



Xero helps BankLink customers move from the old to the new New conversion service makes it quicker, easier to move to Xero

Melbourne, 7 May, 2015 — Xero, the leading cloud accounting software provider, today launched a new conversion service to help BankLink customers more quickly transition to Australia's best cloud accounting software.

The new conversion service will provide a free tool to convert existing BankLink files across to Xero, and guide accountants through the process of converting their clients. It comes in addition to the MYOB-to-Xero conversion tool, which Xero indefinitely extended last year for thousands of accountants and bookkeepers.

Xero offers bank feeds to dozens of Australian banks and financial institutions, with daily updates allowing small businesses to see their cashflow and bank account information directly from within their accounting dashboard.

"The vast majority of our customers have linked their bank accounts to their accounting dashboard, so we know it's an indispensable tool for them," said Chris Ridd, Xero Australia Managing Director.

"We've seen more than 15,000 BankLink customers across Australia and New Zealand make the transition across to Xero in recent months, so we decided to offer a conversion service that would make that quicker and easier to do."

Xero now has more than 203,000 paying customers in Australia. Of the new customers who join Xero, more than two-thirds come from other accounting software, including MYOB and BankLink.

Xero has been working to make bank feeds smarter and more efficient. Last month, it announced a partnership with National Australia Bank to enable the industry's first automatic bank feeds, using the new Application Programming Interfaces (APIs) between Xero and NAB.

The automatic bank feeds with NAB, which will be made available later this month, instantly connects bank accounts to the Xero accounting dashboard, and opens new possibilities for Xero and NAB customers to automate banking processes.

Aaron Sinnotts of Sinnotts Accountants in Warrnambool, Victoria, has begun converting his clients from BankLink to Xero.

"It was a very simple process and all requested data was uploaded into Xero," he said. "As accountants, Xero allows us to have greater access to our clients' reporting, balancing, financials. It's also more efficient, as it is so much easier to run reports with Xero."

Rod Ooge, Principal at McFillin & Partners in North Brisbane, said the move from BankLink to Xero gave his accountants and their clients better visibility over profit and loss statements and balance sheets.

“It provides us with a snapshot of their position in real time without needing to transfer data from one platform to another,” he said. “Being cloud-based, Xero is more accessible for our clients. They can easily access their data anywhere, anytime and through any web-connected device.

“The conversion process has been smooth, with the Xero Conversion team assisting to get historical data migrated for us so that we can hit the ground running. We’re currently working to identify other clients in our database who we believe will benefit from migration to Xero.”

In September, Xero indefinitely extended its free MYOB-to-Xero conversion service, allowing thousands of accountants to quickly and easily transition their small business clients across.

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