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**Sageworks** and **Xero** have announced a new partnership that makes the Sageworks Valuation Solution and its ProfitCents systems a part of the Xero marketplace. The systems also integrate with the Xero accounting system, enabling accounting firms

that use the ProfitCents financial analysis platform and SVS to transfer client data

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higher value consulting services that can deepen client relationships and create more profitable engagements.

Through the new integration, ProfitCents and Sageworks Valuation Solution users can directly access Xero data fields and customize the mapping of data, allowing them to create key performance indicators (KPIs) and ideal groupings for financial analysis using their existing Xero account structure.

“We are excited to announce our partnership with Xero,” said Sageworks Chief Executive Officer Scott Ogle. “At Sageworks, our goal is to help our accounting firm clients become trusted advisors to the businesses they serve, and a big part of that is reducing the amount of time spent entering data so they can spend more time with their clients. Because of this, making sure our solutions integrate with accounting firms’ existing workflows and applications is critical.”

Accounting • Technology

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