



Beautiful accounting software

WITH THE HOLIDAY SHOPPING SEASON ALMOST HERE, XERO AND SHOPIFY HAVE PARTNERED TO ALLEVIATE STRESS FOR ONLINE RETAILERS

- *Duplicate data entry is now a thing of the past with end-to-end retail and accounting integration*

San Francisco – September 21, 2015 – [Xero, Inc.](#) (@Xero) and [Shopify](#) today announced the availability of an integrated solution that will give Shopify merchants the ability to track their business financials using Xero. The combined Xero and Shopify solution will automate and help streamline commerce and accounting processes for retailers ahead of the busy holiday season.

The democratization of ecommerce

Ecommerce has gone through a dramatic transformation with leaders like Shopify, making it simpler to launch an online retail presence. This democratization of ecommerce has resulted in explosive growth in the number of online retailers. With the increasing globalization of commerce, these new small business owners are faced with the challenge of managing operations around the clock, leaving little time for tracking money going in and out of the business, and as a result, limited visibility of overall business performance.

Xero and Shopify have the solution

In the past, Shopify's merchants had to rely on manually transferring data between front-end and back-end systems. With the new integration between Shopify, the ecommerce platform and Xero's cloud accounting software, manual processes can now be done in one click. This solution allows for the transfer of a Shopify merchant's ecommerce storefront, point of sale, and mobile transactions (including sales, tax, shipping costs and refunds) directly from Shopify to Xero, enabling easy reconciliation with bank statements. This integration will enable retailers to:

- **Increase efficiency.** Quickly import orders from Shopify into Xero as invoices, and have tax rates synced, and sales automatically categorized. Eliminate manual data entry and greatly reduce the risk of error.
- **Work smarter with an end-to-end solution.** With this seamless connection between ecommerce and accounting, a retailer can have real-time visibility into overall business performance, and be empowered to grow.

This integration is now available in the U.S. and Canada with the United Kingdom, Australia, and New Zealand, expected to be rolled out later this year. For more information, visit www.xero.com/shopify

Big sales for small business

According to the National Retail Federation, in 2014, small business retailers saw their total sales increase 4 percent to \$616.1 billion in sales over that year (an indicator of online and ecommerce sales) growing 6.8 percent to almost \$102 billion from the previous year.¹

Comments on the News

- “The combined Xero and Shopify solution creates a powerful, easy way to streamline business and accounting processes for hard working retailers in advance of the busy holiday season,” said Russ Fujioka, U.S. President at Xero.
- “This integration is the result of a great collaboration between Xero and Shopify,” said Harley Finkelstein, Chief Platform Officer of Shopify. “We’re really excited for this launch as we know how much value this app can provide to both Shopify merchants and Xero advisors.”
- “Managing accounting for an ecommerce business is one of the most challenging scenarios an online business owner can face,” said Scott Scharf, co-founder at Catching Clouds, a Xero partner and ecommerce accounting expert. “But with the ability to automatically pull data from Shopify to Xero, it is now a straightforward process empowering ecommerce business owners to make real-time business decisions using the most current data.”

About Xero

[Xero](#) is beautiful, easy-to-use online accounting software for small businesses and their advisors. The company has over 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.

¹ [National Retail Federation Jan 2015 Report](#)