South African accounting firms and app partners shine at Xero’s national awards night

- Syft Analytics wins App Partner of the Year
- Nel & Vennote named Partner of the Year
- DoughGetters Accounting named Emerging Firm of the Year
- Winners announced in ceremony first

Cape Town, South Africa - 4th March, 2020 - Last night, accounting practices and Xero app partners across South Africa were celebrated at the Xero Awards - held annually to showcase those leading the way in the accounting industry.

Held at the vibrant Radisson Red Hotel in Cape Town, the awards recognised the top-performing firms in Xero’s budding network of accounting and app partners. Nine finalists were selected in November from a large number of applicants to compete in three categories: Emerging Firm of the Year, Partner of the Year, and App Partner of the Year.

Digital accounting firm DoughGetters won the Emerging Firm of the Year award. This award celebrates businesses who are using cloud technology to drive change in the accounting industry. Colin Timmis, General Country Manager at Xero South Africa said: “The initiatives pioneered by DoughGetters to equip businesses and their advisors with the right skills, plus their unwavering support for SMEs, reflect many of Xero’s core values”.

Partner of the Year went to Upington-based firm, Nel & Vennote, a family-run business that has shown impressive reach and growth since it went paperless in 2009. With nearly 70% of their clients in the farming industry, they’ve revolutionised the way these businesses manage their finance and overcome connectivity issues.

“It’s an honour to be part of this industry and recognise the achievements of our accounting and app partners. Never underestimate the role of an accountant – they are leading the way in helping SMEs to scale, improve productivity and transform the way they do business for the better,” Timmis concluded.

App Partner of the Year went to Syft Analytics - the reporting app. The firm, which has seen spectacular growth over the last 18 months, provides real-time, cloud-based analytics to more than 1,000 accounting firms and 20,000 businesses globally.

Find more information on all the South African winners and why they are being recognised at this year’s awards.

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Media Contact
Hannah Collett
hannah.collett@xero.com
07800 901 635

About Xero
Born in the cloud, Xero is a beautiful, easy-to-use platform for small businesses and their advisors around the world. Xero provides its 2+ million subscribers with connections to a thriving ecosystem of 800+ third-party apps and 200+ connections to banks and financial service providers. On the inaugural 2018 Financial Times FT1000 High-Growth Companies Asia Pacific list, Xero was the fastest growing tech company in the $200 million+ segment. Xero won ‘Accountancy Software Provider of the Year’ at the British Business Awards in 2019, and was rated by Canstar Blue as the best accounting software in Australia from 2015-2018 and in New Zealand in 2019.