



Beautiful accounting software

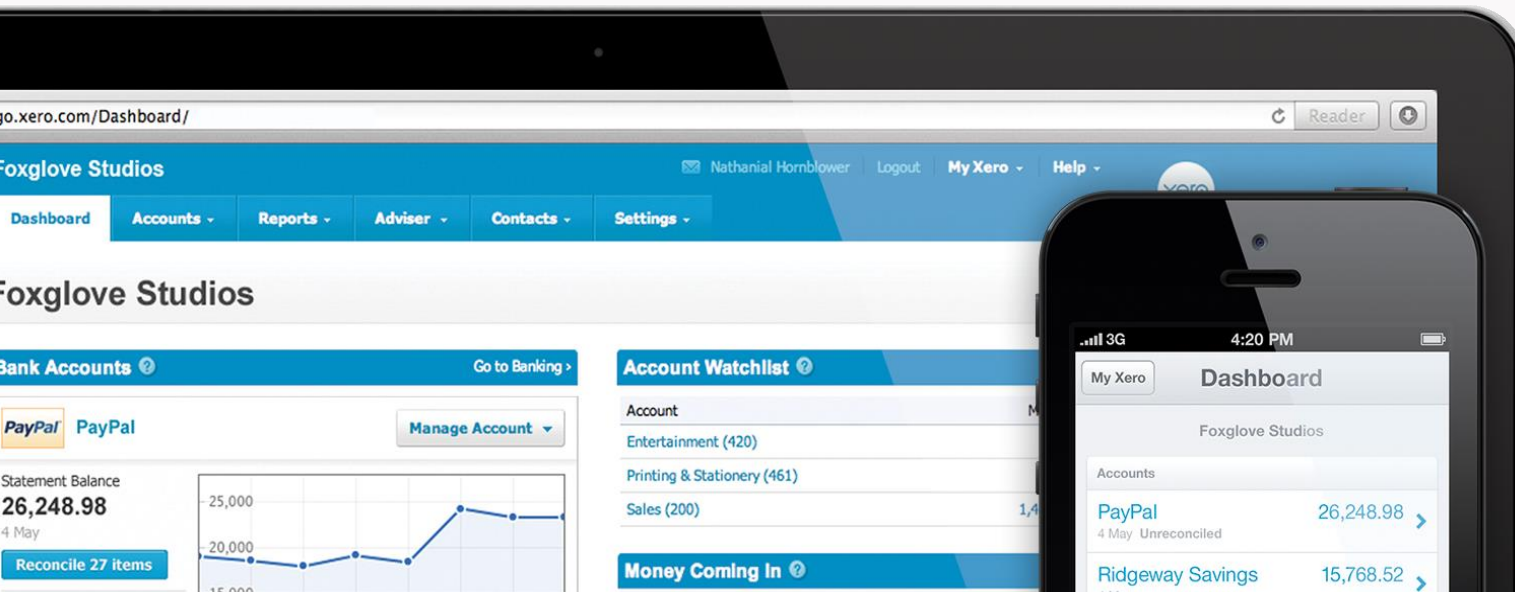
xero

GOLD
PARTNER

Hi, We are Graeme Marks, Principal Jo Zhou, Tax & Business Advisor



Morrows Pty Ltd – Gold Partner





Agenda

- What is Xero
- What is the cloud?
- Why Xero?
- How Xero works
- Add On Partners
- What others are saying
- Do beautiful business





Introducing Xero

- Xero is the world's leading online accounting software
- Fastest growing tech company in Australia today
- Offering pure cloud-based accounting system (SAAS) Software as a service
 - Easy to use and designed from scratch with no compromise or legacy
 - Transforming businesses from office-bound to fully mobile
- Highly innovative award winning service created with the customer in mind
- Global organisation with offices in 4 countries
- Over 250,000 customers in over 100 countries and growing fast
- Dual listed on NZX and ASX in November 2012





 Windows Live Hotmail.

 Spotify

Google

 salesforce

amazon.com


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Cloud connected





Benefits of the cloud

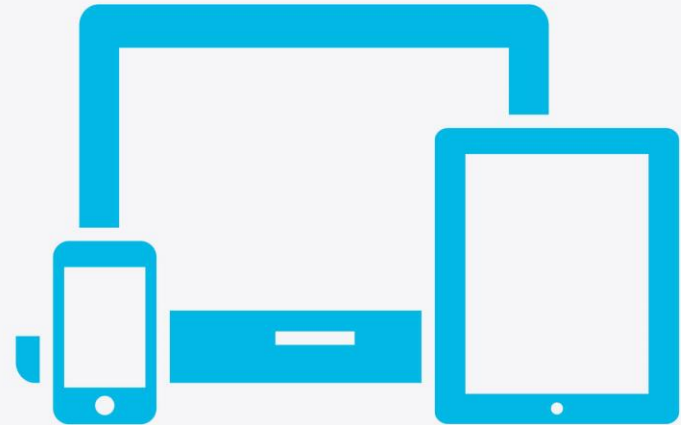
- 1 Convenience
- 2 Remote access
- 3 Extremely secure
- 4 Reduce costs
- 5 Improved business performance
- 6 Ease of expanding your business





Rise of mobility

- Average person now has 3+ devices
- 65% of Australian adults are smartphone users*
- Expectation is access anywhere, anytime, on any device
- At current growth rate half the Australian population will be using a tablet by 2016**
- PC shipments down last qtr by 10.9%, 5 straight quarters of decline***





What does this all mean?



The cloud is driving change and opportunity
for small business and their advisors



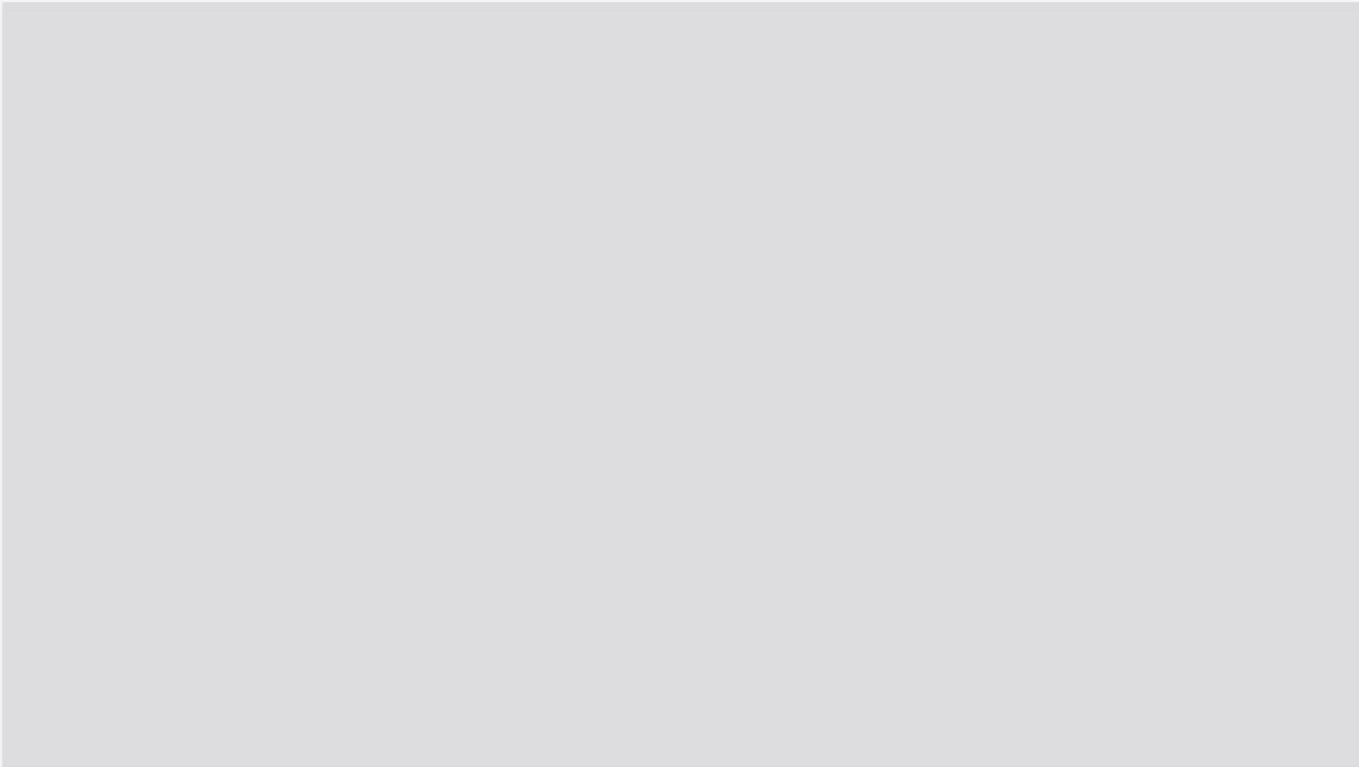


What is the Single Ledger?

Both clients and advisors accessing the same data



Xero Touch





Why Xero?

- Pure cloud based, easy to use accounting system
- One single platform
- Collaboration between business owner and advisor with shared and secure visibility
- Access anywhere, anytime on any device
- Increased efficiency saves you significant time and changes the way you run your business
- Unlimited users
- Completely secure data, even if computer is lost or stolen





Revolutionise your business

Online Accounting

- Real time cashflow
- Shared visibility
- Fully integrated payroll

Online Invoicing

- Create and send invoices automatically saving significant time





Revolutionise your business

Online Bank Reconciliation

- Up-to-date view of your business
- Live bank feeds from 5000+ institutions with fast and easy bank reconciliations

Add On Partners

- Ability to create customised solutions to provide a view of your entire business with seamless Add On Partners





Payroll in Xero

- Automatic calculations
- Tax, super and leave with all the thresholds calculated
- Employee portal
- Employees can print pay slips, payment summaries, request leave
- Automatic super payments
- Pay ALL your super funds directly from within Xero
- Leave management
- Ahead of ATO compliance
- Leave accrual calculations and automatic leave scheduling





Software designed to work with Xero

The grid contains the following logos (row by row, left to right):

- Smart Payroll, COPSULE, SUGARCRM, carry the one, SPOTLIGHT WORKPAPERS, wise.net, Web Control Room, CIN7, Payroll, ACT! CRM LINK FOR XERO, CERTIFIED FOR Microsoft Dynamics CRM, tradevine, WorkflowMAX, Sharesight, click 2 convert, trigger-app, SmartBill, Crystal Payroll, AffinityLive, salesforce.com, ProWorkflow, Alive Docs, quoteroller, streamtime, FlexiTime, ClubHub, dremus, website builder, m, keebo, quoteroller, OrderHarmony, peoplemine, ClubHub, ezimerchant, streamtime, keebo, Web recs, JOBSHEET, etz, SMART TRADE, UNLEASHED, Connect 2 Field, ZEALD, iCOS LIVE, SPOTLIGHT WORKPAPERS, PostalMethods, SIMPLEPAY, MYPAYE, payescape, My Accounting Toolbox, CashFlowBuilder, xocashflow, WHMCS, OneSaas, Magento, epayroll, RightSignature, workforce GUARDIAN, shoeboxed, The Payroll Site, FATHOM, CashFlowBuilder, Quotient, inForm, SPOTLIGHT DASHBOARD, Bilbus, Retail express, ActionStep, debtor daddy, EService, receipt bank, LOADED commerce, zen cart, CloudPayroll, RewardSuper, PAYMENT EVOLUTION, expensemagic, Eventbrite, salesforce, OneSaas, booking bug, XpressConvert, shopify, calxa, Ledgerscope, BUSINESS OXYGEN





GPS Diagnostics

Step 2 - Complete the diagnostic

Please score each question on a scale of -5 to +5 where -5 is very low and +5 is very high.

01. Clarity of our business vision / direction?



0

02. Existence of a common approach to strategy development within the business?



0

03. Clarity of our target market for each of our products / services?



0

04. Level to which the current products / services of the business will achieve our growth targets?



0

05. Level to which we continuously improve of our internal processes?



0

06. Confidence level of the team in our leaderships' ability to achieve our growth / profit targets?



0

07. Quality of our website and usage of social media channels suitable to our target market?



0

08. The regularity of management reviewing and refining the strategies within the business?



0

09. The level of cooperation and trust between our teams, divisions or people?



0

10. Quality and consistency of our sales process and sales material?



0

11. The level to which we are early adopters of relevant new technologies into the business?



0

12. Leaderships' level of motivation to improve the current performance of the business?



0

13. Our track record of obtaining regular new referrals from customers?



0

Click on a business success factor below to view what questions impacted on its score.

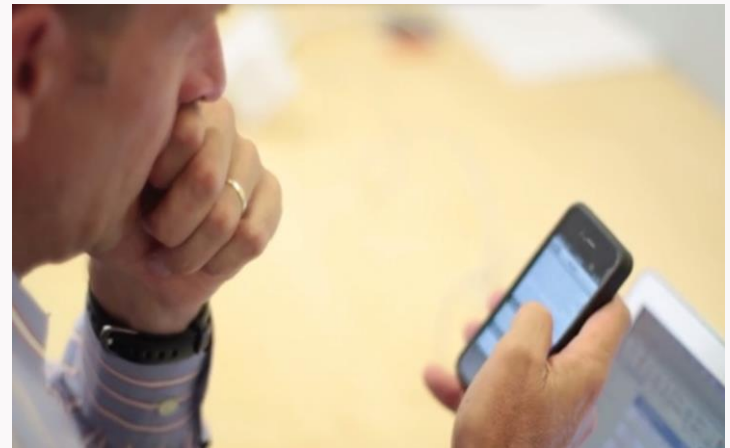
Marketing	0.00	1
Sales	0.00	2
People	0.00	3
Implementation	0.00	
Strategy	0.00	
Profit / Efficiency	0.00	
Leadership	0.00	
Innovation	0.00	
Technology	0.00	
Systems / Processes	0.00	





Why businesses love Xero

- Online everything
- Increased efficiency and significant time savings
- Access anywhere, anytime on any device
- Tailored to you, not your accountant
- Seamless integration with Google Docs
- Completely secure







Getting started

- Is Xero right for you?
- Do you need more information?
- When is the best time to switch?
- What's the process?

