Annual Meeting 2008
The world’s easiest accounting system
Senior Team

Rod Drury
CEO
AfterMail

Alastair Grigg
COO
Air New Zealand

Paula Jackson
GM Marketing
Vodafone

Vivian Morressey
GM Sales
RightNow eCRM

Stuart Bale
GM Product
MYOB

Craig Walker
CTO
Glazier, Viatx, Newsroom

Philip Fierlinger
Head of Design
Macromedia, Disney, Sony, Apple

Hamish Edwards
MD UK
Openside

Linda Cox
Company Secretary
Telecom
Year one achievements

Great product
• Innovative double entry accounting engine
• Growing fan base, award winning software and glowing reviews

Platform for scale
• World class product factory
• Global infrastructure
• Automated Back Office

Key partnerships
• Bank feeds with all major banks
• BNZ marketing partnership

UK market entry
Learned a lot about the Small Business market
It’s working!
Customer centric marketing

Validation and Capability

Accountants
- Bookkeepers
- Trainers
- Consultants

Horizontal Marketing
- Banks
- Telcos

Xero Network
- Payroll
- Project Management
- Ecommerce

Vertical Marketing
- Franchises
- Clubs
- Real Estate

Customers
- User Invitations
- Referral Codes
- Online Invoices

Network Effects

Brand Building

Targeted Solutions
Xero Network – linked solutions

- Xero positioned as the default accounting engine for online tools
- SaaS model compelling – applications are going online
- SaaS vendors working together to share customers
Next steps

Keep listening to our foundation customers
Xero Accountants Edition
• Greater focus on accountants’ workflow
• Link to Practice Management Software
• Create base for later up sell to full Xero

Execute on partnerships
• Banks
• Telcos

Expand our footprint
• UK, Australia and beyond

Drive network effects
Keep moving the goal posts