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The cloud-based small business accounting system [Xero](#) now has integration with with Microsoft Outlook REST API, the company announced on Tuesday. This allows small businesses to get a single, 360 degree view of all interactions with their contacts and customers. The company says this integration will help businesses keep track of customers, spot opportunities and stay on top of issues.

- According to research, around 75% of a business's key information – including documents, contacts and commitments – are in email. With this integration, small business customers are able to have real-time access to Outlook emails without leaving the Xero environment.
- Small businesses can also initiate new quotes from within Xero and attach their customer's email as a record. Once customers have emailed to confirm an order, small businesses can then invoice – all while staying within Xero.
- Earlier this year, Xero announced an [integration](#) with Microsoft Power BI to offer small businesses an easier way to quickly connect with, and gain insight from, their business data through the deep visualization tools & rich reports available on every device.
- From within Office 365, a direct feed from Xero allows customers to see the financial position of that customer – what was purchased and what is owed – and tap into their Xero contact information without having to switch screens.

“More than 75% of small business communications is via email,” said Craig Walker, Chief Technology Officer at Xero. “This integration will enable small businesses to be more agile, to keep track of what their customers have asked for, what they’ve

purchased recently and whether they owe money. Xero’s longstanding relationship

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“This integration gives small businesses a streamlined view of customer interactions without having them switch between Outlook and Xero – in other words, it empowers small businesses to work smarter and more seamlessly,” said Rob Howard, Director Office 365 Ecosystem at Microsoft.

Accounting • Technology

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