



Beautiful accounting software

Market Release

4 June 2015

Xero Wraps Up Day One of Xerocon U.S. Announces and Previews Initiatives And Product Features

[Xero Limited](#) (@Xero; ASX/NZX: XRO) today announced a host of new product features and strategic initiatives for the U.S. market at [Xerocon Denver](#), attended by over 650 partners and customers.

Xero announced business momentum and initiatives including:

- Xero now has over [500,000 subscribers worldwide](#) on its platform.
- Xero will work with Apple as part of an initiative to bring new solutions to market that fully leverage the power and continuity of the iOS platform to deliver a seamless small business experience on the [iPhone®](#) and [iPad®](#).
- Xero is also working with cloud leaders [Vend](#) and [Deputy](#) to deliver an unmatched retail-focused solution for small businesses that enhance mobility via iOS devices.
- Xero today announced and demonstrated strategic initiatives and product integrations with industry leaders [Bill.com](#), [MINDBODY](#) and [Avalara](#).

Xero [announced](#) and demonstrated new product capabilities:

- A new [Business Performance dashboard](#) providing automated and customisable visualisation of key business performance metrics.
- Integration of Google Gmail into accounting.
- New states for [Payroll in Xero](#), including Colorado, and new Payroll product features.
- A powerful Practice Reporting engine allowing accountants to streamline management and year-end reporting for their clients.
- Push notifications for bank feeds to iPad, iPhone and Apple Watch.
- Xero for Apple Watch.
- Xero Me, a new iOS app, is designed to make it simple and easy for employees to access key information related to their employment - including pay slips and requesting time off.
- Billable expenses, making it easier for small businesses to manage and bill for expenses.

ENDS

About Xero

[Xero](#) is beautiful, easy-to-use online accounting software for small businesses and their advisors. Xero has over 500,000 subscribers in more than 180 countries, and seamlessly integrates with over 400 third-party tools. Xero was ranked No. 1 by Forbes as the [World's Most Innovative Growth Company](#) in 2014 and 2015.

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