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Isaac M. O'Bannon • Nov. 11, 2014



Online accounting software developer [Xero](#) has announced that it intends to speed up the pace of its upcoming big data capabilities that put small businesses in better control of their business. Jamie Sutherland, President of Xero's U.S. market, made the announcement during a keynote address at The Sleeter Group's Solutions 2014

conference. He also announced that the company's [Xerocon accounting show](#) will

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how much markup they earn on sales.

With complete clarity of their business performance, business owners and their advisors can collaborate to make the timely decisions needed to drive business health and growth. Accounting professionals can use the information presented in the dashboards to help grow their firms by providing value-added services to their small business clients in terms of strategic advice and coaching.

“Most business owners don’t know how their business is performing until a month later,” said Jamie Sutherland, President, Xero U.S. “With Xero’s upcoming Business Performance Dashboard and big data capabilities, they will be able to see in real time how they are doing and how they compare to others to quickly make any necessary adjustments. This is just the first step in how we’ll be looking to use big data from our global accounting platform to better serve our customers.”

The Xero Business Performance dashboard will be available within the Xero accounting software — for free to all existing customers — in early 2015. To watch the video of how it works go to: <https://vimeo.com/111510948>

Accounting • Cloud Technology

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