Awards Criteria
Australia 2015
Xero Awards Criteria

The Australian 2015 Xero Awards celebrate the success of our high achieving Partners. The Awards are presented at the Xerocon Awards Dinner, held on Friday 14th August 2015. The awards are based on performance in the last financial year, FY14.

Process

Xero Account Managers submit nominations on a national level based on the following criteria and outline why and how Partners have demonstrated the behaviours. A panel from the Xero leadership team will review the submissions and make the final decision.

If you have any questions, please contact events@xero.com
Accounting Partner of the Year

This award recognises the Xero Accounting Partner who champions the use of cloud technology, Xero and is a great member of the Xero and small business community.

Criteria

• Number of staff who are Xero-certified? How many as a percentage of total staff?
• The use of Xero Practice Studio
• Commitment to raising awareness on the benefits of the cloud. Client events, use of co-op fund, optimised website and client offerings
• Advocacy of cloud to the small business community. Things like publications, speaking engagements, hosting events
• Innovation in client services to improve business performance. How does this service set them apart from their competitors?
• Use of the Xero Add-on community to provide more value-add services to clients

Bookkeeping Partner of the Year

This award recognises the Xero Bookkeeping Partner who champions the use of cloud technology, Xero and is a great member of the Xero and small business community.

Criteria

• Number of staff who are Xero-certified? How many as a percentage of total staff?
• The use of Xero Practice Studio
• Commitment to raising awareness on the benefits of the cloud. Client events, use of co-op fund, optimised website and client offerings
• Advocacy of cloud to the small business community. Things like publications, speaking engagements, hosting events
• Innovation in client services to improve business performance. How does this service set you apart from your competitors?
• Use of the Xero Add-on community to provide more value-add services to clients
National Practice of the Year

This is awarded to a firm that has a national presence or a national association of independent accounting firms. This firm demonstrates how it has added significant value to its clients in multiple regions across the country and champions Xero and the use of cloud technology.

Criteria

- Evidence of how you are a national practice: how far around the country are you spread? Do you have offices all over the country or clients all over the country?
- Evidence of how your services have been fundamental in helping clients to achieve their business goals (case studies, client advocacy)
- Clear marketing of business services including Xero
- Number of staff who are Xero certified. How many is this as a proportion?
- Advocacy of cloud technology and commitment to raising awareness on the benefits of the cloud in the small business community. Client events, optimised website, speaking engagements etc

Emerging Add–on Partner of the Year

Presented to the emerging Add-on partner who demonstrates a high level of customer satisfaction and commercial success. We will look for excellence in areas such as customer care, design quality, functionality and technical innovation.

Qualifying criteria: Integrated with the Xero API for less than one year on 12 August 2015

Criteria

- Be commercially available (no Beta versions)
- Have customers who use both Xero and your product – and have connected your product with Xero
- Technical excellence, both in your product and in its integration with the Xero API
- Business excellence: easy to work with, great customer feedback, customer advocacy
- Rating on the Xero Community
- Demonstrated interaction with Xero’s partner channel
Add-on Partner of the Year
The winning Add-on Partner will have demonstrated a high level of customer satisfaction and commercial success. We’ll also look for continuous improvement in areas like customer care, design, quality, functionality and technical innovation.

Criteria
- Be commercially available (no Beta versions)
- Have verifiable users on both Xero and your product (orgs connected)
- Technical: design, integration to the API & Xero products
- Ease of doing business, customer feedback, customer advocacy. Rating on the Xero Community
- Connections with Xero’s partner community
- Evidence of customers using the product successfully to improve their operations and demonstrating that they would recommend the product to others

Marketing Innovation Award
The Xero Marketing Innovation Award celebrates smart, innovative marketing approaches.

Criteria
- Silver Partner and above
- Website with clear offering and value proposition outlined (including Xero page)
- Unique services that set your firm apart from competitors
- Use of Xero Partner banners
- Use of client events to promote your services
- Offering and marketing approach that is different from competitors, not just in quality but in innovative approach
- Use of co-op marketing fund

100% Cloud Award
The 100% Cloud Award celebrates Partners who are working 100% in the cloud.

Criteria
- Silver Partner and above
- Must run their practice 100% on Xero and Practice Studio tools
- Which Add-ons do you use? How do you use them?