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application. Xero is a provider of online accounting software for small businesses.

Taija Sparkman • Jan. 29, 2013

Xero has announced new integration with Harvest, a time-tracking and invoicing application. Xero is a provider of online accounting software for small businesses.

"Xero is continuing to partner with industry leaders, like Harvest, who round out our cloud-based offering with tools that make it even easier for small businesses and accounting professionals to manage their finances from anywhere, anytime," said Jamie Sutherland, Xero's president of U.S. operations. "Xero stands out in the market because of its unparalleled focus on design and innovation – it finally makes accounting software beautiful."

The integration is designed to help small business owners and accounting professionals handle accounting and time-tracking processes in a simple and seamless way. Both companies are committed to providing users with a solution that is intuitive and user-friendly, making it easier to focus on the other aspects of their business.

"As a web designer, I recognize the many innovations that Xero and Harvest have made in user experience to give me insight and improve the way I work," said Brian Hoff, owner and creative director of Brian Hoff Design. "It's critical our systems run efficiently and effectively. Solutions like Xero and Harvest – that integrate seamlessly – are essential to keeping me on top of my workflow and financial picture."

Xero received more than 10 awards in 2012, most of which were for Xero's focus on design. Some of the honors and recognition include IxDA Interaction Award for Optimizing, K2 Enterprise's Quality Award for Best New Mobile App and Small Business Accounting Solution, *CPA Practice Advisor*'s 2013 Readers Choice Award for

Small Business Accounting Solution - Cloud, a finalist for Fast Company's

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interface. They started out managing a design firm. When they were unable to find a time-tracking and invoicing solution with the necessary tools and features desired, they created their own.

"We've been committed to great design and user experience right from the start. So when we think about partnerships, we focus on others who are committed to the same," said Danny Wen, Harvest co-founder.

Small Business

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