018  Friendliest Software Provider of the Year, 2018</td>
</tr>
<tr>
<td>Frost &amp; Sullivan Excellence Awards</td>
<td>Australia Financial Accounting SaaS Vendor of the Year 2017</td>
</tr>
<tr>
<td>Fintech Breakthrough Awards</td>
<td>Best Overall Fintech Software, 2017</td>
</tr>
<tr>
<td>The Cloud Awards</td>
<td>Best SaaS Company (non-US), 2016-2017</td>
</tr>
<tr>
<td>Forbes World’s Most Innovative Growth Company</td>
<td>Xero was ranked No. 1 by Forbes in 2014 and 2015</td>
</tr>
<tr>
<td>Cloudswave Awards</td>
<td>Best Accounting Software, 2015</td>
</tr>
<tr>
<td>NZ Hi-Tech Awards</td>
<td>Hi-Tech Company of the Year, 2013 &amp; 2015</td>
</tr>
</tbody>
</table>
The Xero ecosystem

Ecosystem services

<table>
<thead>
<tr>
<th>Government</th>
<th>Banks</th>
<th>Xero</th>
<th>Large enterprises</th>
<th>App developers</th>
<th>Accountants &amp; bookkeepers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax</td>
<td>Bank feeds</td>
<td>Online accounting</td>
<td>Bills direct to Xero</td>
<td>Connected apps</td>
<td>Annual records</td>
</tr>
<tr>
<td>Reporting</td>
<td>Payments</td>
<td>Products</td>
<td></td>
<td></td>
<td>Compliance services</td>
</tr>
<tr>
<td></td>
<td>Lending</td>
<td>Learning and support</td>
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<td>Advisory services</td>
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