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**Isaac M. O'Bannon** • Sep. 25, 2023



**Xero**, the global small business platform, has signed a new three-year global agreement with PrimeGlobal to empower its member firms to adopt and use Xero's cloud accounting solutions to help their clients grow and succeed.

PrimeGlobal is an association of independent accounting and business advisory firms comprising more than 300 highly successful independent member firms across 112 countries.

Under the agreement, PrimeGlobal has been awarded the Xero Global Partner status, which provides new benefits to its participating member firms, including education and co-marketing opportunities, extended account management, as well as access to training and support. Through this partnership, PrimeGlobal's member firms can

access invaluable resources, including technology tools and Xero's research and

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Heathcote, CEO of PrimeGlobal. "The partnership goes far beyond access to the platform; Xero is committed to working with us to help members implement technology and modernize their services."

"Xero and PrimeGlobal have partnered as a result of our shared commitment to empowering firms with expertise and innovative solutions," said David Emmerman, Head of Enterprise at Xero. "Together, we will support member firms on both local and global scales, enabling them to harness the advantages of the Xero platform."

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