



Beautiful accounting software

## Media Release

### **Xero keeps small business informed with Notifications**

**Makes it easy to keep up-to-date and informed with multi-media tips and advice for business improvement.**

**SAN FRANCISCO, February 10, 2015 - Xero's (@Xero) popular accounting platform now includes notifications that keep small business owners alerted to business information that matters. This latest feature puts Xero users more in control of their business through timely and relevant information and reminders inside the Xero app on any device.**

This first release will provide notification of new features and education content through a new drop-down panel. Notifications will soon allow Xero users and their advisors to set customized alerts for business critical information – such as when bank balances reach a limit or invoices reach due dates.

“We continue to deliver a wave of innovations that save entrepreneurs time and money,” said Rod Drury, CEO, Xero. “At first, Xero Notifications will keep our customers across hot new features in what is for many their primary business application. Soon, that same familiar interface will enable them to gain critical business alerts and communications from their advisors as we deliver Big Data for Small Business.”

In 2014, customers of Xero’s web-based small business accounting solution enjoyed over 400 free new features and enhancements as part of a commitment to deliver continual innovation to its customers. Xero users have already benefited from significant updates in 2015, including integrated payroll and sales quotes – signaling the scale of developments expected throughout the year.

Key aspects of this latest release include:

- **Use of rich content, images and videos.** In addition to providing text-based notifications, imagery and video will deliver fun and interactive learning experiences.
- **Beautiful design.** Providing notifications that are easy to understand and use.
- **Multiple notification types.** This initial release provides notifications through a drop-down panel; over time we will provide additional types of notifications, including notifications that appear on-screen without interrupting a user’s workflow. These are ideal for notifying a user in real-time as events occur.

### Comments on the News:

- “Notifications is a key part of the underlying platform that will further unify all our offerings, including Xero, our Practice Studio offerings for accounting professionals, and the broader ecosystem,” said Angus Norton, Chief Product Officer, Xero. “This is just the beginning as we add even more intelligence and insight to the information Xero provides as the complete platform for small businesses growth.”
- “The new Notifications feature will be a helpful tool for triaging my client’s accounts in Xero, without taking me away from the work I’m doing. By giving me timely information on their business and allowing me to access relevant information with a click, we can keep on-track and informed,” said Barrett Young, founder of The Green Abacus, a U.S. Xero Accounting Partner.
- “Timing of information can be critical for making business decisions or providing advice. Future developments in Notifications will ensure that both small businesses and their advisors are kept up-to-date with information that is both useful and relevant, and enable Xero users to fully take advantage of the new releases and enhancements being delivered,” said Grant Anderson, Head of Accounting (NZ).

### Pricing & Availability:

- Notifications is available now at no additional cost as part of Xero’s small business accounting solution, with prices starting from \$9 per month.

### Xero social media and resources:

- **Blog post:** [Notifications](#)
- **Video overview:** <https://www.xero.com//tv/video/?id=8308-notifications-in-xero>
- **Innovation in 2014:** <https://www.xero.com/infographic/product-innovation-2014/>
- **Share today’s news:** New @Xero cloud #accounting update gives #smallbiz seamless sales process #morexero
- **Xero on social:** Follow and share the latest Xero news on [Twitter](#) (@Xero, #Xero), [LinkedIn](#) and [Facebook](#).
- **Xero reviewer’s guide:** Learn about Xero’s key features and how they help small businesses be successful.

### About Xero

[Xero](#) is beautiful, easy-to-use online accounting software for small businesses and their advisors. The company has [400,000 paying customers](#) in more than 180 countries. Xero seamlessly integrates with over 350 third-party tools, and was recently ranked No. 1 by Forbes as the [World’s Most Innovative Growth Company](#).

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