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a 66% increase in the number of businesses using apps in Xero's ecosystem.

Jul. 20, 2016

The Xero logo is centered within a large, solid blue circle. The word "xero" is written in a white, lowercase, sans-serif font. The 'x' is formed by two intersecting diagonal lines. The 'e' is a simple, rounded shape. The 'r' has a thin vertical stem and a curved shoulder. The 'o' is a circle with a small dot in the center, creating a bullseye effect.

xero

Xero has launched a new [App Marketplace](#) that offers a collection of cloud apps that

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fast-track global growth because they have access to an established support and customer network. We're increasingly seeing startups leverage the benefits of this network effect."

Small businesses are increasingly looking for simple and easy ways to connect their accounting software to apps that help them run their business more efficiently, with a 60% increase in the number of businesses using apps in Xero's ecosystem.

More than a quarter of Xero's 717,000 customers now use one or more of the 500 apps, available in the new ecosystem. The App Marketplace makes it easier for small businesses to find the right app for their business requirements and industry.

"The API effect has been huge for us and instrumental in [Receipt Bank](#)'s exponential growth," said Receipt Bank's co-founder Michael Wood. Today, Receipt Bank is a global business with offices in the US, Europe and Australasia, but this was made possible by the power of APIs. Xero's API is world-class; enabling Receipt Bank and Xero to build a combined solution that unlocks huge efficiencies in bookkeeping."

Xero's [research](#) shows adding just one of the right technology tools can significantly impact a business' annual net profit.

Xero's open app ecosystem gives small businesses and their advisors the opportunity to select the technology that best suits their unique needs and requirements as they grow, instead of locking them into a 'one size fits all' approach. Small businesses can search by industry or app function to find the tools they need and see what they didn't even know existed.

Key facts about the App Marketplace:

- **Reporting tools are the most popular app category** in Xero's ecosystem. Apps like [Crunchboards](#), [Spotlight Reporting](#) and [Fathom](#) turn Xero data into real-time

business intelligence, for budgeting, forecasting and benchmarking.

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Cloud, Shopify, PayPal and BigCommerce, to streamline their team operations.

Xero has invested heavily in maintaining an open platform and small business customers aren't the only ones reaping the benefits. It has become a competitive advantage not only for Xero, but for many of its ecosystem partners. Building on Xero's open API gives technology start-ups instant access to a global customer-base in the cloud.

Xero's new App Marketplace is at [www.xero.com/marketplace](https://www.xero.com/marketplace).

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