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Xero, the global small business platform, has released new search functionality on [Xero's app marketplace](#), powered by enterprise software-as-a-service platform Coveo, making it faster and simpler for small businesses to find the right apps to suit their unique needs.

With more than 800 third party apps that connect to the platform, Xero's app marketplace now serves up suggestions based on a small business' profile when they are logged into Xero and an improved search toolbar presents popular apps and quick links, providing a more personalised, intuitive, and efficient experience.

“We’re passionate about getting apps into the hands of more small businesses, with

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when they are logged into Xero.

Xero’s established relationship with Coveo, which also powers the search on [Xero Central](#) – a one-stop support resource for small businesses, accountants and bookkeepers – means Xero will be able to offer users an even more connected experience. It will eventually enable customers to view Xero support articles in app marketplace searches, and app marketplace recommendations in Xero Central.

Coveo CEO and Chairman Louis Tetu said, “Creating intelligent experiences like Xero’s app marketplace and Xero Central are critical to compete in today’s experience economy. Digital leaders run on data and AI to create the relevant, unified experiences their customers expect – while adding real business value. Few companies understand that better than Xero.”

Whether a small business is looking to move sales online, coordinate staff or manage projects, [Xero’s app marketplace](#) features an array of third-party apps to help with their unique industry and business administration challenges.

“Tapping into smart insights through machine learning, not only improves the journey for time-poor small businesses, but enables us to consistently evolve our offering to provide beautiful experiences for our customers,” Nick Houldsworth said.

The announcement follows Xero being named as a worldwide leader in the IDC MarketScape: Worldwide SaaS and Cloud-Enabled Small Business Finance and Accounting Applications 2020 Vendor Assessment (doc # US45837020, April 2020). In this [report](#), Xero’s strategy, product offerings and customer service were key criteria assessed by the IDC MarketScape, which noted Xero’s open API strategy, machine learning for code-free accounting and extensive ecosystem of 800+ third-party apps providing valuable access to point solutions as key strengths.

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