PwC and Xero extend global collaboration to help small business succeed

Unique collaboration established to accelerate adoption of cloud accounting and drive product and service innovations for small businesses across the globe

18 June, 2019, DENVER — Xero, the small business platform, has formed a global collaboration with the multinational professional services network, PwC. The collaboration now allows local PwC firms around the world to provide quick and easy access for their clients to access the Xero platform.

It builds on established relationships in the UK, Canada, Australia and New Zealand. As a result of the new global collaboration, new advantages will emerge for small businesses based in markets like Asia, Europe, the United States and other countries to help accelerate their cloud adoption journey. It also outlines a commitment from both PwC and Xero to continue to innovate together, resulting in the development of efficient products and services for small businesses globally.

Anna Curzon, Xero’s Chief Product Officer, said: “Internationally, less than 20% of small businesses use cloud accounting technologies. Australia and New Zealand are much further advanced in this area, there is a huge opportunity to bring the benefits of real-time tools to businesses and advisors around the world. This alliance means Xero and PwC can work together to help small businesses increase productivity and provide them valuable time back in their day.”

“Accountants, bookkeepers and their customers want beautiful technology and intuitive online experiences to drive efficiency which helps their businesses thrive. PwC has big ambitions for delivering the innovations their clients want and are asking for. By leveraging Xero’s global platform and strengthening our relationship, we’re able to build a more connected network to accelerate innovation. We see this as helping small businesses succeed by opening up even more opportunities to deliver beautiful products and services around the world,” Curzon said.

Using Xero Application Programming Interfaces (APIs), PwC will work with Xero to continue to innovate together, resulting in the development of more efficient products and services for small businesses. Xero and PwC have already established a track record of designing and building innovative tools and solutions such as PwC’s Cashflow Coach.

Scott McLiver, Digital Innovation Leader for Global Entrepreneurial & Private Business, based in PwC New Zealand, said: “Business owners are increasingly embracing the cloud for their key business systems. For the simple reason that the benefits of doing this are simply enormous. The access to business data from Xero allows PwC to build products that solve key business problems. By leveraging powerful cloud accounting technology to build digital products with PwC’s knowledge and technical capability, we can help small business owners to be successful in ways that previously weren’t
About Xero
Born in the cloud, Xero is a beautiful, easy-to-use platform for small businesses and their advisors. Xero provides its 1.8 million subscribers with connections to a thriving ecosystem of 700+ 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 'Bookkeeping software of the year' from the Institute of Certified Bookkeepers UK in 2018, and was rated by Canstar Blue as Australia’s best accounting software over four consecutive years, 2015-2018.

About PwC
At PwC, our purpose is to build trust in society and solve important problems. PwC is a network of firms in 158 countries with more than 250,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com. PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.pwc.com/structure for further details.