



Beautiful accounting software

## Media Release

### **XERO CONTINUES TO DELIVER RAPID PACE OF INNOVATION WITH NEW FEATURES THAT MAKE IT SIMPLE AND EASY TO HANDLE TAXES**

- **Xero Tax reduces time and hassle of tax lodgements with ability to submit files online**
- **Strategic partnerships enable small businesses to make smarter business decisions**

**MELBOURNE, August 14, 2015** — [Xero](#) (@Xero) today announced a range of new product features that make it even easier to drive efficiency, save valuable time and help small businesses and their owners thrive. Xero Australia Managing Director, Chris Ridd, also announced to an audience of over 1,600 attendees at [Xerocon](#), that this week Xero expects to reach the significant milestone of 250,000 paying subscribers on the global accounting platform in Australia.

#### **Xero Tax changing the way the tax industry operates**

The launch of [Xero Tax](#) earlier in the year represented a major evolution in tax software for Australian accountants and bookkeepers, enabling tax agents to lodge returns on behalf of their clients, online from anywhere, on any device. Since launch, there have been over 630,000 lodgements with the ATO through Xero.

Tax Agents using Xero Tax will soon benefit from new integrations between Xero, Adobe and Dropbox, making their entire income tax lodgment workflow paperless for up to 3000 clients, for less than the cost of a single toner cartridge.

An integration with [Dropbox](#) will give accountants and bookkeepers the tools they need to become a paperless tax practice. All tax-related documents can now be stored in one place online and easily shared and exchanged with their clients.

In addition, an integration with [Adobe](#) will bring e-signature capabilities to Xero users, allowing them to save time when signing and requesting signatures. Partners using Xero Tax will be the first to access this feature. The integration will enable accountants and their clients to digitally and securely sign income tax returns anywhere, on any device, without requiring a cumbersome print, sign, and post process.

#### **Connecting small business to advisors to help them thrive**

Xero has already changed the way small businesses work with advisors, and now has simplified the process to find them. The revised [Advisor Directory](#), which is coming soon, puts advisors in front of thousands of potential clients at no additional cost, and provides a direct and measurable way to grow their business with the ability to track leads from the directory.

### **Mobile innovation delivering a seamless user experience**

Following the recent updates of Xero for [iOS](#) and [Android](#), Xero continues to embrace mobility and the freedom it offers small businesses, their owners, and now with the new Xero Me app, their employees. The Xero Me app is now broadly available for Australian organisations using payroll in Xero, offering employees the ability to submit leave requests and view leave approvals from anywhere, on any device. It also provides access to their latest and historical payslips on the go.

Xero's first Apple Watch app was also previewed at Xerocon, allowing small business owners to receive notifications on their wrist when they get paid. The app allows users to drill into bank transactions to see whom payments are from, and their value, keeping small businesses updated when their financial situation changes. The app will be available in September.

### **Improving productivity and effectiveness for small business**

Search within Xero has been enhanced to allow searching from any screen, improving workflow and streamlining many key processes for Xero customers. Searches can be performed across contacts and a range of transactions, while new navigation options help users rapidly move around the application, making it faster and easier to perform key tasks.

Businesses that send their customers online invoices from Xero get paid faster and with Invoice Reminders, Xero further helps businesses improve cash flow. Invoice Reminders uses the power of Xero's platform to automate the tedious task of reminding customers when invoices are overdue. Soon, business owners can "set and forget", having Xero automatically send invoice reminders based on user-defined rules.

### **Comments on the News:**

- "Xero Tax has revolutionised the way we think about and approach tax returns in Australia," said Steph Hinds, Founder of [Growthwise](#). "No longer do we need the clunky server in the corner, or multiple sets of data. We have this beautiful system that works on any device and is integrated with our practice management software. There is nothing on the market rivalling or even coming close to the platform." The integration of Dropbox for Business with Xero Tax is just one example of how Dropbox and Xero are helping small businesses stress less and do more, with a seamless and more collaborative way to manage the workflows associated with tax time," said Charlie Wood, Country Manager ANZ at Dropbox.
- "The refreshed Advisor Directory creates new ways for businesses to seek the advice they need, while also providing advisors with new opportunities to grow their practices," Xero Product Marketing Manager Bailey Brooks. "The Advisor Directory will also be

available on Xero on iOS and Android, using GPS in the phone for the location, making it even easier to find an advisor anywhere, anytime.”

- “Xero is continually working to improve the way small businesses and their accounting and bookkeeping partners control and manage their finances and operations,” said Xero’s Chief Product Officer Angus Norton. “Our focus is on providing efficient and measurable ways of streamlining accounting processes to better serve business owners at home, at work, or on the go.”

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### **About Xero**

[Xero](#) is beautiful, easy-to-use online accounting software for small businesses and their advisors. The company has 540,000 subscribers in more than 180 countries. Xero seamlessly integrates with over 400 third-party tools, and was ranked No. 1 by Forbes as the [World's Most Innovative Growth Company](#) in 2014 and 2015.

### **About Xerocon**

[Xerocon](#) is the largest accounting technology conference in Australia. The event is being held at the Melbourne Showgrounds on the 13th and 14th August and will be attended by more than 1600 accountants, financial professionals and small businesses, and over 85 exhibitors. Keynote speakers at the event include Xero CEO Rod Drury, Xero Australia MD Chris Ridd, The Honorable Bruce Billson, Minister for Small Business, Andrew Conway, CEO of IPA Australia, David Koch, Australian television presenter, Jo Burston, founder and CEO of Job Capital, and Inspiring Rare Birds and Charlie Wood, MD Dropbox. Dropbox is the lead sponsor of the event. Follow news from the conference on Twitter at [@Xero](#) and with [#Xerocon](#).