

BATTLE CARD

Xero Accounting Software

Competitor overview

Founded in 2006, Xero Accounting Software has now 4.4 million subscribers and is a leader in cloud accounting across New Zealand, Australia, and the United Kingdom.

According to Xero, Xero Accounting Software was made for small businesses and sole traders.

Comes in three different pricing plans:

- Starter (send quotes and up to 20 invites, enter bills, reconcile bank transactions, capture bills and receipts with hubdoc, short-term cash flow and business snapshot. Claim expenses, Track projects and Analytics plus comes optional)
- Standard (in addition to starter functionality it includes bulk reconcile transactions)
- Premium (in addition to Standard functionality, it includes multiple currencies)

Product comparison

Functionality	Competitor	SERP	Description
Database	MS SQL Server , extra charged	Hansaworld DB. Free	Does it require another software for the database?
Email sending and receiving	Standard	Standard	Is it possible to send and receive emails from the system, and is another software required?
Deployment method	Xero Accounting App and web client	Client, App and web client	How does the user use the system? Client, web client, App?
Supported OS	Client: MacOS, Win, Android, iOS Server: Windows server infrastructure hosted in cloud by AWS.	Client: MacOS, Win, Android, iOS Server: Linux, Win, MacOS	What OS can be used to run clients and the server on?
Licensing model	Subscription only	Subscription only	What is the licensing model (subscription, purchase and maintenance, transaction based, free, other)?
Cloud infrastructure support	Xero primarily runs on the cloud	Public and private, scalable	Can the infrastructure run on the cloud?
BI functionality	Syft Analytics. Syft was acquired by Xero. https://www.syftanalytics.com	Flex.bi https://flex.bi/	Are there any BI tools available?
Webshop	No webshop in itself, integrates with Shopify, WooCommerce, Etsy, etc	Standard, integrations available	How can a Webshop be implemented?
Integration methods	Standard, Xero API/ web requests / file exchange	Standard, REST API/ web requests / file exchange	How can the system be integrated with other products/systems?
Integration options	Xero App Store, https://apps.xero.com/	Go to: hansaworld.com	What integrations are available in the product?
Verticals	Apps, through integrations	Modules, same software	How are verticals developed (same software or integrations)?
CRM	CRM Apps that integrates to Xero	Built-in module	Is CRM available?
Customizations	Through Templates & Settings	HAL	How can customizations be made?

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Additional software	None	None	What additional software is required to run the ERP (e.g. Active Directory, Share Point)?
Version updates	Automated updates	Automated, optional	How are system updates done?
Languages / localizations	Xero only supports English atm.	37 languages, 42 localizations	Is the product available in other languages and localized in different countries/ regions?
Product delivery strategy	Through Xero website https://www.xero.com/	Through partners	How is the product implemented and delivered to the end customer?
Upscaling	Easy by either subscribing to extra features within the current plan or by changing to a higher pricing plan.	Easy to subscribe and start using through customer portal, upscaling to additional users, verticals and localizations available instantly	How can the product be upscaled?

SWOT analysis

Top strengths	Top weaknesses
<ul style="list-style-type: none"> ■ Cloud based convenience - eliminates the need for downloads and installations. ■ Modern user friendly interface. ■ Cost effective particularly for small businesses. ■ Unlimited users ■ Easy integration with a wide range of third-party apps. ■ Automatic real-time bank feeds and reconciliation due to Xero's integration with Banks. 	<ul style="list-style-type: none"> ■ Basic Requisition and Inventory Management. Lacks more advanced features that some business may require. ■ Performance Issues - Heavy reliance on the internet. Slow or unstable internet directly affect system usage. ■ Only English supported so doesn't fit in non English speaking countries. ■ Very limited customisation through templates and settings ■ Disadvantage of using web client

Top opportunities for us	Top threats for us
<ul style="list-style-type: none"> ■ Xero cannot compete with us when it comes to localisation and non English speaking countries ■ Xero heavily depends on the internet hence cannot compete with us in places with sporadic internet connections. ■ We have advanced Requisition and Inventory Management modules built in as standard within our system. 	<ul style="list-style-type: none"> ■ Easy to setup and use. Short learning curve. ■ Pricing especially for small businesses ■ Xero seems to be popular with Accounting firms due to its easy of use and easy to generate financial statements.